PENHALLOW ASSOCIATES LIMITED
A Financial Knowledge Company

Behavioural Finance

Virtual Learning: Duration 1 Hour

Course Price: £95

22.3.21(11:00-12:00)

Course Overview

One of the traditional building blocks of Efficient Markets – the assumption of rational Investors – has now been seriously questioned since the emergence of Behavioural Finance as an accepted discipline. Are the two approaches mutually exclusive or not? This workshop will endeavour to bridge the divide.

- The role of any Market? Price discovery. Why might this not be straightforward?
- The assumptions behind Efficient Market theory
    - Investors are 'rational & risk averse'
- Is the glass half full or half empty? It depends who you ask
- Traditional economic theory vs Behavioural Finance
- Prospect Theory
- Fear of Regret
- Heuristics
- Cognitive illusions – Anchoring & Extrapolation, Representativeness
- Misconceptions of randomness
- Base Rate Neglect
- The anatomy of bubbles – herd mentality

Learning Outcomes

By attending this course participants will gain an insight into a subject matter area which has now become accepted as highly relevant & mainstream in terms of both understanding the behavior of market participants today & which is also now part of the Investment curriculums followed by those pursuing professional financial qualifications in the future.

Trainer Profile

<u>Paul Meadows</u>

Paul has fifteen years Investment experience through various Front Office roles on the Buy side of the Markets in the UK - Trader, Global Equities Research Head & Portfolio Manager. He has knowledge of working in both Institutional& High Net Worth Private Client environments with the likes of Royal Insurance & Lloyds Private Bank

He has been designing & delivering both Public & in-house Financial Markets Training programmes worldwide since 2000, initially with the in-house tailored training arm of Euromoney, DC Gardner & has been the Managing Director of Chadley House Training since 2004. Clients range from Investment Banks (Citi, Deutsche Bank), Private Banks (Hoare & Co), Fund Managers (Blackrock, Axa IM), Sovereign Wealth Funds (Kuwait Investment Authority), Regulators (from London, Mongolia, Angola & Tanzania), Exchanges (London, Nigeria), Hedge Funds (Brevan Howard, Man Group).