



ASISH

ACADEMY

# FINANCIAL JOURNALIST'S BOOTCAMP

## COURSE BROCHURE

## 1. THE PURPOSE OF THE COURSE AND ENTRY REQUIREMENTS

The bootcamp was designed in collaboration with a group of industry professionals in order to raise the level of understanding amongst South Africa's financial journalists of the savings and investment industry and its products. It also grapples with the challenges facing the industry and its key stakeholders. Each day of the bootcamp builds on previous days to ensure that the important interlinking features of the industry are addressed. It is therefore not optional to only attend sessions of special interest.

There is no charge attached to enrolling journalists in these workshops. Please note, however, that the cost of holding these workshops is in the region of R10 000 per candidate. We therefore request that you nominate candidates who are committed to attending and completing the full series of workshops.

Delegates from multiple companies will be participating in the course and in line with the Academy vision, the majority of the sessions will be presented by industry practitioners resulting in a rich learning experience for all.

## 2. ACADEMY VISION & CONTEXT

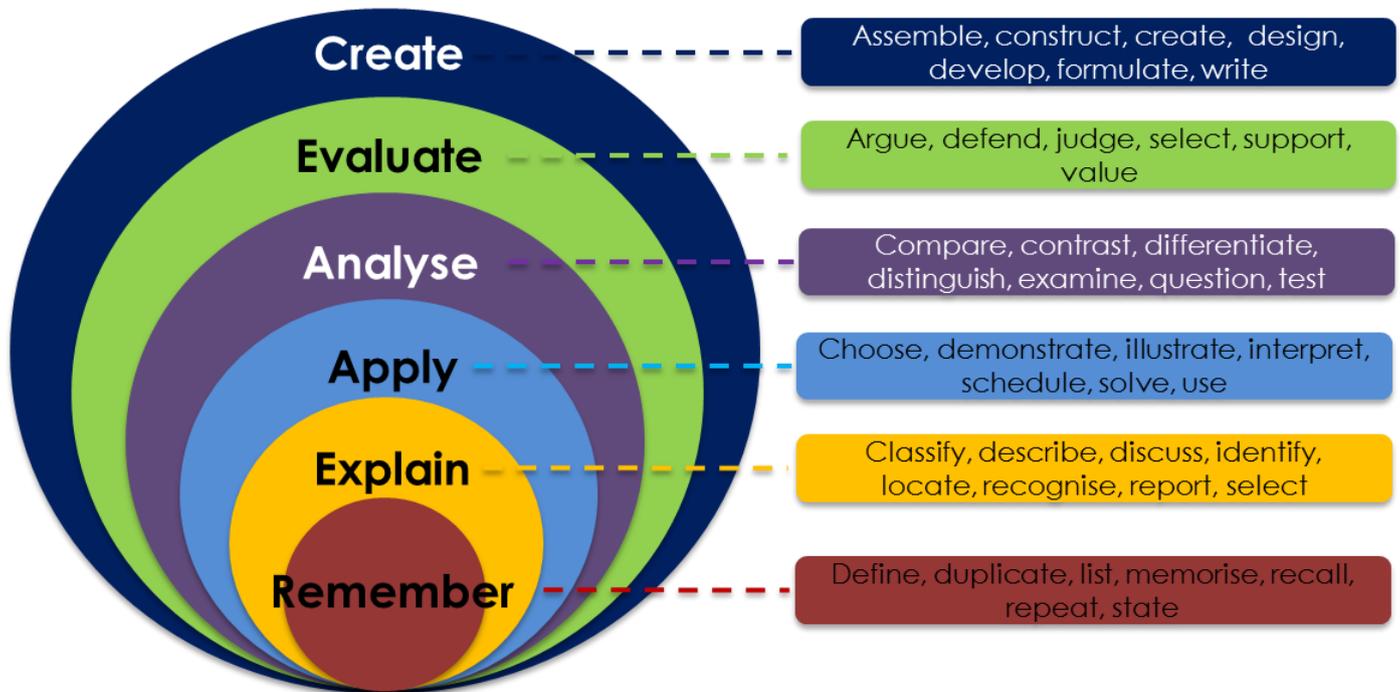
The ASISA Academy creates and delivers high quality solutions to meet the skills development needs of South African Savings, Life Assurance and Investment Management organisations. Our learning solutions are informed by and responsive to industry realities and delivered in an academically sound and practitioner-led manner.

The Academy resulted from the need for a fresh approach to developing savings and investment management skills and achieving broader, more rapid transformation of the industry. The intention is take delegates' learning beyond that of their tertiary studies using an approach that responds to industry realities and is delivered by industry experts in an academically sound manner.

More than 5,300 people in the Southern African financial services sector have learned with the ASISA Academy since 2008 with over 450 industry presenters keeping the learning rooted in reality. The Academy has a Level 2 B-BBEE rating.

### 3. ACTIVE LEARNING

We work hard at the ASISA Academy to ensure every learning experience is as interactive as possible. To achieve this we draw on the expertise of some of the most experienced and specialised professionals in the industry and we limit the size of our groups. The following diagram captures the Academy approach to learning. We aim to achieve the bulk of our learning in the biggest circles.



Class sizes are limited to enable a supportive learning environment in which no committed participant gets left behind. Delegates will be required to bring a laptop or tablet in order to make full use of the online learning environment during the sessions.



## 4. COURSE LEARNING OUTCOMES

The following table summarises each Learning Area and Learning Outcomes covered during the course.

| Learning Area                                                                 | Learning Outcomes - By the end of the course successful delegates will be able to...                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>The Savings and Investment Industry</b>                                    | <ul style="list-style-type: none"><li>• Provide a detailed overview of the financial services industry and its key role players including providers of products and financial services, financial exchanges, representative associations, the regulators and the legislator. Explain the "Follow the Rand" presentation showing the flow of funds through the industry.</li><li>• Describe the common types of regulated savings &amp; investment products: long-term insurance products, collective investment schemes, and alternative investments.</li><li>• Contrast the types of investors (retail &amp; institutional) and common legal structures in the savings and investment industry.</li><li>• Explain the legislative environment in which the industry operates and how it is regulated.</li><li>• Highlight the regulatory changes facing the savings and investment industry and what drives them.</li><li>• Discuss ethical issues facing the industry and the importance of ethical standards.</li><li>• Write a brief summary on the regulatory challenges currently facing the savings and investment industry, drawing their facts from the day's presentations.</li><li>• List the industry initiatives aimed at "Growing the Future": ASISA Academy, ASISA Foundation, ASISA ED Fund and the Financial Sector Charter.</li></ul> |
| <b>Obtaining, interpreting &amp; presenting financial results</b>             | <ul style="list-style-type: none"><li>• Describe the reporting requirements for listed companies, accessing financial results of listed companies and understanding data sources.</li><li>• Provide a basic guide to interpreting company results and where to look for newsworthy information using case studies of recent financial results for different financial services industries.<ul style="list-style-type: none"><li>○ Journalists will be guided on how to write a news story appropriate to their audience.</li><li>○ A senior executive of a listed company will present company results followed by a media conference where journalists will be guided by a senior journalist.</li></ul></li><li>• Engage with the investor relations department, corporate communications and company management, asking the right questions of the right people.</li><li>• Analyse and dissect a company's results to find news angles with help from an equity analyst and senior journalist.</li><li>• Write and file their news reports with an expert present to help and guide.</li><li>• Engage and communicate with the industry and its role players.</li></ul>                                                                                                                                                                               |
| <b>Part 1: Financial Markets<br/>Part 2: The Long-term Insurance Industry</b> | <ul style="list-style-type: none"><li>• Describe financial markets and their role.</li><li>• Provide an overview of the various financial markets in SA and important regulatory changes in the pipeline.</li><li>• Summarise the long-term insurance industry:<ul style="list-style-type: none"><li>○ Why it is important to have healthy life insurers showing</li><li>○ How this health is regulated and measured</li><li>○ How a life company is structured</li><li>○ Contrast the policyholders and shareholders</li><li>○ Define the Four Funds Approach.</li><li>○ List the types of risks and the products available to help consumers</li></ul></li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |



| Learning Area                                                                   | Learning Outcomes - By the end of the course successful delegates will be able to...                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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|                                                                                 | <ul style="list-style-type: none"><li>plan for them.<ul style="list-style-type: none"><li>○ Show the cost of these products and commission.</li></ul></li><li>• Describe the underwriting process, how premiums are determined, the implications of non-disclosure, and insurance fraud.</li><li>• Defend saving and investing with long-term insurance products showing what is available and the pros and cons.</li><li>• Recall the rights and obligations of a policyholder, where customers can turn for help.</li><li>• Describe the principles of Treating the Customer Fairly and Policyholder Protection Rules.</li><li>• Complete an assessment to test their understanding of the various concepts presented during the day.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Part 1: Collective Investment Schemes</b><br><b>Part 2: Financial Advice</b> | <ul style="list-style-type: none"><li>• Contrast a Collective Investment Scheme (CIS) management company (Manco) and an asset management company. What are Collective Investment Schemes, different fund categories and CISCA.</li><li>• Explain foreign CIS.</li><li>• Examine the inside of an asset management company and show how the investment process works.</li><li>• Explain the different asset management philosophies and styles.</li><li>• Provide an overview of the SA hedge fund industry, what is a hedge fund and develop an understanding the new hedge fund regulations.</li><li>• Interpret performance data and various industry surveys and ratings. What are the Global Investment Performance Standards (GIPS) and how are they applied.</li><li>• Explain the role of a Linked Investment Services Provider (LISP).</li><li>• Contrast the pros and cons of investing with a LISP.</li><li>• Show the importance of financial advice.</li><li>• List the different types of financial advisers.</li><li>• Highlight the key elements of the FAIS Act and the role of the FAIS Ombudsman.</li><li>• Conduct a mock media conference with industry leaders presenting the quarterly CIS statistics.</li><li>• Write a brief news report describing the performance of the CIS industry over the latest quarter and highlight important trends for consumers.</li></ul> |

## 5. FEEDBACK FROM PAST CANDIDATES

Some comments from past Academy delegates about their experiences on our courses:



- “Today's session meant that I could consolidate everything that I had learnt over the days of the course. It has been very valuable. I am very excited about the knowledge I have gained. Great course!”
- “Overall it was definitely encouraging and I learnt new things once again. The course was good, and in my opinion it would be a great tool for all our staff members”.

- “What an excellent day! Learnt a tremendous amount from the brilliant speakers today. Could easily spend a day with each of them”.
- “Great lecturers from the industry that has a wealth of knowledge to share. Thoroughly enjoyed it!”
- “In a nutshell, the investment industry summed up in a week and getting top industry professionals to simplify complexity in our working environment was one of the most fulfilling things in my career, and am ready to apply all the concepts learned, from Excel to self-management and through to compliance to add value and simplify my life, most of all and those that I work with, and continue to question status quo”.
- “It’s a great course and should really be given a lot more attention to new comers to the industry”.
- “The program has broadened my perspective in terms of the actual industry - I am learning so much. It has been a great experience so far”.
- “Have enjoyed and found it very helpful and informative”.
- “Programme is fantastic, makes you apply your mind especially to the things you know but are ignorant of”.



- “It has been very valuable. I am very excited about the knowledge I have gained. Great course!”
- “The course was highly beneficial to me as a newbie in this industry. I would recommend that everyone who is unfamiliar with the big picture of the investment world do the course. Really great experience.”

## 6. CONTACT INFORMATION

For course dates, venues, pricing and other information please contact the ASISA Academy on:

- Email: [info@asisaacademy.org.za](mailto:info@asisaacademy.org.za)
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