



INSTRUCTORS

- ▶ Miranda Lane, FinanceTalking
- ▶ David Yates, FinanceTalking

Finance 101

JUNE 26, 2012

NEW YORK, NY, USA

- ▶ Learn the basics of financial markets, corporate finance, financial statements, and valuation.

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JUNE 27-28, 2012

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- ▶ Let the experts help you understand the essentials of finance and communicate your company's financial story

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Finance 101

- ▶ Understand the income statement, balance sheet and cash flows
- ▶ Identify the earnings release headlines and see why certain numbers are important
- ▶ Decipher accounting jargon and financial language

Finance Essentials for IR

- ▶ Understand the financial markets and the role of IR
- ▶ Appreciate the key players and the regulatory framework
- ▶ Comprehend the drivers of investment decisions and how to communicate to achieve fair value



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