QUEST
Professional Center

PROFESSIONAL TRAINING COURSE

Course No. 1431

Initial Public Offerings (IPO) & Equity Capital Markets Training Course

INVESTMENT BANKING & CAPITAL MARKETS
FINANCE, INVESTMENT & BANKING

DURATION
5 Days

DELIVERY
Classroom

Course Overview

The Initial Public Offerings (IPO) & Equity Capital Markets Training Course provides an advanced and practical framework for understanding how companies access equity capital markets, prepare for public listing, structure equity offerings, engage with investors, and manage the transition from private to publicly traded status. The course is designed to develop the financial, strategic, regulatory, and transaction management capabilities required to evaluate and execute equity capital markets transactions effectively.

Equity capital markets play a critical role in supporting corporate growth, expansion, capital investment, acquisitions, balance sheet strengthening, and long-term funding diversification. An initial public offering represents a major corporate transaction that requires coordination across finance, investment banking, legal, regulatory, accounting, governance, investor relations, and executive leadership functions. This course examines the IPO process from strategic preparation through transaction execution and post-listing considerations, helping participants understand the interconnected decisions that influence transaction quality and market outcomes.

The program focuses on the core technical and commercial components of equity capital markets transactions, including IPO readiness, equity story development, valuation, financial analysis, capital structure, transaction structuring, offering size, pricing, investor positioning, bookbuilding, allocation, due diligence, prospectus preparation, regulatory requirements, and listing considerations. Participants will also explore the role of market conditions, investor sentiment, sector dynamics, comparable companies, valuation multiples, and corporate governance in determining the attractiveness and feasibility of an offering.

A particular emphasis is placed on transaction execution and decision-making. Participants will examine how issuers and advisors assess market windows, develop investor communication strategies, manage due diligence, determine pricing ranges, interpret investor demand, and respond to changing market conditions. The course also addresses the responsibilities of investment banks, legal advisors, auditors, regulators, corporate management, and other transaction stakeholders throughout the IPO process.

Through case studies, valuation exercises, IPO simulations, transaction analysis, investor scenarios, and practical workshops, the Initial Public Offerings (IPO) & Equity Capital Markets Training Course enables participants to evaluate equity issuance opportunities and contribute effectively to capital markets transactions. The program supports stronger financial decision-making, improved transaction preparedness, better investor communication, and more effective integration of corporate strategy with equity financing objectives.

Objectives

- Analyze the structure and role of equity capital markets and initial public offerings within corporate financing strategies during the course.
- Evaluate IPO readiness using financial, operational, governance, market, regulatory, and strategic criteria.
- Develop an IPO preparation framework covering transaction objectives, organizational readiness, financial reporting, governance, and stakeholder responsibilities.
- Apply equity valuation techniques using discounted cash flow analysis, comparable company analysis, transaction multiples, and market-based approaches.
- Assess the factors affecting IPO pricing, including valuation, market conditions, investor demand, sector dynamics, and equity market sentiment.
- Design practical equity offering structures covering transaction size, share allocation, primary and secondary components, and investor considerations.
- Evaluate due diligence findings and identify financial, legal, operational, governance, and reputational issues that may affect transaction readiness.
- Apply bookbuilding, investor engagement, pricing, and allocation principles to evaluate transaction execution scenarios.
- Assess the regulatory, disclosure, governance, and reporting requirements associated with public equity offerings.
- Strengthen investor communication and equity story development to support effective engagement with institutional and professional investors.
- Evaluate post-IPO considerations including shareholder relations, market performance, governance responsibilities, and ongoing disclosure.
- Align IPO and equity capital markets strategies with long-term corporate growth, capital allocation, and shareholder value objectives.

Who Should Attend

This course is designed for professionals working in investment banking, corporate finance, equity capital markets, treasury, investor relations, corporate development, financial planning, strategy, legal, compliance, accounting, and corporate governance. It is particularly relevant to Investment Bankers, Equity Capital Markets Professionals, Corporate Finance Managers, Financial Analysts, Valuation Specialists, Treasury Managers, Investor Relations Professionals, Corporate Development Managers, Financial Controllers, and professionals involved in preparing or executing public offerings.

The program is also highly suitable for Chief Financial Officers, Finance Directors, Chief Strategy Officers, Heads of Corporate Finance, Heads of Investor Relations, Executive Management, Board and Committee members, and senior decision makers responsible for capital raising, corporate development, strategic financing, and shareholder value. Professionals working in government-owned enterprises, public sector organizations, financial institutions, large corporations, infrastructure organizations, and major operating companies considering equity financing or capital markets participation can also benefit from the course.

The course is particularly valuable for professionals who support IPO readiness assessments, financial due diligence, valuation, transaction structuring, prospectus preparation, investor presentations, regulatory submissions, listing processes, and post-IPO governance. Legal, accounting, audit, compliance, risk, and corporate governance professionals can also benefit from understanding how their responsibilities interact with the broader equity capital markets transaction lifecycle.

Learning Outcomes

- Explain the structure, participants, and major stages of equity capital markets transactions and IPOs.
- Assess a company’s readiness for an initial public offering using a structured IPO readiness framework.
- Evaluate financial performance, business fundamentals, governance, and strategic positioning from an IPO perspective.
- Apply appropriate valuation methodologies to estimate equity value and develop IPO valuation ranges.

- Analyze comparable companies, market multiples, and other valuation drivers relevant to public equity offerings.
- Evaluate market conditions, investor demand, sector trends, and transaction timing when assessing an IPO opportunity.
- Develop an equity offering structure that reflects financing objectives, ownership considerations, and investor requirements.
- Assess financial, legal, regulatory, operational, governance, and reputational risks identified during due diligence.
- Analyze the bookbuilding and pricing process and assess the impact of investor demand on final transaction outcomes.
- Prepare key components of an investor communication and equity story framework.
- Evaluate post-IPO governance, disclosure, investor relations, and shareholder management requirements.
- Prepare a comprehensive IPO transaction plan that integrates strategy, valuation, structure, execution, risk management, and post-listing considerations.

Course Outline

DAY 01

Equity Capital Markets Foundations and IPO Readiness

- Structure and role of equity capital markets in corporate financing
- Initial public offerings and the transition from private ownership to public markets
- Primary versus secondary equity offerings
- Strategic reasons for pursuing an IPO
- IPO readiness assessment: financial, operational, governance, and organizational requirements
- Financial reporting, internal controls, governance structures, and management readiness
- Selecting the appropriate listing strategy and assessing market attractiveness
- Key transaction participants and their roles throughout the IPO lifecycle

> **PRACTICAL APPLICATION**
> Conducting an IPO readiness assessment for a hypothetical company and identifying key preparation priorities

DAY 02

Equity Valuation, Equity Story and IPO Structuring

- Financial analysis and identification of key value drivers
- Equity valuation methodologies for public offering transactions
- Discounted cash flow valuation and comparable company analysis
- Market multiples, precedent transactions, and valuation benchmarking
- Developing the investment and equity story
- Determining offering size, primary and secondary shares, and ownership considerations
- Capital structure implications of an IPO
- Valuation ranges, pricing assumptions, and market positioning

PRACTICAL APPLICATION

Develop an IPO valuation framework and prepare an equity story for a prospective issuer

DAY 03

Due Diligence, Regulation and Transaction Preparation

- Financial, commercial, operational, legal, tax, and governance due diligence
- Identification and remediation of IPO readiness gaps
- Prospectus preparation and key disclosure principles
- Regulatory requirements, listing standards, and corporate governance expectations
- Risk factors, material information, and disclosure controls
- Financial statements, reporting quality, and audit considerations
- Management responsibilities, transaction governance, and decision-making structures
- Coordination among the issuer, investment banks, legal advisors, auditors, regulators, and other stakeholders

PRACTICAL APPLICATION

Review a simulated due diligence report and develop an IPO preparation and remediation plan

DAY 04

Investor Marketing, Bookbuilding, Pricing and IPO Execution

- Investor targeting and institutional investor engagement
- Building an effective investor presentation and equity story
- Management presentations, investor meetings, and communication strategy
- Market sounding and assessment of investor interest
- Bookbuilding processes and interpretation of investor demand
- IPO pricing, valuation ranges, and transaction economics
- Share allocation principles and managing investor expectations
- Transaction execution risks and responses to changing market conditions

> **PRACTICAL APPLICATION**
>
> Conduct an IPO simulation covering investor engagement, bookbuilding, pricing, allocation, and transaction decision-making

DAY 05

Listing, Post-IPO Governance and Advanced Equity Capital Markets Strategy

- Final stages of IPO execution and listing preparation
- Transition from private company management to public company governance
- Ongoing disclosure, reporting, compliance, and shareholder communication
- Investor relations and maintaining market credibility after listing
- Managing post-IPO share price expectations and market perception
- Equity market performance monitoring and shareholder analysis
- Follow-on offerings, secondary offerings, rights issues, and other equity capital markets alternatives
- Long-term capital strategy and shareholder value creation
- Post-IPO governance, risk management, and executive accountability

DAY 05 — CONTINUED

> **FINAL WORKSHOP**
>
> Develop and present a complete IPO and equity capital markets strategy covering readiness, valuation, structuring, due diligence, investor engagement, pricing, execution, listing, and post-IPO management

Register or Request More Information

Course page: https://quest-training.com/courses/initial-public-offerings-ipo-equity-capital-markets-training-course
Website: https://quest-training.com
Email: info@quest-training.com
Phone: +905016771440