



OBJECTIVES:

- Receive an Investor Relations certification, recognised by the Middle East and international financial community
- Understand the fundamental principles and best practice of investor relations
- Know the regulations governing the conduct of investor relations; in particular the disclosure of information and the legal requirements regarding the financial calendar
- Understand the capital markets and the context for your financial communications
- See how investors and analysts evaluate investment opportunities and how to tell your company's investment story convincingly
- Appreciate the role of Investor Relations, Analyst Communications and Media Relations and how best to manage them

CALENDAR 2018/2019:

2018

- **30, 31 October and 1 November: Dubai, UAE**

2019

- **25, 26, 27 June 2019: Abu Dhabi, UAE**
- **29, 30, 31 October 2019: Dubai, UAE**

THE CIRO PROGRAMME:

- The Certificate, delivered in partnership with the London based UK IR Society, is an internationally recognised qualification for the Investor Relations profession.
- The CIRO Programme is designed as three-day training course followed by a 1 hour paper based exam, based on the topics set out in the study materials and training course.

WHAT THEY SAY ABOUT THE CIRO PROGRAMME:

"The CIRO programme is essential for anyone looking to develop a successful career in IR. In our company, the Certificate is a requisite for the IR team. The programme helps to build and develop knowledge of the IR profession, while providing a practical insight about how to operate to following international best practice."

Redwan Ahmed, *Head of Investor Relations, DP World*

"The Certification in IR is the best qualification delivered in the Middle East, that definitely helps delegates to get familiar with the framework and terminology related to IR and the requirements of the profession, both locally and internationally. I would recommend the course to anyone new to IR or looking for a refresher on latest regulation and best practice."

Mohamed Abdal, *Chief Communications Officer and Head of Investor Relations, Zain Group*



WHAT YOU WILL LEARN :

Principles and Practice of Investor Relations

- The role of investor relations
- Target audiences
- Strategic role of investor relations
- Measuring investor relations

Global Financial markets

- Global financial markets
- How do equity markets work
- Equity investors
- Debt investors

Companies & regulation

- Introduction to company regulation and requirements

Regulatory environment

- Introduction
- Listing rules
- Periodic financial reporting
- Regulatory announcements

Accounting, valuation and investment principles

- Investment principles behind company valuations
- Time value of money
- Cost of capital
- Risk vs return
- Introduction to valuation methods & financial analysis
- Demystifying company accounts

Effective IR in practice

- The IR audience
- IR advisors
- Internal relationships
- Knowing your shareholders
- Understanding disclosure obligations
- Communications tools and techniques
- Trends in International IR
- The day-to-day business of IR - 1H conference by a local IR officer

The training is delivered in English

Who should sit the CIRO programme?

It is suitable for anyone working in investor relations or third party related professions, or considering a move into investor relations.

PRICE:

Delegate rate for full programme: US\$ 3,000

Special price for MEIRA Members: US\$ 2,500

Book multiple delegates and get an additional 10% discount

For more information or to register please contact

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