MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

PREPARING & STRUCTURING A SUCCESSFUL IPO

"Guiding Companies Through the Strategic, Regulatory, and Financial Journey to Market Listing"

Schedule

Date	Venue	Fees (Face-to-Face)
19 – 20 Feb 2026	Kuala Lumpur, Malaysia	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Taking a company public is one of the most complex and transformative steps in a business\'s lifecycle. A successful Initial Public Offering (IPO) requires in-depth preparation, strategic alignment, financial readiness, and a solid understanding of regulatory and market expectations.

This 2-day course offers a comprehensive roadmap for preparing and structuring an IPO. From pre-IPO planning and due diligence to pricing, investor communications, and post-listing governance, participants will gain actionable insights and frameworks to ensure IPO success while minimizing risks and delays.

Objectives

By the end of this course, participants will be able to:

- Understand the strategic rationale and implications of going public
- Navigate key steps in the IPO process, from preparation to post-listing compliance
- Develop internal structures and governance aligned with market standards
- Coordinate IPO advisors and regulatory requirements
- Evaluate valuation, timing, and pricing strategies

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Why Attend

- Learn what it really takes to go public and stay compliant post-IPO
- Avoid costly missteps through structured planning and readiness assessments
- Build confidence in working with underwriters, regulators, and investor relations teams
- Understand the IPO’s impact on management, ownership, and disclosure obligations
- Develop a fit-for-purpose roadmap tailored to your organization\'s IPO goals

Target Audience

This program is designed for:

- C-suite executives preparing for capital market entry
- Corporate finance and business strategy teams
- Legal, compliance, and governance officers
- Investment bankers and advisors supporting IPOs
- Entrepreneurs and board members exploring IPO options

Individual Benefits

Key competencies that will be developed include:

- Ability to design and execute a pre-IPO readiness plan
- Understanding of listing requirements and disclosure rules
- Familiarity with financial restructuring and capital raising strategies
- Skill in coordinating due diligence, investor engagement, and governance setup
- Readiness to manage post-listing performance and regulatory scrutiny

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger IPO execution strategies and reduced transaction risk
- Greater alignment between management, investors, and advisors
- Improved governance, transparency, and internal control systems
- Enhanced ability to attract institutional investors and maximize IPO valuation
- Readiness to meet post-listing obligations and maintain market confidence

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – IPO structures, market preparation, and stakeholder management
- Case Studies – Global and regional IPO journeys, challenges, and outcomes
- Workshops – IPO readiness assessments, valuation exercises, and governance mapping
- Peer Exchange – Experiences and lessons from capital market transactions
- Tools – IPO checklists, roadshow templates, due diligence trackers

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Course Outline

DETAILED 2-DAY COURSE OUTLINE

Training Hours: 07:30 AM – 03:30 PM **Daily Format**: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Pre-IPO Planning and Readiness

- Module 1: The IPO Decision and Strategic Alignment (07:30 – 09:30) • Why companies go public: benefits and trade-offs • IPO vs. alternatives (SPAC, direct listing, private equity) • Timing, market conditions, and internal assessment
- Module 2: IPO Process and Timeline (09:45 – 11:15) • Step-by-step breakdown of IPO stages • Key stakeholders: underwriters, legal counsel, regulators, auditors • Coordinating timelines and managing expectations
- Module 3: Governance and Financial Reporting Readiness (11:30 – 01:00) • Strengthening internal controls and board governance • IFRS/GAAP compliance and audit readiness • Disclosure controls, risk factors, and prospectus preparation
- Module 4: Workshop – IPO Readiness Assessment (02:00 – 03:30) • Teams assess a sample company's IPO preparedness

Day 2: Structuring, Marketing, and Post-IPO Compliance

- Module 1: Valuation and Deal Structuring (07:30 – 09:30) • Valuation techniques and price range setting • Equity structure and shareholding considerations • Stabilization, greenshoe options, and lock-up periods
- Module 2: Investor Roadshows and Market Communication (09:45 – 11:15) • Creating the equity story • Marketing documents, analyst meetings, and Q&A prep • Investor targeting and feedback loops
- Module 3: Post-Listing Obligations and Performance (11:30 – 01:00) • Reporting cycles, investor relations, and governance • Managing shareholder expectations • Compliance with listing rules and securities regulations
- Module 4: Final Workshop – IPO Execution Simulation (02:00 – 03:30) • Teams plan and present a mock IPO launch strategy

Certification

Participants will receive a Certificate of Completion in Preparing & Structuring a Successful IPO, validating their expertise in IPO strategy, planning, regulatory compliance, and investor engagement required for a successful market listing.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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