



OBJECTIVE

This is an exciting course that will move across the entire landscape of investment instruments with a special focus on the inside of how mutual funds operate and the opportunities as well as the risks for a potential client. This course has ideally been created for relationship managers and investment advisors who are across the domain of banking and are dealing with clients about investment opportunities. The course will also delve into designing a risk managed portfolio that suits a customers' position and goals from investments.

KEY AREAS

- Review the entire instruments
- Understand investment channels
- Learn how the markets actually work
- Gain insight for risks on various products
- Align investments to client needs
- Learn how to sell the banks products
- Learn how the products work internally
- Understand investment reporting
- Look at new products
- Understand current market conditions

FOCUS

Mutual Fundamentals

Understand the fundamentals of mutual funds, gain insight into mirror funds, how to measure returns what expense ratios clients can expect. Learn how to bench mark a fund so that wise investment choices can be made.

Understanding customer needs

Different investors have different needs. This is driven by their existing conditions and the goals they wish to achieve. In this course we will explain what type of products are suitable for each client demographic and how to build up a profile & portfolio for a customers'.

WHO SHOULD ATTEND

- Account Managers
- Relationship Managers
- Investment sales staff
- Support staff working in investments
- Branch managers selling investments
- New product managers
- Risk managers working on investments
- Channel product managers
- Wealth managers

About your trainer



Martin specializes in designing risk measurement and treasury systems with a particular focus on regulatory capital frameworks. He has more than 10 years experience developing bespoke knowledge / workflow and scorecard solutions for financial institutions in both strategic and processing areas of the business. He has a particular interest in lending products and in assisting companies reduce exposure on their balance sheets. Primarily he is banker with experience in both retail and commercial banking and he is currently working with small and large companies throughout South East Asia. In the capital markets arena Martin has worked closely with a stock exchange in the region assisting the exchange design a new energy instrument and futures contract. In addition to Martin's work within the capital markets and banking sector he is a credited trainer for the International Academy of Financial Management on structured finance, project finance, credit and operational risk.



Day 1 Agenda • • • • •**MARKET FOUNDATIONS****TAKE AWAYS**

The first day will take the account and wealth manager through the massive array of investment markets and options.

BEST PRACTICE

Gain full insight into the various investment channels and understand their benefits and risks.

DAY KEY POINTS

Learn about new products and accepted industry practices.

- Hedge funds
- EFT's
- REIT's
- Capital markets
- Mutual funds
- Performance benchmarking
- What happens to investor funds in the various channels

Morning**Investment Markets**

Gain insight into the global economy from an investment perspective

- Landscape key themes drivers
- Risk vs Reward trade off
- Major market participants
- Who are the big funds

Fundamentals of mutual funds

Look at the structure within a mutual fund and understand at a process level how the mutual fund company operates.

- Types of mutual funds
- What are mirror funds
- Advantages of mutual funds
- Buy side to sell side processes
- How to build expenses in

Which funds to select?

What kind of screening should an investor carry out when choosing a fund?

- Qualitative screening
- Quantitative screening
- Performance ratios
- In the fine print, point to watch out for with some fund firms

Investment community channel

Looks at other types of institutional investors to compare approaches

- Insurance companies
- Hedge Funds
- Sovereign wealth funds
- Buy side / sell side
- Open and Closed funds
- EFT's
- REITS

Afternoon**Money Markets & Commodities**

Learn about the money markets and their importance with an emphasis on how the instruments operate

- Foreign Currency
- Interest Rate Management
- Review macro economic factors that affect these markets.
- Look at commodity products

Hedge Funds, Mutual Funds and PE

Learn all about how hedge funds operate, their structure risk and how they generate wealth.

- Structure of hedge funds
- Hedge funds strategies
- How to invest in hedge funds

Fund Performance Benchmarking

Learn how funds generate benchmarks and how they can be compared.

- Net Asset Value Reports
- Alpha & Portable Alpha
- Estimating Beta
- Sharpe Ratios
- Calmer Ratios, ROI
- Spreadsheets examples

Investor Choices

What the risks of various investments from an investor perspective

- Lock in's
- Redemption Discounts
- The problems with Fixed Income
- The issues with Equity

Day 2 Agenda ● ● ● ● ●**INVESTMENT PRACTICE & RISK****Morning****Fixed Income Case Study**

A review of the bond market and the various types of bonds that are available to investors.

- Understand Put/Call Rights
- Gain insight into definitions
- Learn how to value and risk adjust a bond yields against price.
- Learn about hybrids, zero coupons, inflation linked bonds, commercial paper and many more examples.
- Understand the bond issue cycle in primary & secondary market.

Equities Case Study

One of the most thickly traded capital market instrument are stocks and warrants

- Learn about value and price stocks
- How to trade stocks and economic factors to watch for in companies
- Look at risky and non risk stocks
- Look at different share classes, rights issues, take overs and many other commercial event triggers.

Spot, Forwards and Options

The futures markets give investors access to a wide range of fundamentals through three key instruments.

- Understand how call/put options operate and how to price them.
- Learn how exchanged traded futures functions.
- What are the key uses of these instruments for hedging and investment.
- Look at the uses of these instruments from an investment perspective.

Afternoon**Behavioural Finance for Private Bankers**

Understand what drives investors and those that serve them.

- Myopic loss aversion
- Framing and coding
- Cognitive dissonance
- Practical examples of markets

Portfolio Planning

Learn how to build an investment portfolio from many instruments

- Learn how to mix instruments for total return planning
- Understand duration on investments and how to immunise returns to reduce volatility
- Gain insight into diversification

Valuation Investor Style

Look at how to value a stock from the fundamental information rather than the technical information.

- Understand importance of ratios
- Growth stocks and PE relationships
- Look at valuation from market perspective

New Investment Instruments

Review new instruments available to investors and see the benefits (emphasis on Islamic investment)

- Sharia Investment Principles
- Look at Sukuk structures
- Review market providers and how they differ

TAKE AWAYS

The second day of the course is more technically focussed and reviews the instruments that are trading in the investment channels discussed on day one.

BEST PRACTICE

Look at the major event categories in real detail will furnish account managers with an array of important information.

DAY KEY POINTS

Understand how the various different instruments are valued and traded.

- Bonds
- Stocks
- Islamic Investments
- Options
- Forwards/Futures
- How to value assets
- Winning ratios to allow investors to make buy / sell decisions

Day 3 Agenda

CUSTOMER PORTFOLIOS

Morning

Investor Profiling

Understand the advantages and process for profiling a potential investor

- Look at traditional and new approaches for investor profiling.
- What motivates different investors
- Risk aversion and greed balanced, understand the drivers.
- Build up a template to rate investors.
- Develop systematic ways to think about clients
- What are good indicators for success and understand life cycles

Biggest Mistakes Investors make

What are the largest pitfalls investors make when they begin to invest?

- Look at investment cash flows
- Poor horizon matching
- Failing to understand the risks and the potential consequences
- What is responsible guidelines for the account manager

Asset Allocation & Rebalancing

Review methods for building an diverse asset allocation plan

- Understand dollar cost averaging
- When and how to redeem
- How to benchmark different asset classes and align those to investor pools
- Cash flow matching to investor redemption needs.
- Learn when to make and withdraw from investments and the potential cost to the portfolio in the future.

Afternoon

Regulation and Investments

Look at various regulations around investments and investment bodies

- Understand AIMA
- Effects of IFRS for investments
- What does mark-to-market mean for an investor and why are reports often wrongly read
- What rules are set in the UAE
- FDIC and its stance for Dubai

Diagnostic profiling tools

Step by step approach to selling investments improves sales results

- From mission statement
- Clients emotional needs
- Understand how to build a diagnostic framework to address a client and set up a follow up plan.

Retail Investment Linked Products

Review various retail investment products that all larger pools of customer to be reached.

- Show customers how to balance the liabilities and investments.
- What are the effects of Lien and Collateralising for investment
- What are the risks in equity unlock facilities.

What investment clients like to see

Building a bank wide success model

- Account managers responsibilities for the bank
- How do customers perceive specific account mng actions

TAKE AWAYS

With day 1 covering the markets and day 2 the traded instruments, day 3 focuses on the investor.

BEST PRACTICE

Learn how to profile different potential clients, understand buying signals for clients and gain insight into assisting clients avoid the pitfalls of investing.

DAY KEY POINTS

- Build up a diagnostic framework
- What retail investment products exist
- What do clients like to see
- How should clients invest overtime.
- Dollar cost averaging
- When to redeem