

# Course : Successful financial communication

*Practical course - 1d - 7h00 - Ref. CEC*

*Price : 930 CHF E.T.*

In a constantly changing economic environment, mastering financial communication is an essential lever for building trust, enhancing the value of your organization and mobilizing stakeholders. This training course will provide you with the tools you need to develop and deploy an effective financial communications strategy. You will learn how to produce clear, accurate reports that comply with regulatory requirements.

## Teaching objectives

**At the end of the training, the participant will be able to:**

- ✓ Evaluer les besoins d'information financière de chaque type d'investisseurs : actionnaires, banques...
- ✓ Determining the nature and granularity of disclosures
- ✓ Building reporting tailored to each type of investor

## Intended audience

Executives, financial managers and all those responsible for implementing financial reporting within the company.

## Prerequisites

no

## Practical details

### Hands-on work

Case studies, group discussions and feedback

## Course schedule

### PARTICIPANTS

Executives, financial managers and all those responsible for implementing financial reporting within the company.

### PREREQUISITES

no

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 The challenges of financial communication for an unlisted company

- Identify the various contacts and their main expectations
- Determine the financial and/or non-financial information to be provided
- Anticipate important calendar events (annual closing, AGM, financial transactions, mergers, etc.)

### Group discussion

Exchanges of experience on the communication of financial data in companies

## 2 Communicating with bankers and other lenders

- Identify bankers' expectations, highlight cash flow as a performance indicator
- Structuring clear and convincing communication materials, integrating key financial ratios
- Use negotiation tools to align lenders' expectations with the company's financial needs

### Case study

Analysis of different communication scenarios for banks

## 3 Create communications tailored to financial partners

- Rely on strategic, value-creating indicators (financial and ESG indicators)
- Identify information needs according to type of partner (investment funds, banks, shareholders)
- Synthesize relevant financial and non-financial data to meet partners' requirements

### Case study

Examples of financial communications from different companies in various sectors

## 4 Mastering reporting in the context of regulations such as the CSRD

- Plan a data collection and structuring process that takes ESG dimensions into account
- Develop a method for gathering reliable, qualitative and relevant data with a view to consolidation
- Produce a readable, accessible document that meets the criteria of relevance, clarity and comparability
- Verify compliance and consistency of reporting with applicable standards

### Case study

Analysis of compliant and non-compliant reporting.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## Dates and locations

### REMOTE CLASS

2026 : 7 Apr., 22 June, 2 Oct., 23 Nov.