

Successful completion of this course allows you to use
the post-nominal designation CPM™

Certified Portfolio Manager™

26 – 30 April 2009

**Crowne Plaza Hotel (Sheikh Zayed
Road), Dubai, UAE**

If you complete this course and two additional financial services courses in the next two years, you will receive the International Diploma in Financial Services from the Royal Society Of Fellows and AAFM!

See inside for more information.



Key benefits of attending this course:

- Explore the latest advances in modern portfolio theory and differentiate your portfolio management skills by adopting international best practice
- Develop a checklist of key applied techniques in portfolio management that will remain with you throughout your career
- Become an expert in calculating and interpreting asset values and integrating risk pricing into your financial decisions
- Integrate optimum asset mix planning into your portfolio development strategies
- Maximise the impact of your reports and financial statements to improve client understanding and ensure buy-in to your portfolio management plans
- Appreciate the complexities of investing in emerging markets and develop strategies for managing risk and maximising returns

Organised By



Official Regional
Recruitment Partner



Designation Programme — awards the “CPM™” post-nominal

Dear Portfolio Manager,

There is no disputing that times are hard right now. Equity markets, commodities, structured products and real estate have all been massively hit by the global re-adjustment of risk appetite and the new realities of global finance. No one really knows what the new global economy will look like in twelve months but we can be sure that there will be some winners in amongst all the losers. We should however, bear in mind that even during Great Depression Floyd Odlum took a pool of thirty nine thousand dollars and headed into the US equity markets. Fifteen years later, Mr Odlum had managed his portfolio to over one hundred million dollars!

As a portfolio manager in the Gulf you are in a privileged position compared to your peers around the world. The GCC is still an oasis of personal liquidity and still presents opportunities for those with the skills and insights to be able to successfully manage their client's portfolio through the current turmoil.

IIR Middle East in conjunction with the American Academy of Financial Management and the Royal Society of Fellows, is proud to bring you the **Certified Portfolio Manager™** course, part of the International Diploma In Financial Services. This series of three courses will provide you with the professional recognition, information, insights and skills required to excel in your profession. The courses have been carefully structured so that you may attend them individually and achieve the respective professional AAFM designation, or you can attend all three, receive three designations and the International Diploma In Financial Services.

Certified Portfolio Manager: This designation course will focus on how to navigate turbulent and dynamic financial markets, allocate assets amongst complex and diverse investment products and decide in which global and emerging markets to gain exposure.

Certified Wealth Manager: While complex selling and relationship management skills are a key element of the programme, this designation course presents a framework for portfolio management and financial planning for key clients, along with an overview of investment products in the Middle East region and beyond.

Certificate In Corporate Finance: This designation course focuses on the relationship between financial statements and the performance of a company within equity markets and related valuations. It presents invaluable tools and techniques for both those involved in preparation of corporate statements and for market analysts who analyse such statements, along with specialist issues including mergers and acquisitions, regulatory frameworks, and debt versus equity markets.

Take the first step to achieving the International Diploma In Financial Services by registering for **Certified Portfolio Manager** today!

Yours sincerely,



Jeremy Butcher
Conference Director
Head of Finance

P.S. Book all three courses for the Diploma at the same time and save up to US\$ 1,500!

About Your Expert Programme Director



Ray Barros is a professional trader, fund manager, author, and educator. Since he started trading twenty years ago, his track record reflects a whopping 39 percent per annum return on a compounded basis. It means a hypothetical investment of \$1,000 returned over \$300,000 in the 18 year period between 1990 and mid 2008. He is also the author of two books – ‘The Nature of Trends’ and ‘The Ray Wave’. Ray has been regularly featured in regional newspapers and publications like The Singapore Strait Times, The Sydney Morning Herald, Your Trading Edge Magazine, Singapore Business Times, and Smart Investor. He has also been featured on BBC (Asia), CNBC, and Channel News Asia and a number of Indian TV stations e.g. Channel 18 (CNBC Indian Affiliate). In addition, Ray has given public and in-house seminars in Sydney, Singapore, Bombay, Shanghai, London, Tokyo and Taiwan.

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Course Timings: Registration will start at 08.00 on the first day. The course will commence at 08.30 on every day. Refreshments will be served at appropriate times with each day concluding at 14.30 with lunch.

Course Outline

Day One – Sunday, 26 April 2009

The Fundamentals Of Portfolio Management

An overview of investment strategy, capital markets and modern portfolio theory.

Essential Finance Principals

- An introduction to financial assets and capital markets
- Review of the objectives of corporate financial decision making
- The basics of asset valuation
- PV & FV, rates of return, time value of money
- Reading financial reports (balance sheets, fund reports, etc)

Portfolio Elements

- The role of the advisory (asset management, institutions, fund managers, etc)
- Risk reward
- Allocation strategies
- Sector, market and other methods of classification
- Regulations and constraints

Day Two – Monday, 27 April 2009

Portfolio Types And Construction

Day Two extends the concepts covered during the first day to look at the most widely applied techniques used in business in making financial and investment decisions.

Part 1 – Portfolio Types And Influences

- Asset classes
- Geography sector
- Macro economic factor

Part 2 - Portfolio Design, Planning And Execution

- Market planning, analysis and targeting
- Segmentation methods
- Funding methods
- Manufacturing (in-house or outsourced)
- Distribution
- Asset management

Day Three – Tuesday, 28 April 2009

Valuing Stocks, Bonds And Funds – Pricing The Risk/Return Relationship

Day Three examines the creation of value from the perspective both of the firm and the capital markets. Methods of pricing firm securities are illustrated along with approaches to estimating and pricing risk and the trade-off between levels of risk and return.

Part 1 – Valuation Methods


- The value of a corporation, characteristics of debt and equity
- Valuing debt, valuing equity, models of dividend growth
- Understanding and applying PE ratios

Part 2 – Risk/Return

- The nature of risk
- Measuring total risk
- More accurate pricing – variance calculations using a probability distribution of returns

Part 3 – Diversification And Optimisation

- Diversification theory and the calculation of portfolio risk
- Optimisation of returns within a two stock/ multi-stock portfolio

 **Case Study – Risk/Reward:** Reviewing a series of portfolios and determining recommendations to your clients



Day Four – Wednesday, 29 April 2009

Portfolio Theory And Asset Allocation

Day Four covers portfolio management and the issues related to the construction of an efficient portfolio for an individual client. It also looks at how portfolios should be funded and at the effects of different types of funding on value creation.

Part 1 – MPT (Modern Portfolio Theory)

- Market risk vs. unsystematic risk
- Beta and the Capital Asset Pricing Model (CAPM)
- Choosing an optimum portfolio
- Calculating the cost of equity/debt capital
- The Weighted Average Cost of Capital (WACC)

Part 2 – Portfolio Rebalancing And Asset Mix Techniques

- Managing ongoing customer expectations
- Correlation methods and expected returns
- Strategic and tactical asset allocation
- Portfolio performance appraisal

Day Five – Thursday, 30 April 2009

Capital Structure Policy And Dividend Policy

Day Five concludes the programme by discussing the key policy issues that follow from an understanding of the workings of the debt and equity markets and portfolio diversification.

Part 1

- Capital structure policy
- Initial public offerings, rights issues and private placements of equity
- Commercial bills and promissory notes
- Financial, operating and leveraged leases
- Modigliani & Miller and capital structure irrelevance

Part 2

- Dividend policy
- Payout and ploughback ratios
- Costs of issuing equity
- Transaction costs and information asymmetry

Final Examination And Assessment

The examination will be a one hour multiple-choice questionnaire

International Diploma In Financial Services

In conjunction with AAFM and the Royal Society Of Fellows, IIR Middle East is proud to offer a linked series of wealth management and finance courses leading to the award of the internationally recognised **International Diploma In Financial Services**.

Each course in the series is a 'stand alone' module providing its own benefits and there is no requirement to attend the courses in any particular order. To be eligible for the Diploma, you must complete all three courses and the associated assignments within two years. This allows you the flexibility to attend the courses at your own pace taking into consideration your work commitments. Your qualification may be gained within one year or over a two year period.

In order to successfully complete the Diploma, you will be required to demonstrate a good level of management including the completion of an assignment and/or examination at the end of each course. Guided by your instructor, you will have the opportunity to progress according to your particular needs.

The three courses you need to complete to obtain the International Diploma are:

- **Certified Portfolio Manager™**
26 – 30 April 2009 www.iirme.com/cpm
- **Certified Wealth Manager™**
10 – 14 May 2009 www.iirme.com/cwm
- **Certificate In Corporate Finance™**
7 – 11 June 2009 www.iirme.com/ccf

What Will You Learn From This Series Of Courses?

The programme concentrates on the practical application of financial and capital markets theory, investment and portfolio management and principles at the operational level within the financial services organisation, thus providing momentum for continuing professional and personal development.

By completing the series you will:

- Enhance your understanding of capital markets globally and regionally
- Assess the value of listed companies and reported performance through financial statement analysis
- Understand the balance of risk/return and time horizon in portfolio management
- Understand client needs, asset allocation and client retention strategies
- Market your finance products and services more effectively
- Identify market opportunities in the GCC region and worldwide

Course Pre-Requisites

While there are no formal pre-requisites for these courses, the terminology used and learning assumes a working knowledge of finance at the graduate level as a minimum. Individuals working within the financial services sector will be familiar with the base terms and theories used in coursework. Those without financial services experience will be required to do both pre-reading and additional study during the course to ensure a successful passing grade.

Progression And Exemptions

The American Academy of Financial Management and the Royal Society of Fellows have formally agreed progression and exemption opportunities for candidates who have successfully completed the **International Diploma in Financial Services** qualification with a number of leading universities.

James Cook University (Australia)

Entry to MBA programme, three unit exemption

Swiss Banking School

Entry to MBA (Wealth Management) some exemptions

Dubai Womens College (UAE)

Various exemption opportunities

RMIT University (Australia)

Entry to MBA in Finance with 60 credits remission

AACSB, ACBSP Universities

Entry to other programmes through the United States, Europe and elsewhere



About the American Academy of Financial Management™

The American Academy of Financial Management™ is the world's fastest growing professional association with approximately 40,000 members in over 145 countries hosting and organising certification training worldwide and offering exclusive board certification designations to candidates who meet the highest professional standards and assessment criteria.

The AAFM was chosen in 2006 by Dubai Financial Market (DFM) to conduct the seven week professional training component of the Kafa'at programme for graduates entering the brokerage and trading industry. AAFM also has alliances with the Kuwait Institute of Banking Studies, the Swiss Finance Institute, Dubai Institute of Human Resource Development, Dubai Quality Group, Knowledge Village and many more.

With liaison offices in Dubai, Hong Kong, Kuwait, Singapore, San Francisco, Monterey, New Orleans, Melbourne, Beijing, the Caribbean, India and Europe, AAFM is fast becoming the world's leading professional association for financial practitioners. The AAFM Executive Designation Programmes also provide the assurance that the holder has met the suggested criteria for graduate credentials set out in the Ibanez US Supreme Court Decision and are recognised on both the NASD and US Department of Labor websites.

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IIR Middle East certified by



FIVE EASY WAYS TO REGISTER

☎ 971-4-3352437 📠 971-4-3352438 🖨 register@iirme.com

✉ IIR Holdings Ltd. GCS/IIR Holdings Ltd.
PO Box 21743, Dubai, UAE P O Box 13977, Muharraq, Kingdom of Bahrain

🌐 www.iirme.com/cpm

For further information and Group Discounts*
contact 971-4-3352483 or email: r.devnani@iirme.com
*Group discounts are only applicable on the full event price

If you have eight or more delegates who need this training,
contact IIR In-House on 971-4-3352439 or inhouse@iirme.com

WEB BC2965

Yes, I want to register for:

Event	Dates	Price before 15 February 2009	Price between 15 February and 1 March 2009	Price after 1 March 2009
<input type="checkbox"/> Certified Portfolio Manager™	26 – 30 April 2009	US\$ 4,250 (Save US\$ 500)	US\$ 4,550 (Save US\$ 200)	US\$ 4,750

Events			
<input type="checkbox"/> Certified Portfolio Manager™	26 – 30 April 2009	US\$ 4,750	
<input type="checkbox"/> Certified Wealth Manager™	10 – 14 May 2009	US\$ 4,750	
<input type="checkbox"/> Certificate In Financial Analysis™	12 – 16 July 2009	US\$ 4,750	

Discounts

<input type="checkbox"/> Register For All Three Courses And	SAVE US\$ 1,500	US\$ 12,750
<input type="checkbox"/> Register For Any Two Courses And	SAVE US\$ 1,000	US\$ 8,500

Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions will receive a Certificate of Attendance.

PERSONAL DETAILS:

	Title	First Name	Surname	Job Title	Department	Email	Mobile
1 st Delegate							
2 nd Delegate							
3 rd Delegate							
4 th Delegate							

To assist us with future correspondence, please supply the following details:

Head of Department						
Training Manager						
Booking Contact						

Company:
 Address (if different from label above):
 Postcode: Country:
 Tel: Fax:
 No. of employees on your site:
 0-49 50-249 250-499 500-999 1000+
 Nature of your company's business:

Yes! I would like to receive information about future events & services via email.
 My email address is:

Payments

A confirmation letter and invoice will be sent upon receipt of your registration. **Please note that full payment must be made upon receipt of the invoice and prior to the event.** Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheques or bankers draft in Dirhams or US\$. Please note that all US\$ cheques and drafts should be drawn on a New York bank and an extra amount of US\$ 6 per payment should be added to cover bank clearing charges. All payments should be made in favour of IIR Holdings Ltd.

Card Payment

Please charge my credit card: Visa Mastercard American Express

Name on Card:

Card Number: Exp. Date:

Signature:

Cancellation

If you are unable to attend, a substitute delegate will be welcome in your place. If this is not suitable, a US\$ 200 service charge will be payable. Registrations cancelled less than seven days before the event must be paid in full.

Avoid Visa Delays – Book Now

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers.

Event Venue

Crowne Plaza Hotel (Sheikh Zayed Road), Dubai, UAE

Tel: 971-4-3311111

Accommodation Details

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the IIR Hospitality Desk for assistance on:

Tel: 971-4-4072693

Fax: 971-4-4072517

Email: hospitality@iirme.com