



GOING PUBLIC: THE INITIAL PUBLIC OFFERING PROCESS

SUMMARY:

This comprehensive course focuses on the legal requirements, marketing elements and transactional process for the initial public offering of a company's common shares.

The course material includes a detailed overview of the legal and listing requirements, development of marketing materials and transaction structure considerations. During the seminar, participants will analyze a detailed case study and discuss the practical implications of transaction structure and marketing.

Participants should have a high level of familiarity with the capital markets prior to taking the course.

Timing: This course requires 1 day

Experts in financial
modeling training

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LEARNING TOPICS:

Review the Initial Public Offering Process

- ✓ Discuss the rationale for an Initial Public Offering ("IPO")
- ✓ Assess the market conditions
- ✓ Review the legal framework and filing requirements
- ✓ Understand the timeline and schedule of an offering process
- ✓ Review the listing requirements and considerations

Analyze a Detailed Case Study

- ✓ Discuss a real world transaction
- ✓ Assess the impact of critical transaction features
- ✓ Conduct a review of filed documents

Discuss the Implications of Transaction Structure and Marketing Choices

- ✓ Review of all major transaction features, including:
 - Over-allotment option
 - Black Out and Lock Up arrangements
 - Syndicate selection and economics
 - Underwriting Agreement and critical clauses
- ✓ Discuss the role of due diligence
- ✓ Learn how to identify prospective buyers and conduct marketing best practices

Understand the legal requirements, marketing elements and transactional process for an Initial Public Offering