



ASISA

ACADEMY

CORPORATE
COMMUNICATIONS
BOOTCAMP

COURSE BROCHURE

1. THE PURPOSE OF THE COURSE

The Corporate Communications Bootcamp evolved from an Academy Bootcamp designed for Financial Journalists. Following the success of these bootcamps, a number of companies approached the Academy to develop a similar concept for their in-house corporate communications teams.

The primary desired outcome of the workshops is to raise the level of understanding amongst corporate communications teams of the savings and investment industry, its products as well as the challenges facing the industry and its key stakeholders.

2. ACADEMY VISION & CONTEXT

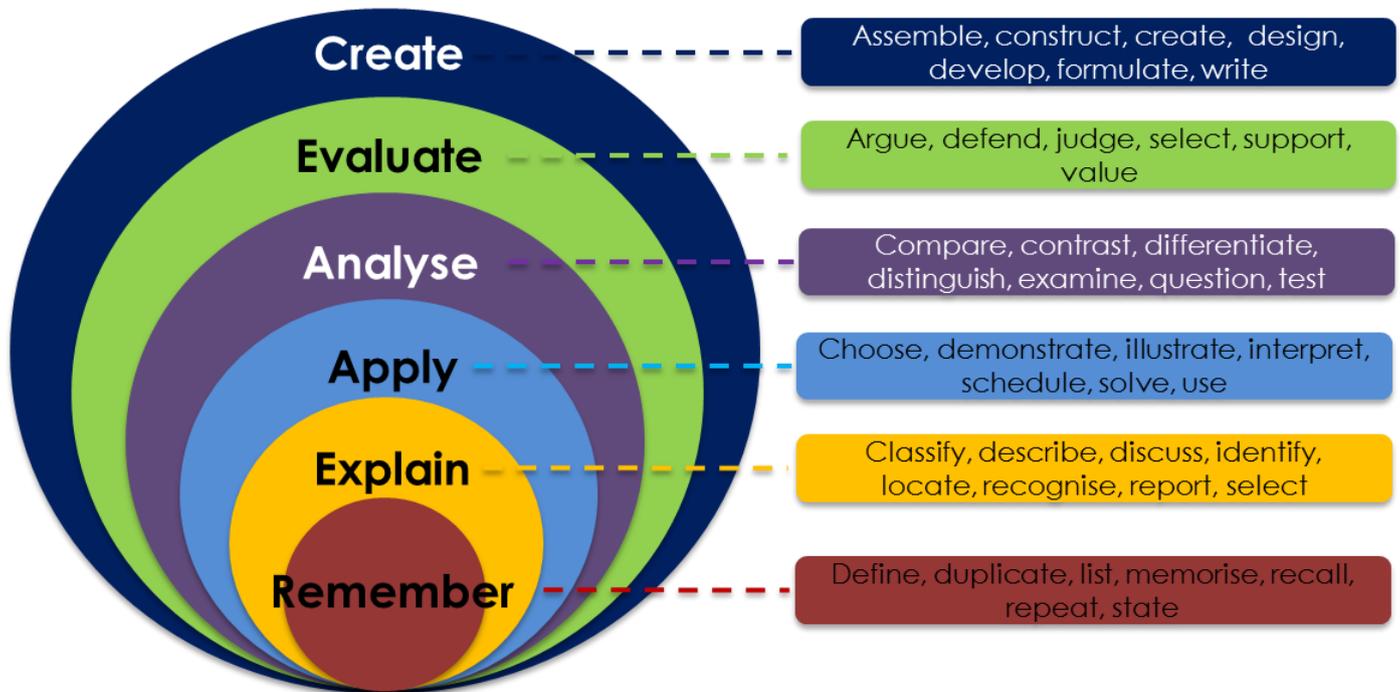
The ASISA Academy creates and delivers high quality solutions to meet the skills development needs of South African Savings, Life Assurance and Investment Management organisations. Our learning solutions are informed by and responsive to industry realities and delivered in an academically sound and practitioner-led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

TOPIC ONE – THE SAVINGS AND INVESTMENT INDUSTRY LANDSCAPE
<p>a. List the role players in the financial services sector and describe their roles and relationships</p> <ul style="list-style-type: none">i. Financial Services Board (FSB), National Treasury, SA Reserve Bank.ii. Life Offices, Investment managers, Linked Investment Service Providers, Banks, Retirement Funds and their Trustees, Multi-managers, Fund of Funds, Hedge Funds, Collective Investment Schemes, Asset administrators, Independent Financial Advisors, Asset consultants.iii. Financial exchanges, Clearing Houses, STRATE and the Central Securities Depository Participants, Data providers.iv. Industry trade associations including ASISA, BASA, SAIA, SAVCA, AIMA & BATSETA. <p>b. Show the flow of funds through the industry.</p>
<p>c. Describe the different types of investors and how they operate</p> <ul style="list-style-type: none">i. Institutional vs retail investors.ii. Retirement Funds, Trusts, Individuals, Friendly Societies.iii. On Balance Sheet, Segregated, Unitised, Trusts, Partnerships, Companies. <p>Savings and Investments from the consumer's perspective</p>
<p>d. Describe the different types of savings & investment products</p> <ul style="list-style-type: none">i. Regulated vs unregulated products.ii. Collective Investment Schemes/Unit trusts, Retirement Annuities, Life policies, pooled investments, linked investments. <p>Alternative Investments e.g. Private Equity, Hedge Funds.</p>
<p>e. Describe the most common ethical issues and how the industry is governed</p> <ul style="list-style-type: none">i. The role of the regulator and application of key pieces of legislation such as Long Term Insurance Act, CISCA, Pension Funds Act, FICA, FAIS etc.ii. The importance of ethical standards in financial services and typical ethical dilemmasiii. Ethical issues for financial journalists
<p>f. Systemic issues for the industry</p> <ul style="list-style-type: none">i. Financial Advisor Fees, Investment Manager fees, Conflicts of Interest, FAIS Fit & Proper, National Treasury Red Book, Treating Customers Fairly, Solvency Assessment Management, Regulation 28, Retirement Fund Reform. <p>Hot topics for the South African financial services industry including case studies.</p>
<p>g. Develop a glossary of the terms and acronyms specific to the industry e.g. white labelling, product wrappers, limited life licence.</p>

**TOPIC 2 – THE MARKETS**

a. Describe the economic environment and commonly used terms including Inflation, interest rates, GDP, monetary vs fiscal policy.

b. Explore the concept of a financial market

- i. What really drives the market? Why do they crash? Contrast listed markets with Over the Counter (OTC) markets.
- ii. Behavioural finance basics - why does the average investor buy high and sell low?
- iii. Describe the evolution of the various secondary markets in South Africa and their purposes.

c. Explain the characteristics of and the major participants within:

- i. The money market.
- ii. The bond market.
- iii. The equity market.
- iv. The derivatives market.

Optional: Commodities, Currencies, Property.

TOPIC 3 – OBTAINING, INTERPRETING AND PRESENTING INFORMATION

a. Sources of information

- i. Data sources: Financial results: quarterly, semi-annual, annual, audited/unaudited.
- ii. Personal sources: company management, sell side analysts, buy side analysts, industry associations, shareholder activists, regulator, ombudsman.
- iii. Access points: Annual General Meetings, company results presentations, electronic data providers.

Types of data available from market data providers.

b. A basic guide to interpreting company results

- i. Contrasting key value drivers for companies within the following sectors: banks, insurers, industrials & resources.
- ii. The structure of the Income Statement, Balance Sheet and Cash flow Statement. Calculating key ratios from company results and interpreting these relative to past ratios.

c. Effective engagement with financial journalists

- i. Distributing information to the media.
- ii. Preparing Sanlam spokespeople for interviews with journalists.
- iii. Guidelines on how to engage in an interview.

Interpreting questions and reacting in real time.

Alternative approaches to presenting financial information for optimal understanding and impact including economic data, company data and market moves.

d. Engaging and communicating with the industry and its role players.

- i. An overview of the communications department of a large financial services institution and how to best engage with the outside world.
- ii. Understanding corporate and media timelines and deadlines.
- iii. When and how to contact the financial media.
- iv. Strategies for corporate reputational damage control and media crisis management.
- v. Managing social media.

Contrasting industry issues with company-specific issues.

**TOPIC 4 – LIFE INSURANCE BUSINESS OVERVIEW**

a. Describe the basic principles on which Insurance is based

- i. Describe the concept of risk.
- ii. Provide a list of reasons for insurance being purchased.

Show the importance of the longevity of life insurance products.

b. Describe the types and nature of the risks to be insured and the Life Office products covering these risks.

- i. Show how the insurance process quantifies risk.
- ii. Contrast Individual Life Insurance with Group Life Insurance.
- iii. Describe the nature of the insurer's contractual obligation to its customers.
- iv. Distinguish between guaranteed and market linked business and the policyholder/shareholder split.

Show the principles for valuing a Life Office and define the concept of the surplus.

c. Provide a broad overview of how a Life Office is structured and the concepts underpinning it.

- i. Show how insurance companies make profit and list the ways of measuring profit.
- ii. Describe the risk management process within an insurance company.
- iii. Define the components of a life insurance premium and contrast investment premium with risk premium
- iv. Distinguish between the different departments within an insurer (Distribution, Underwriting, Actuarial, Marketing, Claims, Finance, HR, IT etc.) and describe how these departments interact.
- v. Define the roles of actuaries, underwriters and claims assessors.
- vi. Define the role of brokers or tied agents.

Discuss the principles of Treating the Customer Fairly.

TOPIC 5 – INVESTMENT MANAGEMENT BUSINESS OVERVIEW

a. Contrast the typical Investment philosophies and styles used by investment managers and individuals

- i. Value vs Growth, Active vs Passive, Top Down vs Bottom Up.

Risk-based approach.

b. Describe the key elements of an institutional investment process:

- i. Who's who in the investment management firm.
- ii. Asset allocation, portfolio construction, implementation and management.

Measuring and interpreting risk measures.

c. Describe the key elements of a retail investment process:

- i. Fund manager selection and the due diligence process.

The blending of multiple portfolios.

d. Overview of the hedge fund industry:

- i. Characteristics of a hedge fund.
- ii. The size and impact of the hedge fund industry in South Africa.

Hedge fund legislation.

e. Define the role of the financial advisor with respect to retail investors

- i. The competencies of a financial planner: financial management, asset management, risk management, tax planning, retirement planning, estate planning.

Tied vs Independent Financial Advisors (IFAs).

f. Interpreting investment manager performance data

- i. What are the Global Investment Performance Standards (GIPS) and how should they be applied?
- ii. Risk vs return.

Interpreting Investment Manager surveys: Comparing apples with apples - impact of different time periods, fee structures, mandates.

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
- Landline: +27 21 673 1627
- Website: www.asisaacademy.org.za/programmes