IPO Readiness and Capital Market Strategies Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CS4824_293738

Course Introduction / Overview:

Navigating the transition from a private entity to a public company is one of the most complex and transformative journeys an organization can undertake. This process, culminating in an Initial Public Offering (IPO), demands meticulous planning, strategic foresight, and a deep understanding of capital market dynamics. The IPO Readiness and Capital Market Strategies Training Course offered by BIG BEN Training Center is meticulously designed to equip executives and senior leaders with the comprehensive knowledge and practical skills required to successfully lead their organizations through this critical phase. Drawing on insights from leading academics like Jay R. Ritter, a renowned expert on IPOs, and principles discussed in seminal works on corporate finance, this course provides a holistic A-to-Z roadmap. Participants will explore everything from initial readiness assessments and valuation methodologies to navigating the intricate regulatory landscape and managing post-IPO life. This program moves beyond theoretical concepts, focusing on the strategic decision-making, risk management, and stakeholder communication essential for maximizing shareholder value and ensuring long-term success in the public markets.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs).
- Chief Financial Officers (CFOs).
- Chief Operating Officers (COOs).
- Board Members and Directors.
- General Counsel and Heads of Legal Departments.
- Heads of Strategy and Corporate Development.
- Venture Capital and Private Equity Partners.
- Senior Finance and Accounting Managers.
- Investor Relations Professionals.
- Founders and Entrepreneurs planning for an exit.

Target Sectors and Industries:

- Technology and Software.
- Biotechnology and Healthcare.
- Financial Services and FinTech.
- Consumer Goods and Retail.
- Energy and Natural Resources.
- Manufacturing and Industrials.
- Telecommunications and Media.
- Government agencies and public sector entities considering privatization.

Target Organizations Departments:

- Executive Management.
- Finance and Treasury.
- Legal and Compliance.
- Strategy and Corporate Planning.
- Investor Relations.
- Internal Audit and Risk Management.
- Corporate Communications.

Course Offerings:

By the end of this course, the participants will have able to:

- Master the end-to-end IPO process from initial assessment to post-listing compliance.
- Develop robust capital market strategies aligned with long-term corporate objectives.
- Conduct comprehensive due diligence and build a strong corporate governance framework.
- Navigate the complex legal and regulatory requirements of securities commissions.
- Formulate compelling valuation models and equity stories for investors.
- Execute a successful IPO roadshow and manage investor communications effectively.
- Manage the transition to operating as a public company and meet reporting obligations.
- Evaluate alternative capital-raising strategies beyond the traditional IPO.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning to real-world scenarios. This course employs a blended learning approach that combines expert-led presentations with dynamic group discussions, allowing for a rich exchange of ideas and experiences. A cornerstone of the program is the extensive use of case studies, analyzing both successful and challenging IPOs from various industries to deconstruct their strategies and outcomes. Participants will engage in hands-on financial modeling and valuation workshops, building the technical skills necessary for critical pre-IPO analysis. Team-based exercises will simulate key stages of the IPO process, such as due diligence reviews and roadshow pitch preparations, fostering collaborative problem-solving. Continuous feedback from the instructor and peers is integrated throughout the five days, creating a supportive and effective learning environment that bridges the gap between theory and executive practice. The focus is on empowering leaders with the confidence and competence to steer their organizations through the complexities of the capital markets.

Course Agenda (Course Units):

Unit One Foundations of Capital Markets and IPO Readiness

- Introduction to Equity Capital Markets (ECM).
- Understanding the pros and cons of going public.
- Key motivations for an IPO and alternative financing routes.
- The IPO lifecycle and critical path timeline.
- Assembling the IPO team (internal and external advisors).
- Conducting an initial IPO readiness assessment.
- Defining the corporate strategy and long-term vision post-IPO.

Unit Two The Pre-IPO Preparation and Due Diligence Phase

- Strengthening financial reporting and internal controls (SOX compliance).
- Advanced financial modeling and IPO valuation methodologies.
- Conducting comprehensive legal and business due diligence.
- Optimizing corporate structure and governance for a public company.
- Developing the equity story and investment thesis.
- Managing key financial metrics and KPIs for public scrutiny.
- Crafting the employee stock option and compensation plans.

Unit Three Navigating the IPO Process and Regulatory Landscape

- Drafting the registration statement (e.g., S-1 filing).
- Understanding the role of the Securities and Exchange Commission (SEC) or equivalent body.
- The SEC review and comment letter process.
- Selecting underwriters and building the syndicate.
- Determining the offering size and structure.
- The IPO pricing process, including book-building and allocation.
- Navigating lock-up agreements and stabilization procedures.

Unit Four The IPO Roadshow and Investor Relations Strategy

- Preparing the roadshow presentation and marketing materials.
- Executive media and presentation skills training.
- Logistics and execution of the domestic and international roadshow.
- Effectively managing investor questions and concerns.
- Building a best-in-class Investor Relations (IR) function from the ground up.
- Establishing communication policies and quiet periods.
- Targeting and engaging with institutional and retail investors.

Unit Five Post-IPO Life and Advanced Capital Strategies

- Managing the first 100 days as a public company.
- Navigating quarterly earnings calls and analyst relations.
- Fulfilling ongoing reporting and disclosure obligations.
- Managing market volatility and shareholder expectations.
- Strategies for secondary offerings and follow-on financing.
- Leveraging public status for mergers and acquisitions (M&A).
- Long-term capital allocation and shareholder value creation.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

Beyond valuation and regulatory compliance, what is the single most critical cultural shift an organization must undergo to succeed as a public company?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting an executive-level strategic perspective, moving beyond a mere procedural checklist for an IPO. While other programs may focus heavily on the transactional mechanics, this training emphasizes the critical thinking and leadership acumen required to navigate the entire capital market journey. It provides a holistic framework that integrates financial strategy, legal compliance, investor relations, and corporate governance into a cohesive, actionable plan. The curriculum is uniquely structured to address the "why" behind each decision, not just the "how," empowering leaders to anticipate challenges, manage stakeholder expectations, and mitigate risks effectively. By incorporating deep-dive case studies of both landmark successes and cautionary failures, the course offers invaluable real-world insights that are often absent from more theoretical training. The focus on post-IPO life and long-term value creation ensures that participants are prepared not just for the listing day, but for the sustained performance and scrutiny that follows, making it an essential strategic toolkit for any senior leader contemplating the public markets.