

MEIRA's professional development programme aims to provide IR practitioners across the MENA region with an up to date understanding of the international ethical and professional standards of the industry, as well as the knowledge needed to help run and manage a successful IR programme.

The Certified Investor Relations Officer (CIRO) programme, delivered in partnership with the UK IR Society, is an internationally recognised qualification in Investor Relations. A three-day training course, the CIRO is followed by an exam, offered on a number of occasions throughout the year, across the region.

### WHAT YOU WILL GET:



**AN INTERNATIONAL  
RECOGNITION AS A QUALIFIED  
IR PRACTITIONER**



**A BETTER UNDERSTANDING OF THE  
FUNDAMENTAL PRINCIPLES AND BEST  
PRACTICE OF INVESTOR RELATIONS**



**THE TOOLS AND TECHNIQUES TO  
PERFORM AND DEVELOP YOUR ROLE  
WITHIN THE IR ENVIRONMENT**

### WHAT THEY SAY ABOUT THE CIRO PROGRAMME:

“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

“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

### **CALENDAR 2020:**

• 9, 10, 11 June 2020: Abu Dhabi, UAE

• November 2020: Dubai, UAE

## 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*

#### 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

### 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.

For more information or to register please contact

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Our Strategic Partners