



This course provides an introduction to financial markets, Investor Relations and the financial environment in which Investor Relations professionals work.

WHAT YOU WILL GET:



A CERTIFICATE OF ATTENDANCE
WILL BE GIVEN TO DELEGATES
AT THE END OF THE TRAINING



AN EQUIVALENCE FOR THE MEIRA
CIRO PROGRAMME DAY 1 AND
ELIGIBILITY FOR DAY 2 AND 3



PROVIDES BASIC KNOWLEDGE
ABOUT INVESTOR RELATIONS FOR
ANYONE NEW TO THE PROFESSION

WHAT THEY SAY ABOUT THE CIRO PROGRAMME:

“This is really useful training. Interesting topics supported by clear explanations, delivered by an excellent and highly engaging trainer. The course achieved its aim for me, and I make use of the learnings on a regular basis. It gives a great grounding in IR and is ideal for those moving into the industry for the first time or in the Financial Communications business.”

George Allen, *Senior Consultant, Instinctif Partners*

“This course is an extremely good introduction to IR in general.

I had a generic knowledge of IR and the financial markets and so now feel much more comfortable and far more informed.”

Julia Ward-Osseiran, *Investor Relations Officer, ENBD REIT*

CALENDAR 2020:

• 9 June: Abu Dhabi, UAE

• November: Dubai, UAE

WHAT YOU WILL LEARN :

The Principles of Investor Relations

- > What is IR
- > How does IR interact with financial markets
- > What is IR trying to achieve:
- > Managing expectations
- > Identifying target audiences
- > What are the outcomes of successful IR

Companies

- > What is a limited company and how does this affect the role of IR
- > Shares and shareholders
- > Debt and equity
- > Directors and board structure
- > How are companies regulated
- > The reporting calendar and disclosure requirements
- > Principles of corporate governance

Financial Markets

- > What are they and how do they work
- > Key participants, what are their requirements, how do they interact
- > How are they regulated
- > Advisors and professional services
- > Understanding the financial jargon

Stock Exchanges

- > What is the role of a stock exchange
- > Comparisons of International Exchanges (including, London, New York and other markets)
- > The Middle East Stock Exchanges
- > How does it work
- > Market statistics
- > Indices
- > Stockbrokers & securities houses

Equity Investors and Investment Principles

- > What does it mean to be a shareholder
- > Private investors
- > Institutional investors
- > Fund managers and their requirements
- > Role of analysts
- > Shareholder identification
- > Other forms of funding: Debt, Private Equity, Sovereign wealth funds

Summary and Conclusion

PRICE:

MEIRA Members: USD700

Non-Members: USD900

Book multiple delegates and get an additional 10% discount

For more information or to register please contact

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Our Strategic Partners