

SEYA CAPITAL
INSIGHT · STRATEGY · GROWTH

TREASURY & INVESTMENT MANAGEMENT

IPO Masterclass

Planning, Executing and Closing a Successful Initial Public Offering

SECTOR	FORMATS	FEE FROM	2027 SESSIONS
Treasury & Investment Management	5 days & 2 weeks	US$ 2,900	3

OVERVIEW

About this course

This Seya Capital IPO Masterclass is designed to build the essential skills needed to support a company in raising capital for growth by selling part of its shares to the public.

This is an intensive, highly practical training course that develops genuine proficiency in the IPO process, helping you become well-versed in the arrangement, management, pricing, and distribution an IPO requires.

The course also covers the selection of an investment bank, known as the underwriter, to facilitate the process. The underwriter helps determine the appropriate type of securities to issue, the right pricing, and the most favourable timing for the offering. By the end of this training course, you will be ready to build your own action plan for an Initial Public Offering.

2027 SCHEDULE

Dates, venues & fees

DATES	VENUE	FORMAT	FEE PER DELEGATE
31 May – 4 Jun 2027	Dallas, Texas, USA	5 days	**US$ 3,700**
7 – 18 Jun 2027	Kuala Lumpur, Malaysia	2 weeks	**US$ 5,220**
14 – 18 Jun 2027	Kuala Lumpur, Malaysia	5 days	**US$ 2,900**

Fees exclude travel and accommodation. This course is also available in-house, on dates and at a venue of your choice.

OBJECTIVES

By the end of the course

By the end of this Seya Capital training course, you will be able to:

- Understand the concept of an initial public offering
- Develop a plan to execute a successful IPO
- Understand the advantages and disadvantages of an IPO for a company and its entrepreneurs
- Build the essential skills to select the various parties involved
- Conduct the due diligence process proficiently
- Strengthen the bookbuilding process and pricing decisions
- Understand the roles and responsibilities of auditors
- Understand the timing, legal, accounting, and reporting requirements needed to get a company IPO-ready

WHO SHOULD ATTEND

Designed for

This Seya Capital IPO Masterclass is designed to deliver the knowledge and skills, including the latest policies and procedures, to:

Professionals across all functions | Entrepreneurs, Investment and Commercial Bankers | Investment Professionals and Analysts | Lawyers and Accountants | Brokerages and Advisers | Treasury Managers | Auditors | Credit Managers

PROGRAMME

Course outline

Day 1: Overview of the IPO Process

- Defining an initial public offering
- The reasons for going public
- The parties involved: your company, investment banks, external auditors, lawyers, and investor/public relations
- The factors needed before applying for an IPO
- Advantages and disadvantages of going public
- Skills required to work on an IPO

Day 2: Regulators and Market Requirements

- Regulatory compliance
- Core requirements: financial position, stability of business, and profit record
- Minimum expected market capitalisation and public float
- Market and investor requirements
- Accounting methods
- Valuation of the company
- Governance and the responsibilities of the board

Day 3: Preparing for the IPO

- Procedures for changing to a public structure
- Factors triggering the timing of going public
- The IPO team
- IPO costing
- The investor perspective
- The due diligence process

Day 4: The IPO Process

- Investment bank selection
- Registering the IPO
- Regulatory filings
- The underwriting structure
- Pricing and underwriting
- Methods of flotation

Day 5: Ongoing Obligations and Closing the IPO

- The roadshow
- PDMRs and close periods
- Disclosure of price-sensitive information
- Disclosure of dealings and shareholdings
- Internal audit and risk management
- Metrics for judging a successful IPO process

METHODOLOGY

How you will learn

Participants in this IPO Masterclass will receive a complete overview of the IPO process, from conception through to closing the offering. The training methodology includes case studies, live group instruction, presentation and discussion of worked examples, and group discussion, with interactive participation encouraged throughout.

IMPACT

The return on learning

For your organisation

- More effective support for the IPO team
- Greater relevance and reliability in analysing the regulatory bodies involved in a public offering, and supporting the IPO team in dealing with various regulators
- More strategic thinking and focus on performance
- More effective development of a successful IPO
- Staff better prepared for increased responsibility

For you

- A better understanding of the context and importance of Initial Public Offerings
- Greater awareness of industry practices, problems, and solutions
- Increased understanding and confidence to complete tasks successfully
- Greater self-confidence and motivation at work
- Greater job satisfaction in providing quality support to management
- A stronger ability to supervise, develop, and motivate colleagues

CERTIFICATION

Seya Capital certificate

Upon successful completion of this classroom-based training course, delegates will be awarded a Seya Capital Certificate.

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Register or enquire

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