
IPO Readiness and Listing Process Training Course for Finance Leaders

3 – 7 May 2027
Casablanca





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Ref: 287_20221 **Date:** 3 – 7 May 2027 **Location:** Casablanca **Fees:** 4000 GBP

Programme Summary

IPO readiness and listing process is the subject of this one-week training course for CFOs, heads of corporate finance, board members and investor relations leaders at managerial level, ending in an IPO roadmap for one company. A first listing demands audited history, a credible equity story, disciplined disclosure and a timetable shared by many advisers, and weaknesses found late cost time and credibility. The approach moves from readiness and valuation, through disclosure and bookbuilding, to listing and the first year as a listed company. Mars Training Centre UK delivers this programme in IPO readiness and listing process.

The Business Case

Companies that list without testing their readiness often discover reporting gaps, governance weaknesses and unsupported valuation claims during review by advisers and investors. Those that assess these early can fix them before the timetable is fixed, price with evidence and enter the market with a message that holds up under questioning.

- Execution Delay Risk: Falls as readiness gaps and adviser responsibilities are fixed before the timetable starts.
- Pricing Credibility: Improves as valuation ranges are tied to peer evidence and investor feedback.
- Disclosure Quality: Strengthens as the prospectus and later announcements follow a controlled review process.

Principles and Evidence Base

- IOSCO Objectives and Principles of Securities Regulation: Their requirement for full, timely and accurate disclosure by issuers frames the prospectus and disclosure work in Session 3.
- IOSCO fair and equitable offering principles: The expectation of fair dealing among investors shapes the bookbuilding and allocation work in Session 4.
- Discounted cash flow and peer multiples: These valuation approaches support the valuation and pricing work in Session 2.

Intended Participants

- Finance leaders who own the timetable, financial history and offering documents.
- Corporate finance heads who select advisers and set the valuation case.
- Board members who approve the decision to list and the offer terms.
- Investor relations leaders who prepare the equity story and market contact.

The programme serves family-owned groups, energy, healthcare and technology companies.



Learning Outcomes

1. Participants will be able to evaluate a company's readiness to list against financial, governance and control criteria.
2. Participants will be able to construct an adviser plan and a timetable for the offering.
3. Participants will be able to justify a valuation range and an offer price.
4. Participants will be able to diagnose weaknesses in a draft prospectus and its disclosure.
5. Participants will be able to prioritise bookbuilding and allocation decisions.
6. Participants will be able to design the investor relations and disclosure routine of a listed company.

Programme Structure

Day 1: IPO Readiness and Listing Process Foundations

Is the company ready to list, and who must do what?

- Readiness Assessment Scorecard
- Financial Track Record Review
- Governance and Board Readiness Check
- Adviser Roles and Selection Matrix
- Listing Timetable and Critical Path

Day 2: Valuation and Pricing

How is a defensible value range set and tested?

- Discounted Cash Flow Valuation
- Peer Multiples Comparison
- Equity Story Construction
- Pricing Range and Discount Analysis
- Case Review of Two Contested Offer Prices

Day 3: Prospectus and Disclosure

What must the offering document say, and how is it verified?

- Prospectus Structure and Content Map
- IOSCO Disclosure Principles for Issuers
- Risk Factor Drafting Method
- Due Diligence and Verification Process
- Review and Sign-Off Controls



Day 4: Bookbuilding, Allocation and Listing

How are orders gathered, shares allocated and trading opened fairly?

- Roadshow Plan and Investor Targeting
- Order Book Analysis
- Allocation Principles and Fairness Test
- Price Stabilisation Arrangements
- Listing Day Operating Plan

Day 5: Applying IPO Readiness to One Company

Is the roadmap ready for the board to approve?

- Applying the Session 1 Scorecard to the Company
- Testing the Session 2 Range Against Peer Evidence
- Checking the Session 3 Content Map for Gaps
- Applying the Session 4 Allocation Test to a Sample Book
- Completing the Listed Company Disclosure and Investor Relations Routine

Methodology

The programme is built around case analysis and structured exercises. Participants work with an anonymised company profile, sample financials and a mock order book, assess readiness, build a valuation range and test disclosure in small teams, then defend the roadmap before a simulated board. No financial modelling software is required.

- Suggested activity: Scoring a sample company against a readiness scorecard.
- Suggested activity: Allocating shares across a mock order book under stated principles.
- Suggested activity: Reviewing a sample risk factor section for clarity and balance.

Capstone Output

Each participant completes an IPO roadmap for one company. It contains a readiness scorecard, an adviser plan and critical path, a valuation and pricing note, a prospectus gap list, an allocation approach and a disclosure and investor relations routine. It is used to brief the board and to open discussions with advisers.

Frequently Asked Questions

Is IPO readiness and listing process training suitable for finance leaders who have not led a listing?

Yes. IPO readiness and listing process training is set at managerial level and assumes experience of financial reporting, corporate finance or board work, not prior listing experience.



Which standards does the IPO readiness and listing process rest on in this programme?

The IPO readiness and listing process rests on the IOSCO Objectives and Principles of Securities Regulation, together with discounted cash flow and peer multiple valuation methods.

How is the IPO roadmap used at work?

You use the IPO roadmap to brief the board, agree adviser responsibilities and decide which readiness gaps to close before the listing timetable begins.