

**Circular No.: PMEX/MKT, BD & CSS/2014/19**

**April 22, 2014**

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**Ethics and Financial Literacy Events by Institute of Capital Markets**

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This is to bring to your knowledge that Institute of Capital Markets (ICM), in collaboration with CFA Institute and CFA Society Pakistan, is organizing Workshops on Ethics and Financial Literacy. The details of the workshops are mentioned below:

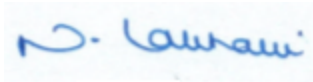
<b>Islamabad</b>			
<b>Workshop Name</b>	<b>Timing</b>	<b>Date</b>	<b>Location</b>
Ethics	10:00am - 12:00pm	Wednesday, April 23, 2014	Regalia Hotel
Financial Literacy	2:30pm - 5:00pm	Wednesday, April 23, 2014	Regalia Hotel

<b>Karachi</b>			
<b>Workshop Name</b>	<b>Timing</b>	<b>Date</b>	<b>Location</b>
Ethics	10:00am - 12:00pm	Tuesday, April 29, 2014	Pearl Continental Hotel
Financial Literacy	2:30pm - 5:00pm	Tuesday, April 29, 2014	Pearl Continental Hotel

Please find the workshop details attached with this email.

For registration and queries you may contact ICM by email at [investoreducation@icm.org.pk](mailto:investoreducation@icm.org.pk) or by phone at: +92.21.3207.2097.

Best regards,



Nauman Lakhani  
Head of Marketing, Business Development & Customer Support Services

# ICM “Financial Literacy” Workshop

## Programme Schedule

1<sup>st</sup> Workshop at 2.30pm-5.00pm, April 21, 2014, Monday at PC Hotel, Lahore

2<sup>nd</sup> Workshop at 2.30pm-5.00pm, April 23, 2014, Wednesday at Regalia Hotel, Islamabad

3<sup>rd</sup> Workshop at 2.30pm-5.00pm, April 29, 2014, Tuesday at PC Hotel, Karachi

## Introduction

Over the past few years ICM has collaborated with societies in Pakistan and outside to host training academies for journalists. The purpose of a journalist workshop is to better educate journalists on company financial information and help them understand the ICM Programmes.

These sessions have been focused on the journalists. The training program teaches the skills which can deliver this program, and will consist of “Seminars-in-a-box (folder)” (materials and tools)—slides with teaching notes on topics of interest to journalists.

## Topics of interest to journalists:

- a. Understanding financial statements; (Basic)
- b. Evaluating press releases and financial statements; (Intermediate)
- c. Detecting Accounting Fraud (Advanced)
- d. Behavioral finance; (Intermediate)
- e. Derivatives basics; (Intermediate)
- f. Fundamentals of investment management; (Basic)

## Preferred participants:

- **Primarily focused on Finance and business Journalists,**
- Members of the following organizations; ICM, CFAI, CFA Society, ICMA, ICAP, CIMA, ACCA, Students and University Grads.
- All capital market participants
- Nominees of SECP, CFA Society, MUFAP, CDC, ACCA, PMEX, Stock Exchanges and ICMAP.

### Tentative agenda:

- **Overview of Journalist Academy**
  - Participants will learn about what a journalist academy is—introduction of “Seminars-in-a-box” materials and tools.
- **Guest Speaker—How to train a journalist**
  - A guest lecturer will provide his/her insights on how to effectively train a journalist.
- **Media Training—How to deal with the media**
  - Expert information on how to carefully handle questions by journalists and additional tips on to handle interview requests.
- **Q&A and discussion**
  - Ask questions, share comments, and provide us with more insight into how a journalist academy can be successfully executed in your market.

### Fee Charged:

- |   |              |
|---|--------------|
| • ICM Members, CFA Society, SECP, MUFAP, CDC, PMEX, KSE, ISE, LSE Nominations | Free of Cost |
| • Members of other organizations  | Rs. 1,500/-  |
| • Non-Members and Professionals   | Rs. 2,500/-  |
| • Students  | Rs. 1,000/-  |

All participants will be awarded with ‘Certificate of Attendance’. The programme will end with a Hi-tea.

Kindly send your nomination(s) at at [investoreducation@icm.org.pk](mailto:investoreducation@icm.org.pk) or call us at **021-32072097** and if you have any questions, please do not hesitate to contact us directly.

## Ethics Workshop Capital Market Participants

### Programme Schedule:

1<sup>st</sup> Workshop at 10am-12pm, April 21, 2014, Monday at PC Hotel, Lahore

2<sup>nd</sup> Workshop at 10am-12pm, April 23, 2014, Wednesday at Regalia Hotel, Islamabad

3<sup>rd</sup> Workshop at 10am-12pm, April 29, 2014, Tuesday at PC Hotel, Karachi

### Introduction:

Over the past few years ICM has collaborated with societies in Pakistan and outside to host training and workshops for several market participants. The purpose of 'Ethics' workshop is to better educate the participants on Ethical issues pertaining to investments and capital markets.

These sessions have been focused on the continuous professional development of ICM Members. The training program teaches the skills which can deliver this program, and will consist of "Seminars-in-a-box" (materials and tools)—slides with teaching notes on topics of interest to the participants.

The credit hours of this workshop will be included in the Continuous Professional Development (CPD) requirements of ICM Members.

### Topics of interest for participants:

- a. Understanding Ethics and integrity
- b. The Code and Standards for Capital Market participants
- c. Importance of Disclosures and disciplinary notices
- d. Importance of Ethical Behavior
- e. Code Ethics and Practice (of ICM)
- f. Integrity of Capital Markets (manipulation and insider information)
- g. Professional approach towards markets
- h. Duties to Clients and Conflicts of Interest
- i. Application of Ethics Programme

### Preferred participants:

- Members of the following organizations; ICM, CFAI, CFA Society, ICMA, ICAP, CIMA, ACCA, Students and University Grads.
- All capital market participants
- Nominees of SECP, CFA Society, MUFAP, CDC, ACCA, PMEX, Stock Exchanges and ICMAP.

### Tentative agenda:

- **Overview of Ethics workshop and need**
  - Participants will learn about what is ethics—introduction of “Ethics and Standard” materials and tools.
- **Code of Ethics & Standards of Professional Conduct**

A guest lecturer will provide his/her insights on Ethics & Standards of Professional Conduct. Also give insight on the following:

  - i. Rationale
  - ii. Explanation
  - iii. Expectations
  - iv. Application
- **THE CODE AND STANDARDS, IMPORTANCE OF ETHICAL BEHAVIOUR**
  - A guest lecturer will provide his/her insights on IMPORTANCE OF ETHICAL BEHAVIOUR
  - Duties to Clients
  - Duties to Employer
  - Duties to Employer
  - Code for Capital Market and Financial Respect
- **Q&A and discussion**
  - Ask questions, share comments, and provide us with more insight into how a ethics sessions can be successfully executed in your market.

### Fee Charged:

- |   |              |
|---|--------------|
| • ICM Members, CFA Society, SECP, MUFAP, CDC, PMEX, KSE, ISE, LSE Nominations | Free of Cost |
| • Members of other organizations  | Rs. 1,500/-  |
| • Non-Members and Professionals   | Rs. 2,500/-  |
| • Students  | Rs. 1,000/-  |

All participants will be awarded with ‘Certificate of Attendance’ and Memento for Speakers. The programme will end with a Hi-tea.

Kindly send your nomination(s) at at [investoreducation@icm.org.pk](mailto:investoreducation@icm.org.pk) or call us at **021-32072097** and if you have any questions, please do not hesitate to contact us directly.