MERCURY

Initial Public Offering (IPO) Training

28 December 2026 – 1 January 2027
Casablanca (Morocco)



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Ref: 16185_1009885 **Date:** 28 December 2026 – 1 January 2027 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

Introduction:

The Initial Public Offering IPO training course equips senior executives, particularly CEOs, with the expertise and strategic insight required to lead a successful IPO. The process of taking a company public is complex, involving financial, legal, and operational transformations.

This Initial Public Offering IPO program focuses on essential aspects, including IPO pricing strategy, financial structuring, regulatory compliance, and investor engagement. Participants will gain a comprehensive understanding of capital markets, valuation mechanisms, and how to align initial public offering IPO decisions with long-term corporate objectives.

Through real-world case studies and simulation-based learning, learners will develop the confidence to lead and manage an initial public offering IPO effectively. The Initial Public Offering IPO course highlights risk mitigation techniques and post-IPO strategic planning. Participants will possess the tools and knowledge to drive their organization through a successful public offering.

Targeted Groups:

This Initial Public Offering IPO training targets professionals seeking specialized knowledge and skills:

- CEOs planning to lead a public offering.
- CFOs are responsible for financial restructuring.
- Corporate strategy directors manage IPO roadmaps.
- Investor relations managers are coordinating with markets.
- Private company founders aiming to go public.
- Board members oversee public listing decisions.
- Senior consultants advising on IPO transactions.
- Legal and compliance officers are involved in initial public offering IPO processes.
- Business development executives targeting capital markets.
- Venture capital leaders are preparing portfolio firms for IPO.

Targeted Competencies:

Participants will gain the following competencies during the Initial Public Offering IPO program:

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- Strategic planning for IPO leadership.
- Financial analysis and share valuation.
- Regulatory and legal IPO compliance.
- Investor relations and market engagement.
- Risk identification and mitigation strategies.
- Public listing decision-making and governance.
- Team leadership during IPO execution.
- Communication and roadshow planning.
- Post-IPO corporate performance evaluation.

Course Objectives:

Participants will achieve the following objectives by the Initial Public Offering IPO course:

- Understand the IPO lifecycle from pre-filing to post-listing.
- Assess the company's readiness and strategic timing for an IPO.
- Identify regulatory requirements and listing standards.
- Analyze financial statements for IPO valuation.
- Evaluate share pricing methods and investor sentiment.
- Develop effective investor communication strategies.
- Lead the IPO team and manage cross-functional coordination.
- Interpret risks associated with public markets.
- Execute post-IPO governance and performance tracking.
- Apply practical knowledge to IPO planning and roadshows.
- Develop a comprehensive IPO strategy that aligns with your business goals.
- Recognize market timing, trends, and the economic impact on initial public offerings IPOs.
- Implement compliance frameworks and audit readiness.
- Manage dilution, capital structure, and ownership issues.
- Prepare the organization culturally and structurally for IPO demands.
- Drive successful listing outcomes with long-term shareholder value.

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Course Content:

Unit 1: Introduction to the IPO Process:

- Definition and strategic value of IPOs.
- Stages of Going Public: Timeline and Process.
- Benefits and risks of public offerings.
- Market types: Main Board vs. SME Boards.
- IPO readiness assessment and diagnostics.
- Choosing advisors: underwriters, legal, and auditors.
- Financial restructuring before IPO.
- Exit Strategies for Founders and Early Investors.
- Real case studies of IPO success and failure.

Unit 2: Financial Planning and Share Valuation Strategies:

- Fundamentals of business valuation.
- Valuation methods: DCF, comparables, and asset-based.
- Determining the offer price and price band.
- Understanding book building and fixed price methods.
- Adjusting capital structure for IPO readiness.
- Forecasting financial performance for investor confidence.
- Preparing financial statements to meet regulatory standards.
- Addressing investor expectations and financial disclosures.
- The Role of Financial Modeling in IPO Strategy.

Unit 3: Regulatory Compliance and Legal Frameworks:

- Key legal and regulatory IPO requirements.
- Securities laws and stock exchange listing criteria.
- Corporate governance principles for public companies.
- Due diligence processes and documentation.
- Role of regulators: SEC and market authorities.
- Managing prospectus and IPO documentation.
- Insider trading rules and ethical considerations.
- Legal implications of financial misstatements.
- Compliance audit and IPO approval stages.

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Unit 4: Leadership and Strategic Execution of the IPO:

- Building the internal IPO leadership team.
- Aligning departments and managing IPO milestones.
- Planning the IPO roadmap and timeline.
- Coordinating with advisors and investment bankers.
- Designing effective roadshows and investor presentations.
- Managing stakeholder communications pre- and post-IPO.
- Risk management and contingency planning.
- Maintaining control and minimizing dilution.
- Strategic messaging and media engagement.

Unit 5: Post-IPO Performance and Shareholder Value:

- Transitioning to life as a public company.
- Investor relations management post-IPO.
- Reporting obligations and disclosure practices.
- Stock price monitoring and market perception.
- Post-listing financial strategy and reinvestment plans.
- Enhancing board effectiveness and shareholder trust.
- Managing market volatility and regulatory scrutiny.
- Long-term growth strategies and performance tracking.
- Reviewing lessons learned from IPO execution.

Final Insights & Key Takeaways:

A successful IPO requires more than financial readiness—it demands visionary leadership, rigorous planning, and precise execution. This Initial Public Offering IPO training enables senior executives to transform IPO plans into sustainable shareholder value.

With practical insights and strategic tools, CEOs will be empowered to lead high-impact public offerings. Graduates of this Initial Public Offering IPO course will be equipped to elevate their organizations into public market leaders with confidence and competence.