

Become a...

Chartered Portfolio Manager

**Certified by the American Academy of Financial Management (AAFM).
Recognised in over 145 countries by 560 training providers, universities,
colleges and business schools.**

18 – 22 January 2009, AAFM Training Center, Salhia Complex

Who should attend?

This highly practical qualification has been specifically designed for:

- Financial planners
- Private Bankers
- Retail bankers
- Investment managers
- Compliance officers
- Client relationship Managers

By attending this course you will:

- Identify and evaluate the dynamics that drive how financial markets work and their inter-relationships, and understand the characteristics of the diverse products that are traded in these markets
- Value equity and fixed-income securities using a variety of popular models
- Construct and manage effective investment portfolios that are aligned to investor objectives and constraints and which optimize risk/return trade-offs to deliver enhanced performance
- Allocate assets across global markets having understood the benefits of international diversification as well as the risks and challenges of doing so
- Confidently understand client objectives and translate them into a portfolio solution



“The course exceeded my expectations! I especially enjoyed the case studies and exercises.”

Ahmed Nasser
Accountant, SABIC, KSA



Dear Portfolio/Investment Manager

Portfolio managers, analysts and financial institution managers face an increasingly difficult challenge of delivering superior investment performance to retail and institutional investors. Navigating turbulent and dynamic financial markets, allocating assets amongst complex and diverse investment products and deciding in which global and emerging markets to gain exposure are complex tasks. Using financial statements to guide asset selection is also fraught with dangers given recent financial reporting scandals.

To optimize the risk-return performance of portfolios requires a detailed understanding of the complexities of market functioning and dynamics, the characteristics of equity and fixed income securities as well as other financial market products, and how to integrate these into well performing portfolio that diversify risk and enhance returns. Supporting these decisions is the effective use of information. Being able to analyze financial statements to forecast future earnings and cash-flow performance is a key requirement, as is the ability to identify risks to the information in financial statement and adjust these accordingly.

Your expert program director Michael Armstrong and I look forward to welcoming you to this highly informative event.

Yours sincerely

Geoffrey Bye
AAFM Kuwait CEO

Michael Armstrong



Global Leadership Team AAFM Singapore

Michael Armstrong runs his own financial services consulting practice concentrating on markets in Asia and the Middle East. He has spent 15 years in the banking and finance industry based in Sydney, Hong Kong and now Singapore.

He is Industry Advisor to the American Academy of Financial Management (AAFM) and a former Senior Manager, with HSBC in Hong Kong. His experience covers all aspects of financial services including, Wealth Management, product development, distribution, marketing and operations, working with global financial services firms including Citibank and HSBC.

At HSBC Mr. Armstrong was responsible for development of alternative distribution channels including Internet and self-service devices. Prior to this he was responsible for all consumer finance products in the Asia Pacific region. His challenge was to launch profitable products in countries as diverse as Korea and India.

His consulting activities have included work for Asian Development Bank in Manila. In addition he has lectured extensively with AAFM in the Middle East covering topics as diverse as mortgages, sales effectiveness, wealth management, investment products and asset allocation. Clients have included National Bank of Dubai, Dubai Financial markets and Gulf Bank in Kuwait.

His particular interest is in developing wealth management services and driving more effective channel distribution strategies.

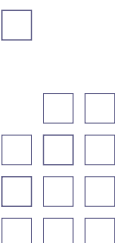
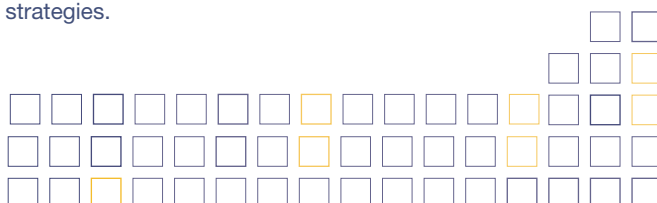
By attending this course, the added benefits you will receive include:

- The ability to use the designation ChPM™ on your business card and resume
- Free AAFM membership is included with course fees for up to 18 months
- Membership renewal is due on the 30th June or 31st of December. New members automatically receive 12 months membership plus any additional months leading up to the next renewal date
- Access to the AAFM risk management network and body of information on-line
- Being taught by a leading finance expert from the American Academy of Financial Management
- Membership to the only professional body recognised by the AACSB, the world's leading collection of business schools
- Preferred access to education centres in USA, UK, Europe, Asia, Middle-East and Latin America
- Qualification for entry into the AAFM Master Financial Professional programme
- Access to the AAFM international journal published on-line
- Gold Embossed Certificate with your name and designation as a MAAF (Member of the American Academy of Financial Management)
- Full accreditation fees included in the course fees

Program Overview and Objectives

This program is designed to provide intensive certification preparation to be awarded the Chartered Portfolio Manager designation and credential. The core requirements are: Investments, Equity Valuation, Global Investment Strategy, Financial Analysis, and Portfolio Management Skills. Topics are directly linked to course objectives and include:

- Market analysis and functioning
- Quantitative skills and investment strategies for equities, fundamentals of interest rates, present value, and portfolio theory;
- Security Valuation
- Portfolio construction and management across global markets including diversification strategies and optimizing risk-return trade-offs
- Financial statement analysis



AAFM™ Chartered Portfolio Manager

18 to 22 January - Programme Outline

Course Timings:

Registration will be at 08:30 am on Day One with the programme commencing promptly at 09:00 am each day. There will be two short breaks each day and the sessions will conclude at 3:00 pm.

Day One – 18 January 2009

Investment basics and Financial Markets

This topic introduces essential finance principles. Participants get an overview of financial assets, capital markets, and corporate decision-making and of related financial and quantitative tools.

Topics covered include:

- Definitions and measures of Risk and Return
- An introduction to financial assets and capital markets
- The basics of asset valuation
- Present and future values
- Calculating rates of return
- A review of the objectives of corporate financial decision making

Day Two – 19 January 2009

Theory of Portfolio asset allocation

This topic covers the theoretical underpinning of portfolio theory. It covers the principles of diversification, reduction of risk and investigates some models in quantifying risk.

Topics covered include:

- Importance of diversification
- Modern Portfolio Theory (MPT)
- Systematic v Unsystematic risk
- Choosing an optimum portfolio
- The Capital Asset Pricing Model (CAPM)

Day Three – 20 January 2009

Introducing the asset classes

This topic introduces the key asset classes that form part of the proposed portfolio. Each product is examined as to its applicability in building an integrated portfolio with set objectives. We also take a historical perspective on asset class performance and market behaviour.

Topics covered include:

- Money Market
- Bonds
- Equities
- Alternatives
- Brief history of asset class behaviour

Day Four – 21 January 2009

Constructing and maintaining the portfolio

This topic covers portfolio management and the issues related to the construction of an efficient portfolio. It covers the key principles that are required in understanding how portfolios are derived.

Topics covered include:

- Behaviour of a real-life portfolio
- Optimal asset allocations
- Market efficiency
- The need for portfolio re-balancing
- Use of options in a customer portfolio

Day Five – 22 January 2009

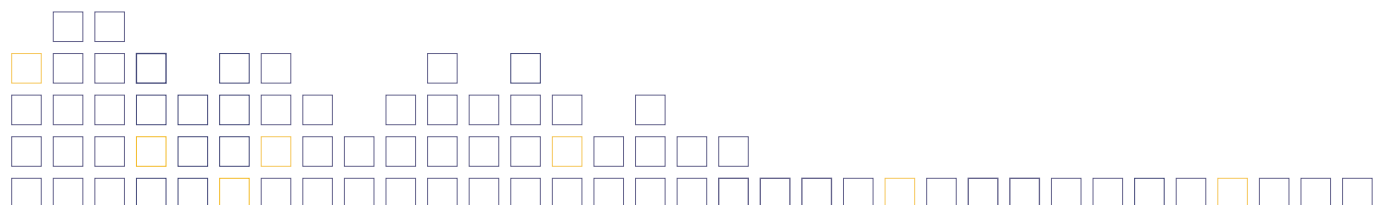
Assessing the needs of the client and explaining the portfolio solution

The topic covers how to obtain the customer's financial objectives and convert them into a diversified portfolio. It covers typical client types and possible portfolio solutions.

Topics covered include:

- How to assess customer needs
- Typical client personality types
- Matching needs with solutions
- How to conduct a client 'conversation' on financial planning and portfolio planning
- Handling client a client review and the need for rebalancing

Group Assignment: Each group will be required to be provided a client scenario and be required to assess needs, risk profile, time horizon etc and then design the portfolio and present it to the 'customer'.



Registration Form

Three Easy Ways To Enrol

T +965 2 246 2030 / +965 9 7688 433
F +965 2 246 2050
E enrollQ8@aafmgcc.com

Course Dates

Chartered Portfolio Manager
 18 - 22 January 2009

Timing

From 9:00 AM to 3:00 PM

Venue

AAFM Training Center
 Salhia Complex
 Kuwait City

Program Fee

Regular fee KD800.00

Early Bird Discount:

First 10 Registrations will save KD50

Individual & Corporate Schemes

Enjoy the benefits of our reward, royalty schemes and pricing strategies.

Payment Methods

Please pay by Cheque, Cash or Bank Transfer. KD100 un-refundable registration fees must be paid prior to programme commencement.

All cheques should be crossed and made in favour of American Academy of Financial Management.

The fee includes instruction, course material and detailed case studies. On successful completion of the course, the AAFM award free membership for a period of up to 18 months.

Registration Details

Title: First Name:

Last Name:

Company Name:

Job Title:

Department:

Address:

.....

Country:

Tel:

Fax:

Mobile:

Email:

For multiple registrations, please copy this page.

Yes! I would like to receive information about future events and services via email.

In the case of unforeseen circumstances, AAFM reserves the right to change venue and/or speakers.

Payment Options

- Cash
- Cheque – Payable to “American Academy of Financial Management”
- Bank Transfer – American Academy of Financial Management, Commercial Bank of Kuwait, Hawalli Branch, Account Number: 2001012338.

Cancellation

If you are unable to attend, a substitute delegate will be very welcome in your place. If this is not suitable, a KD 100 registration fees will be retained.

Customised Solutions And On-Site Training

AAFM provides tailor-made, superior and highly cost-effective in-house training with professional certification awarded. Our certifications can be articulated to a full university qualification or simply be a highly focused, tailored curriculum delivered by the most experienced industry experts. With global recognition and a faculty of specialists who are industry practitioners, we teach the ‘how’ and ‘why’, not just the ‘what’. Call us now on +965 2 246 2030 or email enrollQ8@aafmgcc.com

