

NIRI Professional Development

NIRI Finance Essentials

Finance 101 for IR:	August 20, 2012 – San Francisco
Finance Essentials for IR:	August 21 – 22, 2012 – San Francisco
Think Like an Analyst:	August 23, 2012 – San Francisco

Finance 101 for IR

One day program, San Francisco

This course starts from scratch, showing you how the income statement and balance sheet build up and demonstrates the importance of cash using the FinanceTalking accounting game. Team quizzes help you with financial jargon. And you'll learn to implement what you've learned after the course – ensuring that you return in a position to carry out your duties even more effectively.

Program:

- Introduction to Accounts
- Earnings Releases and Annual Reports/10-K
- Profitability
- Balance Sheets & Funding
- Summary and Conclusion

Outcomes:

- Understand the income statement, balance sheet and cash flows
- Identify the earnings release headlines and why certain numbers are important
- Learn accounting jargon and financial language
- Use the numbers to tell your company's financial story.

Finance Essentials for IR

Two-day program, San Francisco

Learn the basics of financial markets, corporate finance, financial statements, and valuation. The investor relations role involves many disciplines, including finance and communications. With today's changing markets and reporting requirements, this interactive two-day seminar is essential to your development and success in IR.

Program:

- The Big Picture
- Corporate Finance Essentials
- Accounting Essentials
- Balance Sheets and Funding
- Profitability
- Cash Flows
- How Companies are Valued
- How to Tell Your Investment Story
- Summary and Conclusion



Outcomes:

- Understand the financial markets and the role of IR
- Appreciate the key players and the regulatory framework
- Become fluent in the language of finance, including finance and accounting jargon
- Understand how audiences use your company financials so you can tell your story
- Comprehend the drivers of investment decisions and how to communicate to achieve fair value

Think Like an Analyst

One day program, San Francisco

Learn to look through the eyes of one of your key target audiences. Find out how analysts think, how they build their models and what pushes their buttons.

Program:

- The role of analysts in today's capital markets
- Primary tasks of an equity research analyst
- How analysts make money

Outcomes

This course will put you in the shoes of an analyst so that you can see things from their perspective. Exercises include a team forecasting competition, interpreting how guidance affects an analyst's model and identifying the key assumptions in consensus.

** For attendees in the banking and insurance industries, please contact Miranda Lane at info@financetalking.com about your company's financial statements for the Banking Class*

National Investor Relations Institute
www.niri.org





Finance Essentials

You may also register online at www.niri.org/finance

Name _____

Title _____

Company _____

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Finance Essentials

I am a NIRI member Non-member

Not a member? Go to www.niri.org to join and save on this registration.

- Finance 101 for IR: August 20, 2012 – San Francisco**
Fee: \$949 for members; \$1,149 for non-members;
\$849 for NIRI Senior Roundtable members
- Finance Essentials for IR: August 21 – 22, 2012 – San Francisco**
Fee: \$1,489 for members; \$1,989 non-members
- Think Like an Analyst: August 23, 2012 – San Francisco**
Fee: \$949 for members; \$1,149 for non-members;

Payment:

- AMEX VISA MasterCard
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fax to (703) 562-7701 or register online at www.niri.org/finance

You are responsible for making travel arrangements and hotel accommodations, which are not covered in the seminar registration fee. For information on agendas, special discounted hotel rates, cancellations, speakers, and other details, please visit www.niri.org

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