



DELEGATE INFORMATION PACK 2018

The Middle East Investor Relations Association (MEIRA) is happy to hear that you are interested in the **Certified Investor Relations Officer (CIRO) Programme**. If you wish to finalise your registration, send an email to info@meira.me or to receive more information, contact us: +971(0)4 309 7034.

THE PROGRAMME

The CIRO programme is an **internationally recognised certification programme** for the investor relations profession. In the Middle East, the programme is organised and delivered by the Middle East Investor Relations Association (MEIRA), in partnership with the UK IR Society (UKIRS).

The **Certificate in Investor Relations** is regarded as a valuable benchmark for those already in the profession and an essential prerequisite for those seeking to work in the investor relations sector. With over 800 successful candidates from more than 25 countries, the Certificate in IR is firmly established as a leading IR qualification worldwide.

Obtaining the Certificate in IR:

- Provides international recognition as a qualified IR practitioner
- Demonstrates expertise and competence in your field
- Enhances career development

The CIRO programme is in two parts: a **3-full-day training session** and a **paper-based Exam**. Once you attend the training and pass the Exam you will receive the ***Certificate in Investor Relations***, approved by both UKIRS and MEIRA.



1. THE TRAINING

Content:

The delegates will cover the following points with the trainer during training course:

Principles and Practice of Investor Relations

- Introduction to Investor Relations
- The role of investor relations
- Why companies need IR
- What makes a successful IR function
- The scope of IR

Global Financial markets

- Global financial markets
- How do equity markets work
- Equity investors
- Debt investors

Companies & regulation

- Introduction to company regulation and requirements
- Statutory and financial reporting calendar

Regulatory environment

- Introduction and principles
- Market abuse
- Listing rules
- Disclosure and transparency rules
- Corporate governance
- Takeover rules
- Periodic financial reporting
- Regulatory announcements
- Summary of the United States (US) regulations

Accounting, valuation and investment principles

- Time value of money
- Cost of capital
- Risk vs return
- Introduction to valuation methods & financial analysis
- Demystifying company accounts
- Portfolio theory
- Key financial ratios



Effective IR in practice

- IR audiences
- IR advisors
- Internal relationships
- Knowing your shareholders
- Understanding disclosure obligations
- Communications tools and techniques
- Measuring the value of IR
- Trends in International IR

Trainer:

The trainer is *Deborah Morton-Dare*, from the UK IR Society.

Materials:

- A Study Guide. Note: You will not receive a printed copy of the Study Guide, only an electronic copy at registration;
- Course materials will be handed over on first day of training;
- You will need to bring a pen and a calculator for the training **and** the Exam.

Timing:

Delegates are expected to arrive at 8.45am at the venue. The training begins at **9.00am** and finishes at **5.00pm**.

Lunch:

Food & beverages will be provided to the delegates during the three days, including lunch and coffee breaks.

Venue:

The venue will be communicated by email to the registered candidates, few weeks before the training.

- **Abu Dhabi:** Radisson Blu Hotel, Yas Island, Abu Dhabi, UAE
- **Dubai:** Dubai World Trade Club, Sheikh Rashid Tower, Dubai, UAE
- **Kuwait:** Boursa Kuwait, Mubarak Al Kabeer St, Kuwait City, Kuwait
- **Beirut:** Beirut Stock Exchange, Azarieh Street, Azarieh Building Block 01, 4th floor. Beirut Central District, Lebanon



2. THE EXAM

The Exam takes 1 hour and consists of 60 multiple choice questions. **40 hours revision is recommended.** A passing score corresponds to a minimal acceptable level of 65%.

MEIRA highly recommend that you start studying before the training and use the training as a revision course for the Exam. As a revision aid, candidates can take an **online mock examination** which will help them assess whether they have grasped the key principles.

You have **two options** for sitting the **Exam**:

- Sit the Exam on second day of training (the delegate will study before the course) or;
- Sit the Exam within 12 months after the training (the delegate will study after the course)

You will be asked to confirm your preferred option few days before the training.

If you choose to sit the Exam on the second day, it will begin at 5.00pm and finish at 6.00pm. It will be monitored by the trainer.

The Study Guide:

The Study Guide provides a comprehensive overview of the main subject areas that candidates will need to know in order to pass the examination. It is intended to support other learning sources such as courses and reading material. The Study Guide summarises the required knowledge for each subject area. Each section of the Study Guide will indicate sources of background reading for the candidate to broaden their knowledge.

Mock exam details:

The mock exam is available for the delegates to test their knowledge. This can be done as many times as you wish. The mock exam can be found at: <http://www.irs.org.uk/exam>. Your ID and Password will be communicated two weeks before the training.

When you log-on, you will need to input your Candidate ID and Password. The exam consists of 60 multiple choice questions which you have to answer in 60 minutes. Simply click on the answer that you think is correct and then move onto the next question. You are able to go back and change the answers to previous questions during the course of the exam. At the end of the exam you will be told your score and whether, on this performance you would have passed the real exam. At the end of the exam you will be given your score out of 60 and the correct answer to any questions that you have answered incorrectly.



In case you fail the CIRO Exam, a re-sit fee of USD70 will be charged every time you would like to re-sit the Exam. You can re-sit the Exam up to 4 times in 12 months period following your first Exam attempt.

Example of Exam question:

In a typical IR programme when would you normally expect to arrange meetings between management and investors?

- A) *Immediately after the announcement of results.*
- B) *Immediately prior to the announcement of results.*
- C) *30 days prior to the announcement of results.*
- D) *At any time of the year.*
- E) *Only during the 6 weeks after the announcement of results.*

3. THE CERTIFICATE

You will receive the results of the Exam 3 weeks after your Exam date. The results will be send by email, in the form of a letter, indicating you score and if you have passed of failed.

If you pass the Exam, within a month you will receive your printed ***Certificate in Investor Relations***, issued by the UK IR Society and the Middle East IR Association, at the physical address you gave when you registered.

MATERIALS

Once your registration is **complete** you will receive:

1. The **Study Guide** by email. Please note that MEIRA will not provide a printed version of the Study Guide.
2. Your individual **mock exam login details**. In case you have not received your login details before the training, please contact us as soon as possible.
3. On the first day of the training you will receive a printed version of the **course materials** (this is different from the Study Guide).



CALENDAR

Future dates of the CIRO trainings and CIRO Exams are available on our website under “Learn>Calendar”.

CIRO Training sessions 2018:

- April 24-25-26: Abu Dhabi, UAE
- October 30-31 and November 1: Dubai, UAE

PRICE LIST

CIRO training + Exam¹

- Members²: USD2,500
- Non-members: USD3,000

¹ Register 2 or more candidates and enjoy 10% discount on the training

² If you are not yet a member of the Association, register now and enjoy immediate discount on the training rates

CIRO Exam re-sit fee

- If you fail the Exam, a re-sit fee of USD70 will be charged every time you would like to re-sit the Exam

Additional fees

- USD30 for posting and administrative fees
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REGISTRATION PROCESS

The process of taking the CIRO Programme is:

1. Register by sending an email to info@meira.me.
If you are registering other delegates, don't forget to mention the name and email address of each delegates.
2. Receive invoice and pay
3. Receive 2018 Study Guide and online mock exam login
4. Attend the training
5. Sit the Exam on last day of training (the delegate will study before the course) or;
Sit the Exam within 12 months after the training (the delegate will study after the course)

The invoice can be settled until the day before the start of your training, by banking transfer, cheque, cash deposit on our bank account or credit card payment. No materials will be sent unless MEIRA receive the payment.

No delegate will be authorised to attend the training or sit the Exam if the payment is not received.



FAQs

Who should take the CIRO Programme?

The CIRO Programme is suitable for anyone working in investor relations or in related professions (IR/PR Consultants). It is also suitable for those considering a move into IR. The course content is comprehensive and covers most of what an IR practitioner would require. In any case, the CIRO body of material represents a useful guide and source of reference at all times.

Can I take the training without the Exam?

We highly encourage you to complete the programme, by doing both the training and the Exam. If you wish to do the training only and delay the date of your exam under exceptional circumstances, we would accept your registration and charge you only for the training but note that this is against best practice.

Can I sit the Exam without attending the training?

We will not accept any registration to the Exam without attending the training.

What are the demographic, experience and industry profiles of past candidates?

CIRO training have been held in the following countries/cities: Dubai, Abu Dhabi, Doha, Kuwait City, Muscat, Beirut and Riyadh. We also saw delegates from Jordan, Palestine, Bahrain, Russia and Egypt joining us.

Previous successful candidates have included:

- Experienced and senior IROs
- IR managers and associates
- Service providers and IR advisors across a wide range of IR-related services
- Public Relations Officers
- Company Secretarial Staff
- Directors
- Candidates new to investor relations
- Executive Assistants and Personal Assistants
- Heads of Business Development and other corporate functional areas, including Communications, Compliance, Finance, Human Resources, Operations, Sales and Strategy

How long does it take to study for the CIRO Exam?

Based on our experience we suggest that a minimum of 40 to 50 hours of self-study is required to prepare for the CIRO Exam. **We highly recommend to sit the exam only if you have studied the number of recommended hours and practiced the online mock exam multiple times.**



How long is the CIRO Exam?

The exam is a one-hour hand written exam comprising of 60 multiple choice questions based on the topics set out in the syllabus in the Study Guide.

Where is the CIRO Exam held?

The CIRO Exam is held in different cities in the Middle East throughout the year. Refer to the online calendar (Learn>Calendar) on our website to check your city. We can arrange for other candidates to sit the exam at a suitable venue, providing one of our Board Member can monitor the Exam.

What is the pass mark?

The pass mark is 65%.

How many candidates have obtained the certification?

In 2017, 23 delegates passed the exam in the Middle East.

What are the success and failure rates?

On average, approximately 70% of candidates will pass the CIRO exam at the first attempt.

How do IR employers view someone with such a certification?

Employers and search firms that specialise in IR recruitment view the CIRO as a valuable industry benchmark which helps to ensure the competence and commitment of potential employees.

What are the areas that candidates typically find the most challenging?

The Regulatory Environment and Accounting Valuation and Investment Principles are the two sections often cited as being the most challenging. The training is designed as revision course prior to each exam sitting, complemented by the online mock exam, which allows candidates to assess their own readiness to take the CIRO Exam.

What does the registration fee cover?

The fee covers the training and CIRO Exam, the study materials, the training course materials, all administration and posting fee, the lunch and coffee breaks during training.

Once your registration fee has been received you will be sent your electronic Study Guide and login details for the online mock exam.

Is the certificate permanent?

Yes, it is. If needed, employers can contact MEIRA to verify your credentials anytime.