



2-Day Intensive Course

Essential Fundamental & Technical Knowledge *For Private Wealth Managers*

Intermediate Level

14 -15 May 2012, Singapore

Who's attending?

This course is beneficial to:

- Private banking executives
- Private wealth managers
- Investment bankers
- Family office executive
- Fund managers
- Asset managers
- Financial planning advisors
- Legal and trust staff
- Senior branch managers
- Corporate bankers
- Consultants serving the financial service industry

Why not recommend this course to a colleague?

In 2012, providing valuable **trusted professional advice** is now back to the forefront of the winning private banking model!

Global market turbulence has skewed private client asset allocations toward the safety of cash, government bonds and low-risk products. As a result, returns on client portfolios have suffered. And across the world, private clients have lost confidence in existing relationships with their relationship managers and many are switching their relationship banks and moving assets.

As confidence returns, clients have begun to strive for higher growth. A wall of private client money will begin to search for opportunities in higher-yielding asset classes. These clients will seek out accomplished and professional relationship managers who are best able to manage their wealth and exceed expectations!

What will I get out of it?

An intensive, practical training program for private bankers, wealth managers and asset managers, designed to consolidate and integrate your technical knowledge of equity fund selling.

Over these 2 days participants will learn:

- Essential fundamental knowledge fund managers employ to select and manage their portfolios
- Critical technical (chart reading) techniques to explain the importance of timing selection
- The skills of putting together fundamental and technical analysis to provide the clients with "a picture and a thousand words"

BOOK NOW! Register before 14 April 2012 for early-bird discount.

Venue

All of our courses are held in 4 -5 stars hotels, chosen for their location, facilities, and level of service. You can be assured of a comfortable, convenient learning environment throughout the duration of the course.

Due to the variation in delegate numbers, we will send confirmation of the venue to you approximately 2 weeks before the start of the course.

About Us

Salmon Thrust provides tailored financial training solutions to leading Asian clients. Being Asian for Asians, we understand that different cultures have their own needs in terms of product and knowledge, and in terms of their approach to Client Management.

Founded in 2004 to satisfy the demand for wealth management and related training programs in this part of the world, we develop and present seminars and workshops for executives working in corporations, investment banks, securities houses, firms of accountants and legal practices.

Our courses are held on a public or in-house basis, a full list of which can be found on our website. Visit www.salmonthrust.com

Funding Support

The Monetary Authority of Singapore (MAS) administers Financial Training Scheme (FTS) grants to financial sector organisations that sponsor eligible Singapore based participants to training programmes that meet qualifying criteria. For more details, please visit www.mas.gov.sg, or contact the MAS via fsdf@mas.gov.sg.



Ng Lye Heng
CFA, CAIA, FRM

A managing partner at Salmon Thrust Pte Ltd, Ng Lye Heng is a derivative specialist whose topical areas encompass financial markets and traded derivative instruments, investments and wealth management. He started his banking career in the early 1990s and held roles as a principal derivative trader and product structurer. He traded global market derivatives on stock indices and fixed incomes from Tokyo, Hong Kong, London to Chicago. He concluded his treasury-room career managing market risk on the global trading book of United Overseas Bank.

In 2004, Lye Heng set up Salmon Thrust, offering training and consultancy in the areas of Investment, Treasury and Wealth Management. Clients included various global banks like Citibank where he conducted a comprehensive investment series for the 200-odd relationship managers based in Singapore. Since then, he has provided learning solutions across a variety of product and wealth management topics encompassing thousands of seminar delegate-days both in Singapore as well as in China.

COURSE CONTENT

Part 1: Fundamental Analysis

Macroeconomic Influences on Equity

- Top-down analysis
- Growth cycle model
- Important economic indicators that impact stock market

Industry Analysis

- Michael Porter's competitive forces
- Sectoral analysis
- Sectoral rotation

Company Analysis

- Relationship between cash flow and profit
- Relationship between the 3 main accounting statements
- Basic ratio analysis
 - Examining growth and profitability
 - Examining capital intensity and gearing
 - Comparable company analysis

Common Methods in Equity Valuation

- EPS-based approach
 - P/E ratio and PEG
 - Appropriate multiples
- Cash flow valuation approach
 - Forecasting cash flow
 - Free cash flows
- Dividend discount model
 - Dividend yields and cover
 - Dividend discount model
 - Benefits and pitfalls in DDM

Part 2: Technical Analysis

Common Chart Patterns

- Dow theory
- Japanese candlestick

Common Technical Indicators

- Moving averages
- MACD
- RSI
- Stochastic
- Bollinger bands
- Fibonacci ratios

Essentials of Elliott Waves

- Guidelines to applying the principles
- Trading EW with Fibonacci projections
- Combining Elliott waves with other technical indicators

Part 3: Asset Allocation

Asset Allocation Theory

- Building optimal portfolios
- Asset allocation for private clients
- Utilizing growth model for tactical adjustments

Other Asset Allocation Models

- The Yale endowment model
- Core/satellite approach

Part 4: Knowledge Relating to Selling Funds

Fund Management Styles

- The growth versus values school
- The Warren Buffet approach

Analyzing Funds' Fact Sheets

- Returns versus risk
- Risk-adjusted returns
- How to overcome clients' compliant about underperformance
- Performance of different funds under different phases of economic cycle

Part 5: Combining Fundamental and Technical Analysis for Better Client Communication

Good Valuation, But Is It Good Time to Buy?

Fundamental Not That Great, But Have Good Buying Momentum

Combining Technical and Fundamental Analysis in Sales Pitch

Save time and money with in-house training

In-house training is an efficient and cost effective way to ensure that your employees are equipped with the knowledge and skills needed to make a real impact in your organization.

Training can be arranged for anything from small groups to entire divisions and will take place at a time chosen and convenient to you.

For more information on holding this, or any other salmon Thrust course in-house, please contact:

Audrey Ang, Sales Manager
Tel: +65 63230768
Email: audrey@salmonthrust.com

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www.salmonthrust.com

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(+65) 6323 0768

Email
email@salmonthrust.com

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14 -15 May 2012, Singapore

Register now

Package	Before 14 Apr 2012	After 14 Apr 2012	Quantity	Sub-total
Registration fee	S\$1,620 Save \$180	S\$1,800		
Platinum Package	Send 4 delegates and 5 th comes FREE			

Attendee details

1	Name.....	Job title.....
	Tel.....	Email.....
2	Name.....	Job title.....
	Tel.....	Email.....
3	Name.....	Job title.....
	Tel.....	Email.....
4	Name.....	Job title.....
	Tel.....	Email.....
5	Name.....	Job title.....
	Tel.....	Email.....
	Name.....	Job title.....
	Tel.....	Email.....

Company/Invoicing details

Organization name.....

Address.....

Postcode.....

Invoice attention to..... Job title.....

Tel..... Email.....

Approving Manager signature

NB: Signatory must be authorized to sign on behalf of contracting organization

Name.....

Email..... Job title.....

Tel..... Fax.....

Authorizing signature * (Mandatory).....

Payment method

For payment by crossed **cheque or bank-draft**, please make payable to: **Salmon Thrust Pte Ltd**

For payment via **telegraphic transfer**, please make payment to:

Account number: 501-747323-001
 Account name: Salmon Thrust Pte Ltd
 Bank address: 65 Chulia Street, #01-01 OCBC Centre. Singapore 049513
 Bank code: 7339
 Swift code: OCBCSGSG

How to book your course

Complete this form and **fax to:**
+65 6423 9802

Or send the form to:

Salmon Thrust Pte Ltd
 55 Market Street #10-00
 Singapore 048941

Take the Platinum package

Get your team together and save!
Send 4 delegates and get one FREE

You may also be interested in

- **Alternative Investments for Private Clients - Structured Products & Hedge Funds (22 – 23 Mar 2012)**
- **Behavioural Finance & Wealth Management (29 – 30 Mar 2012)**
- **Consultative Selling & Portfolio Structuring for Private Wealth Manager (23 – 24 Apr 2012)**
- **Economic Releases & Asset Class Adjustments (2 – 4 Apr 2012)**
- **Structured Products in Wealth Management (7 – 8 Jun 2012)**
- **Technical Analysis for Trading & Advisory (10 – 11 May 2012)**

Go to www.salmonthrust.com to view our full course calendar

Terms and conditions

1. Should you be unable to attend, a substitute delegate is welcome at no extra charge.
2. Salmon Thrust does not provide refunds for cancellations. Invoiced sums are payable in full within 7 days of the invoice date.
3. Salmon Thrust will provide full course documentation to a delegate who has paid, but is unable to attend.
4. Salmon Thrust reserves the right to change the content of the program without notice including the substitution, alteration or cancellation of speakers and/or topics and/or the alteration of the dates of the event.
5. Salmon Thrust is not responsible for any loss or damage as a result of a substitution, alteration, postponement or cancellation of an event under any circumstances.
6. Salmon Thrust reserves the right to amend any part of the published program, agenda or speakers due to factors outside of its control.

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