



# Certificate in Investor Relations 2018



# Welcome



Dear IR professionals,

Welcome to the most widely recognised and pre-eminent Certificate in Investor Relations (CIR®) in the World.

Launched a little over 10 years ago, the CIR has become the benchmark for our industry, recognised in the UK and in other international markets as the best way to demonstrate competency in investor relations.

The CIR encompasses the study and examination of a wide range of skills, knowledge and competencies that are essential to an Investor Relations professional. It will provide you with the tools to be competent in your role and to develop your career in the profession. Importantly, it is increasingly recognised by employers seeking high quality IR professionals. We are proud to work with partner associations in Asia, Europe, the Middle East and South America where the need for high quality IR professionalism is also recognised.

The World of IR is ever-changing, led by regulation, legislation and best practice. The IR Society aims to support the professional development of its members and associates by providing faster, clearer and more dynamic insights and practical perspectives. As one of the World's leading IR representative bodies, we believe we are best placed to equip IR professionals with the right skills to excel in their roles and that their counterparts

and peers recognise. We offer both a UK version of the CIR and an international version (ICIR) that captures the essential elements common to international markets.

The CIR has built a leading reputation on strong foundations of oversight, scrutiny and delivery. We regularly review and develop its content, ensuring it is fit for purpose. Our Examinations committee gives direction to, and maintains oversight of, the standards expected from the CIR. The Education committee oversees the curriculum and robustness of the coursework, training modules and other facilities, including mock exam papers.

With the introduction of the Diploma in Investor relations, the IR Society provides a challenging pathway to support IR professionals to help them through their career all the way to the top.

This is a very exciting time to be part of this relevant, vibrant and professional industry. I urge you to make the most of the networking, education, information and advocacy opportunities provided by the IR Society. Importantly, I wish you luck in your studies and your ongoing professional development.

**David Lloyd-Seed**  
Chair, IR Society

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## 2018 Revision course and CIR exam dates at a glance

### January

Tuesday 23      Revision course

### February

Tuesday 13      CIR exam

### April

Tuesday 10      Revision course

Tuesday 24      CIR exam

### June

Tuesday 26      Revision course

### July

Tuesday 10      CIR exam

### September

Tuesday 25      Revision course

### October

Tuesday 9      CIR exam

### November

Tuesday 27      Revision course

### December

Tuesday 11      CIR exam

# Certificate in IR (CIR®)

## What is the CIR?

The Certificate in Investor Relations (CIR®) is an internationally recognised qualification for the investor relations profession.

The qualification allows successful candidates to demonstrate their knowledge of the financial and market environment, the regulatory and reporting requirements for listed companies and their sound understanding of the principles of investor relations, which will enable them to operate competently and safely.

Obtaining the Certificate in IR:

- Provides international recognition as a qualified IR practitioner
- Demonstrates competence and growing expertise
- Enhances career development

The CIR is a self-study qualification based on the IR Society's comprehensive CIR study guide. It is assessed by an examination comprising 60 multiple-choice questions, based on the topics set out in the syllabus.

## Who should sit the CIR?

**It is suitable for anyone working in investor relations or related professions, or considering a move into investor relations, either in the UK or overseas.**

## CIR exam cost

IR Society members  
Non-members

£499 + VAT  
£649 + VAT

*"I attended several of the professional development courses whilst preparing for my DipIR exams and decided to sit the CIR exam along the way. The courses are a great way to consolidate your knowledge and understanding of the IR role and to start to build a peer network that you meet on the courses and then come across at future IR Society events. Attaining the Certificate in IR qualification is a great way to demonstrate your competency in IR and good preparation for the Diploma qualification."*

## Gary Davies

Director Investor Relations, GSK

## How to register for the CIR

1. Register online at [www.irs.org.uk](http://www.irs.org.uk)
2. Call us on +44 (0) 20 7379 1763
3. Send an email to [janet.kelly@irs.org.uk](mailto:janet.kelly@irs.org.uk)

## The International CIR (ICIR)

We offer an international syllabus of the CIR which captures the essential elements common to international markets.

The CIR currently runs in the UK, Hong Kong, Indonesia, Latin America, Malaysia, the Middle East (CIRO), Nigeria, Russia, Singapore and Sri Lanka.

If you are not sure which qualification is right for you, please contact [janet.kelly@irs.org.uk](mailto:janet.kelly@irs.org.uk)

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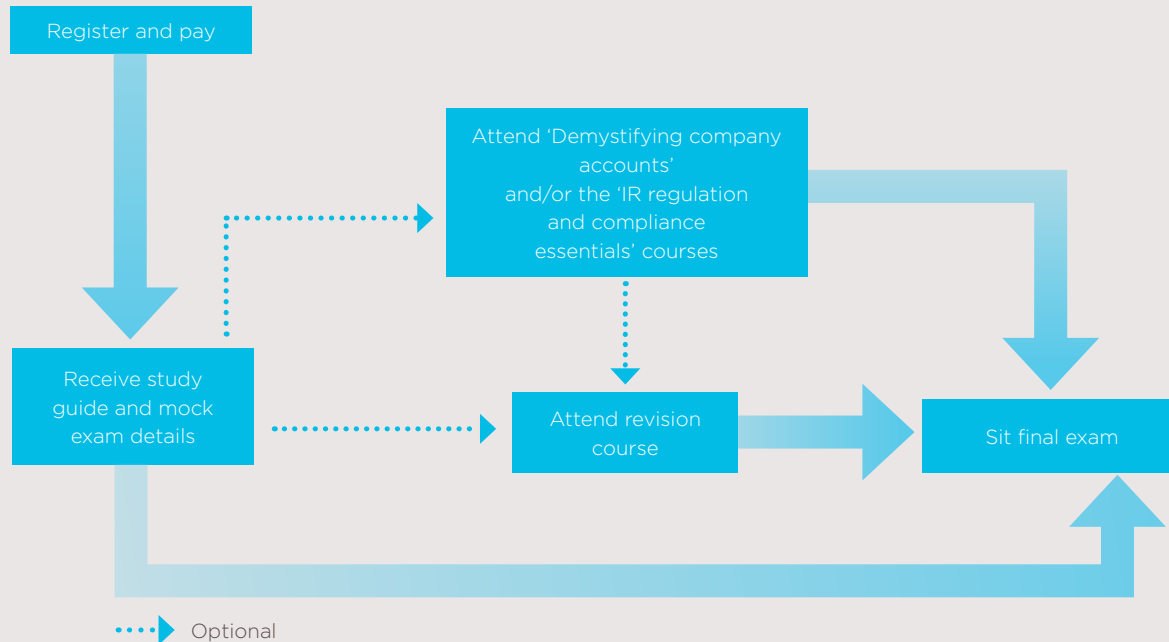
Over **1,300** successful candidates so far

Candidates from more than **26** countries

**245** candidates registered in 2017

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# Process for taking the CIR



## Optional courses

You may find it useful to take the *Demystifying company accounts* and *IR regulation and compliance essentials* courses prior to the revision course and exam as part of your preparation. A discount on these two courses is available for registered CIR candidates.

# Studying for the CIR

## Home Study

The study guide provides a comprehensive overview of the main subject areas that you will need to know in order to pass the CIR examination. It is intended to support other learning sources such as courses and reading material. The study guide summarises the required knowledge for each subject area. Each section of the study guide will indicate sources of background reading for you to broaden your knowledge. On average, 40 hours of self-study is recommended to complete the CIR. You should also consider attendance on other relevant IR Society courses to expand your knowledge base and understanding of the topics covered.

As a revision aid, you can take an online mock examination which will help you assess whether you have grasped the key principles. These questions do not cover every aspect of the CIR examination.

## Updates

The study guide is reviewed regularly and any updates will be sent to you via email in PDF format.

*"It was my initiative to apply for this course, and I hope that the knowledge I received will be useful to my employer. I partly financed my study, so I was motivated to study in the evenings and over the weekends. I spent half of my two-week holiday going through the study guide over and over again, and I passed my mock exam three times, the score going up each time, giving me more confidence. All in all, preparation for my study took 80 hours. It was very useful to attend all the courses that the CIR programme entailed, in particular 'Demystifying company accounts' helped me to refresh the accounting and finance knowledge needed for the basics of the IR profession and for passing the exam. The course regulatory issues was very useful in understanding the EU and UK regulatory requirements and grasping the IPO process. The timing of the courses has been extremely well-chosen – there was slightly more than a month between them, and the revision course helped to consolidate the knowledge and to highlight the areas requiring special attention. It was very useful to attend all the courses and to make helpful connections which I am sure will grow into cooperation in the future!"*

## Volodymyr Gaidash

Head of Communications, UkrGasVydobuvannya (UGV)



# When I have passed the CIR I will...

- Understand the fundamental principles and practice of investor relations
- Know the main regulations concerning the structure, governance and behaviour of listed companies
- Be able to identify the different types of shares and shareholders

*"As a communications company whose clients are mostly in-house IR departments, the CIR qualification was a great way for us to gain a fuller understanding of the broader regulatory environment our clients operate within and to better understand the pressures and challenges they face. I also found that the sections of the course on financial markets, valuation and regulation helped me to improve my general commercial awareness and the recognition provided by the qualification has given me more confidence when advising our clients on best practice communications."*

## **Matthew Hempstead**

Research Consultant, Black Sun

- Understand the role of stock exchanges
- Know the regulations governing the conduct of investor relations and in particular the disclosure of information
- Know the legal requirements regarding the financial calendar

*"As someone new to IR, the CIR was a great introduction to the role of the IR professional and really helped me to identify the areas where I would most benefit from further development."*

## **Elizabeth Scorer**

Investor Relations Manager, IG Group

- Be familiar with the fundamentals of basic accounting, ratios, valuation and investment analysis
- Be aware of the requirements for UK listed companies conducting investor relations in major overseas markets
- Be aware of the required ethical and professional standards expected of investor relations practitioners

*"The CIR exam was the best recognised platform that allowed me to understand the framework, terminology and calculations for the UK and International business regulations. Deborah Morton-Dare is an excellent teacher, engaging and accelerated my knowledge of the course content."*

*The supportive team, gave me the tools I needed to learn. I would recommend the Investor Relations Society to anyone currently dealing or in the IR space to obtain this qualification, giving you a competitive edge by the holistic understanding and best practice of the industry."*

## **Claire Hillyer**

Independent



# To help you pass

## Revision course

### **Aim**

To clarify the purpose and format of the exam

To revise the key areas of the syllabus with the focus on the regulatory sections 3 and 4

To deal with any specific issues candidates might need to cover

### **Duration**

1 Day

### **Who should attend**

Registered candidates who have completed the CIR study guide and are preparing to take the CIR exam.

### **What you will learn**

A review of the CIR syllabus and opportunity for Q&A with the course trainer.

### **Course costs**

IR Society member	£449 + VAT
Non-member	£599 + VAT

### **Optional courses**

You may find it useful to supplement your study with additional courses prior to the revision course and exam. A discount on additional courses is available for registered CIR candidates, see pages 7 and 8 for optional courses.

*"I found the CIR courses invaluable in helping me better understand and exchange views on the practical application of IR, rather than thinking about it only from a theoretical perspective."*

*The topics covered on both courses – IR regulation and compliance essentials & Demystifying company accounts and valuations have given me a broader view of the financial and corporate communications landscape, and I'd recommend to all."*

### **Ben Stokes**

Account Director, Lansons

*"The different CIR modules were each beneficial in their own right giving depth in knowledge whilst being able to relay important updates to the rest of my team. It really has given me the building blocks to learn further and add value."*

### **Alexandra Keable**

Investor Relations Manager, HSBC Holdings



# Optional courses

## Demystifying company accounts and valuations

### Aim

This two-day course provides the foundation knowledge needed to understand a set of accounts and be able to answer questions from analysts, investors and the financial press. This course is designed for people who have no formal accounting training and will be of relevance for anyone studying for the CIR qualification.

### Module One

Will clearly explain accounting jargon, together with the relevance and limitations of financial statements. You will learn how to identify which key numbers are important in communicating your company's story and the issues that need explaining.

### Module Two

Will help you to understand in more depth how financial analysts and investors look at companies. It is not necessary to have a financial background to take Module Two, but you should have completed Module One or have an equivalent understanding of basic accounting concepts.

### What will I gain?

#### Module One

- Foundation knowledge in understanding a set of company accounts
- Gain fluency in financial jargon
- A clear understanding of the relevance and limitations of financial statements

### Module Two

- An understanding of the key principles behind most commonly used valuation methods
- A grasp of the fundamentals of the discounted cash flow valuation model and key sensitivities
- An awareness of risk and return parameters and non-financial considerations impacting investment decision making.

### Duration

2 day modular course

### Course Costs

IR Society member per module	£898 + VAT
Non-member per module	£1,198 + VAT

*"This course exceeded my expectations. Not only was it very informative, it was highly enjoyable. The course tutor is excellent, and made complicated concepts easy to understand. Great value for money – challenging, yet satisfying course."*



# Optional courses

## IR regulation and compliance essentials

### **Aim**

For IR professionals, compliance with rules and guidelines is an essential part of the job. Whether it is in financial reporting, market disclosures, compliance with relevant listing regimes, the treatment of inside information, or in the context of a transaction, mistakes are costly – not least in reputational terms.

**Day One** of this two-day course will provide a basic IR Toolkit, covering the fundamental areas of regulation and compliance that affect IR, while

### **Day Two**

looks at more specific areas and situations, such as IPOs and transactions. Attendees will learn how the legal and compliance requirements for IR communications fit together, how they are applied in practice, and what best practice standards are.

### **What will I gain?**

- An overview of the fundamental areas of regulation and compliance that affect IR
- A toolkit for dealing with price sensitive information, disclosure requirements, transactions and listing obligations and the financial and reporting calendar
- An overview of EU Listing Rules: IPOs, prospectus, secondary listings, takeovers, etc.
- An understanding of stock exchange obligations
- An opportunity to discuss the practical implications of these rules with a guest speaker

### **Duration**

2 day modular course

### **IR regulation and compliance essentials costs**

IR Society member per module	£898 + VAT
Non-member per module	£1,198 + VAT

*"Day one was a very useful overview of the regulations, especially as a newcomer to the IR function, and bringing my knowledge up to date. I especially liked all the real life examples – companies, fines, outcomes of tougher regulation. Excellent course."*

*"The course made my interest in IR increase hugely – all my objectives were met and there were a lot of high quality discussions. A lot covered, and delivered very well, particularly on topics which could be considered dry!"*



# CIR<sup>®</sup> Syllabus

## 1. Principles of Investor Relations (IR)

- 1.1 Introduction to IR
- 1.2 Why companies need IR
- 1.3 What makes a successful IR function
- 1.4 The scope of IR

### ***What you will learn***

This section will give you a basic understanding of what (IR) is all about, what it can and cannot do and the position of IR in a company. The theory and principles of good IR are now firmly established. Whichever country you are based in, your company will need to aspire to internationally accepted standards of best practice in IR. Detailed legal and regulatory requirements may differ from country to country, but most are based on the European or US models so it is useful to understand the basis of these systems.

## 2. Financial Markets

- 2.1 Global financial markets
- 2.2 How do equity or stock markets work
- 2.3 Equity investors
- 2.4 Debt investors

### ***What you will learn***

Candidates will be expected to display a good working knowledge of the features of financial markets, investment and the participating bodies. The UK financial markets will be discussed in detail in the context of the global markets. The level of knowledge required will be in proportion to the importance of each area to investor relations both in the UK and globally.

# CIR Syllabus

## 3. Companies and Regulation

- 3.1 Limited companies
- 3.2 UK Companies Act (CA) 2006
- 3.3 Statutory reporting and financial reporting calendar

### ***What you will learn***

This section requires a broad understanding of the fundamentals of UK company law and practice in respect of the structure of companies, the key requirements for directors, share and loan capital and the auditors. The concept of limited liability is recognised in all developed financial markets. Other countries have similar laws many of which are based on UK practice.

The latest companies act (Companies Act 2006) has been implemented in stages, the last of which was completed in October 2009. All of the references to Companies Acts (CA) in this section are for this act.

## 4. Regulatory Environment

- 4.1 Introduction
- 4.2 Market misconduct: Insider dealings and market abuse
- 4.3 UK Market Regulator
- 4.4 The Disclosure Guidance and Transparency Rules
- 4.5 Periodic financial reporting
- 4.6 Corporate governance
- 4.7 Takeover panel
- 4.8 Regulatory announcements
- 4.9 The AIM rules
- 4.10 Summary of United States (US) regulation

### ***What you will learn***

Candidates will be expected to display a good working knowledge of those sections which relate most specifically to investor relations and a wider appreciation of more general sections.

# CIR Syllabus

## 5. Accounting Valuation and Investment Principles

- 5.1 Introduction
- 5.2 Accounts
- 5.3 Key financial ratios
- 5.4 Investment appraisal and valuation – Time value of money
- 5.5 Valuation models and measures
- 5.6 Portfolio theory

### ***What you will learn***

This section will take the student through the fundamental principles and assumptions behind all investment decisions. This will then be developed to cover valuation models and measures and their principal assumptions. Portfolio theory and risk and return will be discussed. The final section will link the use of accounting data from financial statements in the valuation of companies.

The focus of this section is on the UK practice. Candidates will be expected to display a working knowledge of accounting terminology, measurements, ratios and discounted cash flows and to perform simple calculations. With regard to investment methodologies, candidates will be expected to understand the principles of valuation models, but not to perform calculations.

## 6. Effective IR in Practice

- 6.1 The IR audiences
- 6.2 IR advisers
- 6.3 Internal relationships
- 6.4 Knowing your shareholders
- 6.5 Understanding disclosure obligations
- 6.6 Communications tools and techniques
- 6.7 The day-to-day business of IR
- 6.8 Measuring the value of IR

### ***What you will learn***

In this section you will learn how the theory of investor relations and all of the legal and regulatory requirements are put into practice to establish a successful investor relations programme.

# The International CIR (ICIR®)

We offer an international syllabus of the CIR which captures the essential elements common to international markets.

## ICIR® Syllabus

### 1. Principles of Investor Relations (IR)

- 1.1 Introduction to IR
- 1.2 Why companies need IR
- 1.3 What makes a successful IR function
- 1.4 The scope of IR

#### ***What you will learn***

This section will give you a basic understanding of what (IR) is all about, what it can and cannot do and the position of IR in a company. The theory and principles of good IR are now firmly established. Whichever country you are based in your company will need to aspire to internationally accepted standards of best practice in IR. Detailed legal and regulatory requirements may differ from country to country, but most are based on the European or US models so it is useful to understand the basis of these systems.

### 2. Financial Markets

- 2.1 Global financial markets
- 2.2 How do equity or stock markets work
- 2.3 Equity investors
- 2.4 Debt investors

#### ***What you will learn***

Candidates will be expected to display a good working knowledge of the features of financial markets, investment and the participating bodies. The UK financial markets will be discussed in detail in the context of the global markets. The level of knowledge required will be in proportion to the importance of each area to investor relations both in the UK and globally.

# ICIR Syllabus

## 3. Companies and Regulation

- 3.1 Limited companies
- 3.2 Companies Act
- 3.3 Statutory reporting and financial reporting calendar

### ***What you will learn***

This section requires a broad understanding of the fundamentals of company law and practice in respect of the structure of companies, the key requirements for directors, share and loan capital and the auditors. The concept of limited liability is recognised in all developed financial markets. Other countries have similar laws many of which are based on UK practice nevertheless, the contents are not intended to address specific practices in local markets. Accordingly, the contents are to serve as a guide to international market practices, and enquiries relating to local markets should be referred to your national IR Society. Examples will be given throughout of typical International and UK rules to be used as guidelines.

## 4. Regulatory Environment

- 4.1 Introduction
- 4.2 Market abuse
- 4.3 Listing rules
- 4.4 The Disclosure Guidance and Transparency Rules
- 4.5 Corporate governance
- 4.6 Takeover rules
- 4.7 Periodic financial reporting
- 4.8 Regulatory announcements
- 4.9 Summary of the United States (US) regulations

### ***What you will learn***

Candidates will be expected to display a good working knowledge of those sections which relate most specifically to investor relations and a wider appreciation of more general sections.



# ICIR Syllabus

## 5. Accounting Valuation and Investment Principles

- 5.1 Introduction
- 5.2 Accounts
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- 5.5 Valuation models and measures
- 5.6 Portfolio theory

### ***What you will learn***

This section will take the student through the fundamental principles and assumptions behind all investment decisions. This will then be developed to cover valuation models and measures and their principal assumptions. Portfolio theory and risk and return will be discussed. The final section will link the use of accounting data from financial statements in the valuation of companies.

Candidates will be expected to display a working knowledge of accounting terminology, measurements, ratios and discounted cash flows and to perform simple calculations. With regard to investment methodologies, candidates will be expected to understand the principles of valuation models, but not to perform calculations.

## 6. Effective IR in Practice

- 6.1 The IR audiences
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- 6.4 Knowing your shareholders
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- 6.6 Communications tools and techniques
- 6.7 The day-to-day business of IR
- 6.8 Measuring the value of IR

### ***What you will learn***

In this section you will learn how the theory of investor relations and all of the legal and regulatory requirements are put into practice to establish a successful investor relations programme.

# Our International Partners

## Hong Kong



[www.hkira.com](http://www.hkira.com)  
[info@hkira.com](mailto:info@hkira.com)

## Indonesia & Sri Lanka



[that.irguy@gmail.com](mailto:that.irguy@gmail.com)

## Latin America



[www.governart.com](http://www.governart.com)  
[diana.rubinstein@governart.com](mailto:diana.rubinstein@governart.com)

## Malaysia



[www.mira.com.my](http://www.mira.com.my)  
[mira@bursamalaysia.com](mailto:mira@bursamalaysia.com)

## Middle East



[www.me-irsociety.com](http://www.me-irsociety.com)  
[cpiot@me-irsociety.com](mailto:cpiot@me-irsociety.com)

## Russia



[www.irfr.ru](http://www.irfr.ru)  
[info@irfr.ru](mailto:info@irfr.ru)

## Singapore



[www.irpas.com](http://www.irpas.com)  
[info@irpas.com](mailto:info@irpas.com)

If you are interested in becoming an International Partner and delivering the CIR/ICIR in your region please contact: [janet.kelly@irs.org.uk](mailto:janet.kelly@irs.org.uk)

# What they say about the International CIR (ICIR®)

*"The Middle East Investor Relations Association (MEIRA) is an independent non-profit organisation dedicated to promoting the Investor Relations profession and industry standards in corporate governance. Our mission is to enhance the reputation, efficiency and attractiveness of the Middle East capital markets."*

*The qualification helps ensure that those who pass the exam have a sound understanding of the financial and market environment, the regulatory and reporting requirements for listed companies and the principles of investor relations, enabling them to operate competently and safely."*

*MEIRA is delighted to be working with the IR Society in delivering our CIRO (Certified Investor Relations Officer) qualification, which is based on content from the IR Society's flagship CIR."*

## **Clémence Piot**

General Manager, Middle East Investor Relations Association



# FAQs

## **Who should take the CIR?**

The Certificate in IR (CIR) is suitable for anyone working in investor relations or in related professions. It is also suitable for those considering a move into IR, either in the UK or in other markets. The course content is comprehensive and covers most of what an IR practitioner would require. In any case, the CIR body of material represents a useful guide and source of reference at all times.

## **How long does it take to study for the CIR?**

We suggest that a minimum of 40 hours of self-study is required to prepare for the CIR examination. However, depending on the level and type of experience, this may vary according to each candidate.

## **What does the registration fee cover?**

Once your registration fee has been received, you will be sent your study guide and login details for the online mock exam. Your exam is also included in the registration fee.

## **How long is the exam?**

The exam is a one hour hand written exam comprising of 60 multiple choice questions based on the topics set out in the syllabus in the study guide.

## **Where is the exam held?**

The exam is held at our offices, 30 Coleman Street, London EC2R 5AL. We can arrange for overseas candidates to sit the exam at a suitable venue. Any additional administration fees incurred will be paid locally by the candidate prior to sitting the exam.

## **Who sets the exam?**

The Investor Relations Society Examination Committee (comprising the Chair of the Society and other industry representatives) is responsible for all content of the CIR, including the examination questions.

## **What is the pass mark?**

The pass mark is 65%.

## **What are the success and failure rates?**

On average approximately 80% of candidates will pass the CIR exam at the first attempt.

## **How do employers view the CIR?**

Employers and search firms that specialise in IR recruitment view the CIR as a valuable industry benchmark which helps to ensure the competence and commitment of potential employees.

## FAQs (continued)

### **What are the demographic, experience and industry profiles of past candidates?**

Previous successful candidates have included:

Experienced and senior IROs

IR managers and associates

Candidates new to investor relations

Company directors

Non-executive directors

Executive assistants and Personal assistants

Company secretarial staff

Public relations officers

Service providers and IR advisers across a wide range of IR related services

Heads of Business Development and other corporate functional areas, including Communications, Compliance, Finance, Human Resources, Operations, Sales and Strategy

### **What are the areas that candidates typically find the most challenging?**

*The Regulatory Environment* and *Accounting Valuation and Investment Principles* are the two sections often cited as being the most challenging.

The IR Society provides a range of courses that will help candidates address any areas of concern and we run a revision course prior to each exam sitting, as well as the online mock exam, that allows candidates to assess their own readiness to take the CIR examination. We also offer the CIR Online Learning Support Modules which will help to give candidates the best chance of passing the exam.

For further details, please contact

**Janet Kelly** at the IR Society  
**[janet.kelly@irs.org.uk](mailto:janet.kelly@irs.org.uk)**

# Diploma in IR (DiplR®)

## What is the Diploma in Investor Relations?

The Diploma in Investor Relations (DiplR) is the new senior level qualification from the IR Society. Developed by expert IR practitioners and educational organisations, the Diploma will equip delegates with the skills, tools and expertise they need to become leaders in our profession.

## Who should consider the Diploma?

Each candidate will be considered on their own merits. In general, however, it is expected that Diploma candidates will be members of the IR Society, will have successfully completed the IR Society's Certificate in Investor Relations (CIR) qualification and will have a minimum of five years' experience in IR or a related profession.

## What is the process?

Candidates will complete an application form and if successful they will be registered for the next available intake. We aim to run two Diploma programmes each year.

## How is it examined?

Diploma candidates will be examined on three modules and attend two compulsory half-day courses:

### Modules

- Principles of IR Module
- IR in Practice Module
- Presentation Module

### Half-day courses:

- Ethics Course
- Revision Course

Candidates will sit two three-hour exams which will assess their skills, knowledge and experience across all the compulsory topics and at least three of the optional topics shown in the syllabus. The exams will also assess familiarity with the UK's legislative and regulatory environment and corporate governance standards, and detailed knowledge of best practice IR and how it adds value. Candidates will also be expected to demonstrate their ability to communicate clearly in writing, identifying and justifying their key messages, their management and leadership potential and their understanding of their company and industry.

The Presentation Module, where candidates will make a formal 15 minute presentation with Q&A, is designed to test the candidates' competency in some of the softer attributes required as they progress in their career, including gravitas, authority/presence, credibility, clear communication and presentation skills.

On successful completion of the qualification, candidates will receive a certificate and are entitled to put DiplR after their name.

## What does it cost?

The cost for the Diploma is £995 + VAT and this covers:

Examination fees, two half-day training courses and support from an IR Society mentor.

## Find out more

For more information or to request an **application form** please contact:

**Janet Kelly** Head of Professional Development  
[janet.kelly@irs.org.uk](mailto:janet.kelly@irs.org.uk)

# Testimonials

This is what our Chair and the Diploma pilot candidates had to say about the qualification.

*"I am very proud to have been one of the first successful candidates to have passed the Diploma in IR and wholeheartedly encourage other experienced IR professionals to consider enrolling in the programme. It has already opened doors to new opportunities for me and has helped demonstrate to management within my organisation my continued hunger for development"*

**Gary Davies DiplR,**

Director, Investor Relations at GSK

*"A qualification which all senior IROs should aspire to, demonstrating accumulated skills and experience while enhancing future career prospects."*

**Phil Corbett DiplR,**

Head of Investor Relations at Genel Energy

*"It's a safe environment to talk about real issues with your peers – the best way to learn. It's invaluable to discuss how to handle the Big IR challenges before you find yourself dealing with one of them. The core expertise of IR is as much about a way of thinking as it is a syllabus to learn by heart."*

**Tom Randell DiplR,**

Former Head of Investor Relations and Communications at John Laing



*"We expect the Diploma in IR to become the de facto qualification for anyone looking to reach the most senior levels in our profession"*

**David Lloyd-Seed,**

Chair of the IR Society



# The IR Society

The Investor Relations Society (IR Society) is a membership organisation, run by IR professionals for IR professionals, that exists to promote best practice in investor relations and to support the professional development of our members.

We have more than 800 members, including listed companies of all sizes, advisers and service providers; membership is open to anyone working in IR or a related profession, seeking to do so, or with an interest in investor relations more generally.

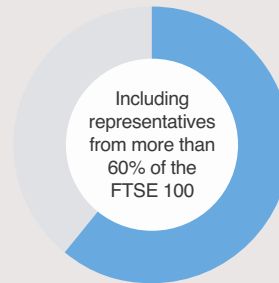
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**92%** of members would recommend membership to a friend or colleague\*

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## 800+ MEMBERS

Made up of **50%** IROs and **50%** Service Providers and Advisers



## Founded in 1980

\*Source IR Society membership survey 2017

# Become a member

IR Society membership will help you to:

## Stay informed

- Keep up to date with the latest developments in the sector through our website, online knowledge bank, quarterly journal and regular newsletters, as well as our annual conference and ongoing programme of topical events.

## Develop your career

- Receive discounts on our range of excellent professional development courses and our globally-recognised investor relations qualifications – the Certificate in Investor Relations (CIR) and the Diploma in Investor Relations (DipIR)

## Build your network

- Enhance your career prospects and build your professional network through networking with peers at our wide range of educational and less formal events

Joining is easy and we have a range of membership opportunities for individuals and companies – full details can be found on the website.

If you have any questions or would like more information, please contact:

### Robert Dann

Head of Membership & Marketing

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More than  
**100** IR  
professionals  
working on  
your behalf ...

**8** SOCIETY STAFF  
**14**  
BOARD MEMBERS

## 10 COMMITTEES

BEST PRACTICE	CONFERENCE
POLICY	EDUCATION
MEMBERSHIP	CORPORATE AFFAIRS
FINANCE	EXAMINATIONS
EVENTS	NOMINATIONS

# Terms and conditions

## **Payment**

The fee includes the study materials, exam and login details for the online mock exam. The study materials and login details will be dispatched once full payment has been received.

## **CIR refunds**

No refunds are possible after the dispatch of the CIR study guide.

## **CIR revision course payment**

Payment terms are 30 days from invoicing, unless the date of the event falls before 30 days, in which case the invoice needs to be settled before attendance. We regret we cannot accept attendees on the courses if full payment has not been received. Joining instructions will be sent by email approximately two weeks prior to the course.

## **CIR revision course transfers**

If you wish to transfer your registration more than 14 days in advance of the course to a later date, an administration charge of £50 + VAT will apply. If you wish to make a transfer within 14 days of the course date, an administration charge of 50% of the cost will apply.

## **CIR revision course cancellations**

If you cancel your registration more than 14 days in advance, an administration charge of £50 + VAT will apply. If you cancel your course registration within 14 days of the attendance date, an administration charge of 100% of the cost will apply.

## **Exam locations**

The CIR exams take place at the IR Society offices, 30 Coleman Street, London EC2R 5AL. The IR Society will endeavour to arrange a suitable venue for overseas students, if required. Any additional administration fees incurred will be paid locally by the candidate prior to sitting the exam.

## **Exam transfers**

You can transfer exam dates subject to availability. If you wish to make a transfer within 14 days of the exam date an administration charge of £50 + VAT will apply.

## **Exam resits**

An administration charge of £50 + VAT will be charged to resit the exam. We recommend you sit the exam within 12 months of registration. After this period a re-enrolment fee of £100 + VAT will be applied.

## **CIR revision course cancellations by the IR Society**

Occasionally it will be necessary to cancel a course if minimum numbers cannot be achieved. If you are not able to attend the revised date or venue we will give a credit of 100% of the course costs against a future course or refund any course fees already paid. As a course may be cancelled up to two weeks prior to its start date we recommend that delegates do not make travel arrangements before this time. Any travel costs incurred are entirely the delegate's responsibility. The IR Society does not accept any liability for re-imbursement of travel costs.





**The Investor Relations Society**

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