



THE CIRO PROGRAMME

Certificate in Investor Relations



THE PROGRAMME

The CIRO programme is an internationally recognised certification programme for the investor relations profession. In the Middle East, the programme is organised and delivered by the Middle East Investor Relations Association (MEIRA), in partnership with the UK IR Society (UKIRS).

The Certificate in Investor Relations is regarded as a valuable benchmark for those already in the profession and an essential prerequisite for those seeking to work in the investor relations sector. With over 1,500 successful candidates from more than 25 countries, the Certificate in IR is firmly established as a leading IR qualification worldwide.

Obtaining the Certificate in IR:

- Provides international recognition as a qualified IR practitioner
- Demonstrates expertise and competence in your field
- Enhances career development

The CIRO programme is in 2 parts: a 3 full days of IR training session and a 1-hour paper-based Exam. Once you attend the training and pass the Exam you will receive the Certificate in Investor Relations, approved by both UKIRS and MEIRA.



40 hours of revision
(self-study)



3 full days of
training
(9am - 5pm)



60 minute
multiple choice
exam



Course Date: 3 - 5 Nov 2019
Exam Date: 9 Nov 2019



Bahrain Bourse
Business Centre

THE TRAINING

Content:

The delegates will cover the following points with the trainer during training course:

Principles & Practice of Investor Relations

- Introduction to Investor Relations
- The role of investor relations
- Why companies need IR
- What makes a successful IR function
- The scope of IR

Global Financial Markets

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

Companies & Regulation

- Introduction to company regulation and requirements
- Statutory and financial reporting calendar

Regulatory Environment

- Introduction and principles
- Market abuse
- Listing rules
- Disclosure and transparency rules
- Corporate governance
- Takeover rules
- Periodic financial reporting
- Regulatory announcements
- Summary of the United States (US) regulations

Accounting, Valuation & Investment Principles

- Time value of money
- Cost of capital
- Risk vs return
- Introduction to valuation methods & financial analysis
- Demystifying company accounts
- Portfolio theory
- Key financial ratios

Effective IR in practice

- IR audiences
- IR advisors
- Internal relationships
- Knowing your shareholders
- Understanding disclosure obligations
- Communications tools and techniques
- Measuring the value of IR
- Trends in International IR



THE TRAINER

John Gollifer

General Manager, MEIRA

John Gollifer joined the Middle East IR Association (MEIRA) as General Manager in January 2019.

John was the General Manager and an executive director of the Board of the UK's Investor Relations Society from 2012 to 2018. On joining the IR Society, which works in partnership with other IR associations, including MEIRA, John led IR training for the International Certificate in IR (ICIR) in Chile, Indonesia, Japan, Nigeria, Singapore, Thailand, Turkey and the UK, as well as for the Certified IR Officer (CIRO) in the Middle East. From 2016 to 2018, John lectured at the University of Liverpool in London on the MSc in Strategic Communication programme for the IR module which he created. In 2018, John was awarded an Honorary Fellowship of the UK's IR Society in recognition of his services to IR.

FEE

BHD 1,150

MEIRA members will have a discounted fee of USD 2,500

SUPPORTED BY



تمكين
Tamkeen

To RSVP & for more details, please contact

+973 1781 5555 / 1781 6327

aalsaleh@bibf.com