



International Training
Center Paris

TRAINING SCHEDULE

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ADVANCED FINANCIAL COMMUNICATION AND PRESENTATION SKILLS

Overview:

The Advanced Financial Communication and Presentation Skills training program is designed to enhance the communication and presentation skills of finance professionals. The program covers key topics such as effective communication, audience analysis, message development, and presentation delivery. Participants will learn how to communicate complex financial information in a clear and concise manner, and how to engage and persuade their audience. The program also covers best practices for using visual aids, handling Q&A sessions, and delivering presentations virtually.

Objectives:

- Develop effective communication skills to convey complex financial information to a variety of stakeholders
- Identify and analyze audience needs and tailor messages accordingly
- Develop and deliver engaging and persuasive presentations
- Enhance visual aids to support presentations
- Handle Q&A sessions confidently and effectively
- Deliver virtual presentations with impact and professionalism

Overall, the Advanced Financial Communication and Presentation Skills training program is suitable for finance professionals who need to effectively communicate financial information to a variety of stakeholders, including executives, investors, and clients. The program provides participants with the tools and techniques necessary to develop and deliver clear, concise, and engaging presentations that effectively communicate financial information. The program is highly interactive, with exercises and feedback to help participants develop and refine their communication and presentation skills.

Targeted Groups:

- Financial presenters
- Investor relations professionals
- Finance managers communicating financial insights
- CFOs and financial directors
- Professionals seeking to enhance financial communication

Planning:

Day 1: Effective Communication Strategies

- Introduction to communication strategies for financial professionals
- Techniques for developing clear and concise messaging
- Enhancing communication effectiveness through active listening
- Strategies for effective written communication

Day 2: Advanced Presentation Skills

- Developing and delivering persuasive presentations
- Using visual aids to enhance the impact of presentations
- Techniques for delivering presentations with confidence
- Handling questions and objections effectively

Day 3: Investor Relations Communications

- Understanding the needs and interests of investors
- Developing a compelling investment thesis
- Techniques for delivering investor presentations
- Best practices for investor relations communication

Day 4: Crisis Communications for Financial Professionals

- Understanding the nature of financial crises and how to prepare for them
- Developing a crisis communications plan
- Techniques for communicating during a crisis

- Handling media inquiries and managing public relations during a crisis

Day 5: Business Storytelling for Financial Professionals

- The art of storytelling in business communication
- Techniques for crafting and delivering compelling stories
- Using storytelling to communicate financial information and data
- The impact of storytelling on business decision-making