imaa
Institute for Mergers, Acquisitions & Alliances

2023

Program Directory

Building Global M&A Capabilities & Community

About IMAA

Thinking Global

15+ years of excellence in M&A education and research

The Institute for Mergers, Acquisitions and Alliances (IMAA) is an international think tank for Mergers & Acquisitions. We help organizations and individuals to advance their M&A capabilities and be part of our global M&A community. In our open and in-house programs, the complete range of challenges are covered: strategy, due diligence, valuation, post merger integration, legal and HR in M&A. Established more than 15 years ago, the Institute has built the largest and best faculty pool from around the world that share their insights and know-how. As the leading institution for M&A and a globally active institute, our programs offer a wealth of experience and know-how and are the most substantial and complete educational offering in existence.

What is IMAA's competitive advantage?

The most lucrative, but also most challenging mergers and acquisitions are global opportunities, so why limit your training to a local training that may only focus on national laws and settings? IMAA's curriculum is the international golden standard in the M&A industry. Our programs equip you with global best-practices, combined with regional expertise.

Our trainings are not some mere M&A courses at an introductory or theoretical level. Every session is crafted and taught by our M&A veterans, who are willing to share their insights and know-how gained from years of real-world practice.

Highest standards in professional & executive education

The Institute for Mergers, Acquisitions and Alliances (IMAA) delivers high quality trainings and have been recognized and certified by the following organizations as an instition and/or programs:

- **ISO Certifications:** IMAA is certified by TUEV Austria for ISO Norms 9001 Quality Management Systems, 21001 Educational Organizations, and 29990 Learning services for non-formal education and training.
- **Association of Chartered Certified Accountants (ACCA):** IMAA is recognized by ACCA as a continued professional education provider
- **Society for Human Resource Management (SHRM):** IMAA is recognized by SHRM as a continued professional education provider.
- **National Association of State Boards of Accountancy (NASBA):** IMAA is registered as a sponsor of continuing professional education on the National Registry of CPE Sponsors for onsite programs.
- **National Association of State Boards of Accountancy (NASBA):** IMAA is registered as a sponsor of continuing professional education on the National Registry of CPE Sponsors for onsite programs.
- **Government Approval Singapore:** IMAA has been accredited by the Institute of Banking and Finance (IBF) of Singapore.
- **OECERT:** IMAA is recognized as a certified education provider for adult education in Austria.

imaa Institute for Mergers, Acquisitions & Alliances
Program Brochure

President's Message

After 15 years, the institute has been fortunate to work with faculty and participants from all over the world. People attend our trainings and participate in our programs for a variety of reasons: to broaden their knowledge base, prepare for transactions, get ready for more sophisticated deals, meet professionals from the same field, or start their own consulting firm.

This program directory gives you more information about the various programs we offer. I would like to encourage you to reach out to us to discuss your organization's challenges and how the IMAA team and faculty can help you achieve your goals.

We look forward to hearing from you!

Prof. Dr. Christopher Kummer

Table of Contents

01	About IMAA	1-2
02	The M&A Certificate Programs	5-14
	The Six Designations	6-8
	Study Options	9-10
	The Modules	11-12
	International Mergers & Acquisitions Expert (IM&A)	13-14
	Mergers & Acquisitions Professional (M&AP)	15-16
	Certified Post Merger Integration Expert (CPMI)	17-18
	Legal Mergers & Acquisitions Expert (LM&A)	19-20
	Human Resources Mergers & Acquisitions Expert (HRM&A)	21-22
	International Hospitality Mergers & Acquisitions Expert (HRM&A)	23-24
03	Past Participants	25-26
04	IMAA Faculty	27-28
05	Inhouse Trainings	29-30
06	Valuation with Prof. Damodaran	31-32
07	Members & Charterholders	33-34
08	Calendar of Events	34-35

The Six Designations

M&A Certificate Programs

Based on our best practice frameworks and the Body of Knowledge for Mergers & Acquisitions, the Institute offers five distinct M&A certificate programs and designations. Each program is designed to address the specific needs of professionals and organizations already executing transaction and M&A strategies and of those looking to break into this field. Each certificate program is comprised of four modules, either spread across an intensive onsite program, virtual live format or taken online at your own pace.

1 International Mergers & Acquisitions Expert (IM&A)

The IM&A is our signature program and covers all relevant topics within the M&A process from a practical standpoint. The IM&A program reviews the complete life-cycle of a transaction from strategy, due diligence and valuation all the way to post merger integration (PMI). The majority of participants are from strategic investors/corporate acquirers, and M&A professionals looking to broaden their overall M&A knowledge.

2 Mergers & Acquisitions Professional (M&AP)

The M&AP program covers the M&A cycle up until closing, i.e. strategy, due diligence and valuation in M&A. In contrast to the IM&A program, it does not cover integration but instead provides unique insights on how to successfully run an M&A practice. This program is often attended by auditing, consulting, investment banking, and legal professionals.

3 Certified Post Merger Integration Expert (CPMI)

The CPMI program offers a deep dive into aspects of Post Merger Integration and covers all aspects from pre-closing integration planning to implementation. It includes how to deal with the challenges of integration governance, synergy identification and realization as well as change management. The majority of participants in this program come from various business functions (management, operations, finance, HR, etc.) and integration teams from corporate acquirers as well as management consultants.

The Six Designations

M&A Certificate Programs

4 Legal Mergers & Acquisitions Expert (LM&A)

In transactions, legal aspects are quite important and promising deals can go awry because of a poor understanding, a lack of preparation or negligence of these issues. This program covers all relevant topics within the M&A process from a legal standpoint: pre-deal, during due diligence and negotiations, as well as post acquisition.

5 Human Resources Mergers & Acquisitions Expert (HRM&A)

This program meets the needs of Human Resource professionals involved in M&A transactions in both corporate and consulting roles. It covers all aspects of the transaction process relevant for HR. In contrast to other programs it includes a specific HR module that allows to deep dive in issues and topics particularly of interest and importance for the HR function to excel at transactions.

6 International Hospitality Mergers & Acquisitions Expert (IHM&A)

As a dedicated training for professionals involved in transactions in the hospitality industry this program does not only provide introduction to M&A and its theoretical concepts but is designed with ready-to-use tools and practices for industry professionals. Every session is crafted and taught by our M&A veterans and Hospitality experts who share their insights and know-how gained through years of real-world practice.

Certificate Programs: Online & Onsite

Study Options

Online

The online course offers all the extensive training of the onsite course but with maximum flexibility for busy professionals. This course is designed for self-study, with on-demand video lectures and required readings. The course assignments include real-life business case studies, multiple choice questions, and more. There is no time constraint to complete the online course; so you can set your schedule and work at your own pace.

Key Facts

- Requires about 60 hours online to complete
- Leading faculty from academia and the industry
- Split into four, easy-to-digest modules
- Content updated regularly

Included

- Access to most up-to-date online course content
- Designation upon completion
- First year of Annual Membership Fee
- Access to the entire IMAA e-Library
- Global network of charterholders and experts

Online Fee: $3,290 USD

Virtual Live

The virtual live version of our programs is a live and interactive format that offers the same interactive opportunities as the onsite format, but with the luxury of never having to leave home or office. This format is delivered in two weeks in 3 hour sessions per day or in a couple of days to allow for a great learning experience, providing both structure and flexibility.

Key Facts

- 3 hour sessions per day over a two week period
- Discussion-based live online sessions
- Leading faculty from academia and the industry
- Split into four, easy-to-digest modules
- Networking with diverse and experienced professionals

Included

- Access to most up-to-date online course content
- Designation upon completion
- First year of Annual Membership Fee
- Access to the entire IMAA e-Library
- Global network of charterholders and experts

Virtual Live Fee: $4,390 USD

Onsite

The onsite version of our programs are held in an intensive five- or four-day program. They are taught by leading faculty members in the industry and specialized subject matter experts to provide participants with the most up-to-date and practical content available. The faculty combines global thought leaders and regional experts. The onsite training allows participants to ask questions and network with an elite and diverse group of professionals.

Included

- Hard copies and materials of all onsite presentation content, lunch and snacks
- Access to the online version
- Designation upon completion
- First year of Annual Membership Fee
- Access to the entire IMAA e-Library
- Global network of charterholders and experts

Onsite Fee: $5,490 USD

Tailored/Inhouse

If you look at training a group of professionals on specific aspects and explore various challenges in M&A and how to master them more specifically for your organization and team only, we offer customized versions tailored to your specific needs either online, virtual live, onsite at any location worldwide, or hybrid.

Key Facts

- 1 to a multi day program
- Online access to facilitate learning process
- Faculty selected specifically for your program

Included

- Designation and/or examination optional

Certificate Programs: Designations

The Modules

Each of our Certificate Programs consist of a balanced combination of four modules. In total, we offer eight distinct modules that address specific aspects of the M&A process. You can also mix and add various modules – your study advisor will be available to discuss the best options.

Essentials of Mergers & Acquisitions covers the different types of transactions you will use in M&A; the M&A process from a buy- and sell-side; successful M&A strategies for pursuing inorganic growth options; how to prepare for M&A negotiations and to arrange a value creating deal; how to organize a Due Diligence and which areas to cover; success factors, key challenges and mistakes in transactions; and tactics and strategies for Hostile Takeovers & Defense.

Due Diligence covers the traditional areas of Financial DD, Tax DD and Legal DD; business areas like Commercial DD and Human Resource DD; and other areas such as Information Technology DD, Intellectual Property DD, and Environmental DD; as well as how DD findings translate into Valuation and Sale and Purchase Agreements.

Finance & Valuation gives insights into valuing businesses and financial modeling, including spreadsheets modeling. It provides an overview of the various valuation methods and their application in different settings, ranging from standard settings to start ups and from distressed transactions to leveraged buy outs.

Best of Post Merger Integration gives a complete introduction to the PMI process, covering the ins and outs of integration governance and M&A project management, the basics of integrating selected functions, and how to manage culture and change.

Running a Successful M&A Practice deals with the challenges advisors face when starting their own firm or managing an existing practice. They'll dive into how to develop a client and project portfolio and how to deal with risk management and regulatory challenges.

Integration Governance & Project Management covers the main aspects of planning an integration, from identifying key strategic objectives to implementation. They will touch upon how to draft a plan for the first 100 days, implement a strategy from day one, and keep a business running as usual during the integration.

Functional Integration addresses some of the major challenges when planning and conducting an integration for various key functions, such as finance, sales/marketing, HR, IT, etc. Functional integration should not only support regulatory must-do's but also value creation; pure functional integration is not enough.

Culture & Change Management deals with M&A-people management. In the past, most firms have either ignored the importance of people management or have failed to draft an appropriate plan for a successful change management. This module covers several important aspects, such as managing and decreasing resistance, identifying and filling communication gaps, and improving employee performance. Included are guidelines for streamlining communication and cultural integration and addressing challenges that arise with cultural integration.

Commercial, Contract & Labor Law covers aspects of commercial, contracts, and labor law. It helps understanding and drafting and evaluating different types of agreements, negotiation and dispute resolution, role of the board, and legal liabilities for example.

Anti-Trust, Intellectural Property & Regulatory Affairs outlines issues of tax, anti-trust, intellectual property, and regulatory affairs. It explores taxable and tax free transactions, relevant regulation, and applicability. How to assess and secure patents, copyrights, trade secrets, trademarks, and licenses. Anti-trust review process, relevant bodies, and interpretation of anti-trust laws are discussed.

The Additional HR Issues in M&A delve into aspects of compensation & benefits, integrating the organization, managing layoffs and outplacement, labor law and labor agreements, employee representation, and talent retention.

The Deep Dive into Hospitality provides insights in global trends and related (recovery) strategies, how to successfully navigate operational, cultural and organisational challenges and how to valuate and amange hospitality assets sustainably.

Modules	Certificate Training					
Essentials of M&A	IM&A	M&AP	CPMI	LM&A	HRM&A	IHM&A
Due Diligence	IM&A	M&AP		LM&A	HRM&A	IHM&A
Finance & Valuation	IM&A	M&AP				IHM&A*
Best of Post Merger Integration (PMI)	IM&A				HRM&A	IHM&A*
Running a Successful M&A Practice		M&AP				
Integration Governance & Project Management			CPMI			
Functional Integration			CPMI			
Culture and Change Management			CPMI			
Commercial, Contract & Labor Law				LM&A		
Anti-Trust, Intellectual Property & Regulatory Affairs				LM&A		
Additional HR Issues in M&A					HRM&A	
Deep Dive into Hospitality						IHM&A

*Participants may choose either Deep Dive Into Hospitality or Best of Post Merger Integration

IM&A	International Mergers & Acquisitions Expert
M&AP	Mergers & Acquisitions Professional
CPMI	Certified Post Merger Integration Expert
LM&A	Legal Mergers & Acquisitions Expert
HRM&A	Human Resources Mergers & Acquistions Expert
IHM&A	International Hospitality Mergers & Acquistions Expert

IM&A Designation

International Mergers & Acquisitions Expert

"We chose the IM&A program based on the relevant and full course content from initial targeting to post close integration. Our decision to send a team of four participants proved to be well founded. All of us came away with valuable insights and have subsequently been able to build significant in house capability."

- John O'Neill, IMAA, New York

imaa
Institute for Mergers, Acquisitions & Alliances

What Can I Expect From This Program?

The International Mergers & Acquisitions Expert (IM&A) Program dives deep into the entire M&A process—from strategy and valuation to execution and Post Merger Integration (PMI) management.

This cross-disciplinary curriculum provides a holistic view of the M&A process. Whether managing a merger for your company, advising an acquisition, or assisting your client, we will equip you with the tools and knowledge to overcome common pitfalls with ease.

Attending the highly interactive on-site course or participating in the self-paced online course, assures that you will take your skills to the next level by:

Expanding Your M&A Perspective

Hone your ability to identify new targets and develop synergy analyses; better target identification and synergy analyses put you on the right path to make deals and navigate your post merger integration.

Mapping Out The Negotiation Landscape

Preemptively identify true stakeholders and likely competitors. Doing so equips you with the right strategies and tactics for closing the deal.

Improving Your Foresight

By "looking ahead and reasoning back," you will practice conducting expectional value analysis and comprehensive due diligence, with which you can lead your team to unlock the most lucrative Merger and Acquisition opportunities.

Who Is This Course For?

While you will meet an international mix of participants from various industries, the IM&A program is tailored to the needs of mid-management to senior executives in the C-Suite, directors of public and private companies, board leaders, and heads of strategy and corporate development. Advisers, investment bankers, transactional lawyers, and private equity investors also find this course increasingly helpful. Individuals and teams are welcome to attend.

The Four Modules

The IM&A program is structured in four modules based on our IMAA Framework and Body of Knowledge.

- Essentials of M&A
- Due Diligence
- Valuation
- Best of Post Merger Integration (PMI)

Online

For Flexibility, the IM&A training is offered as an online course.

Online Fee: $3,290 USD

Virtual Live

March 13-24
June 12-23
September 11-22
October 16-19
November 13-24

Virtual Live Fee: $4,390 USD

Early Bird Fee: $3,790 USD
(Valid two months before the training begins)

Onsite

Singapore:	April 17-20
	September 18-21
Vienna:	May 8-12
New York:	June 26-30
	October 23-27
Amsterdam:	October 2-6
Dubai:	Oct. 30 - Nov. 3

Onsite Fee: $5,490 USD

Early Bird Fee: $4,890 USD

M&AP Designation

Mergers & Acquisitions Professional

"I was very impressed with the credentials of the instructors and the employment backgrounds of certificate holders who supplied testimonials. It is also provides a holistic approach to Mergers and Acquisitions world wide. I found the online content to be excellent and very convenient for me to utilize with my work schedule."

- Walt Bowman, M&AP, Online

imaa
Institute for Mergers, Acquisitions & Alliances

What Can I Expect From This Program?

The Mergers & Acquisitions Professional (M&AP) certification dives into the nuts and bolts of the transaction journey—auditing, consulting, and deal advisory are among just a few of the areas visited during the M&AP Training. Whether your company or clients are public or private, small or global, or planning to buy or sell, we will equip you with the strategic toolkit needed to create maximum shareholder value and ensure you do not miss essential deal breakers that cause issues down the line.

Besides formally demonstrating to clients, employers, and peers, that you have mastered the most comprehensive Mergers and Acquisitions training program available, the M&AP Certification improves your professional image in several critical areas:

Gain Insight Into International Best Practices

Improve your consulting and advisory tool set with insights into international M&A best practices, addessing the needs of transactions in the public and private sector and M&A markets in both developed and emerging markets.

Broaden Your Horizons

Learn to take a more complete approach in areas that you may be less experienced in and develop an understanding of the implications and relevance for your clients and workstream.

Taking Your Practice To The Next Level

With a broader understanding of the M&A process and its stakeholders, you are better prepared to win client work and advance your practice.

Who Is This Course For?

While the Mergers & Acquisitions Professional Program is tailored to the needs of senior advisors and c-level executives, the participant pool has always enjoyed an international mix of professionals both looking to expand their M&A knowledge or break into the industry. Individuals as well as teams are welcome to attend.

The Four Modules

The IM&A program is structured in four modules based on our IMAA Framework and Body of Knowledge.

- Essentials of M&A
- Due Diligence
- Valuation
- Running A Successful M&A Practice

Online

For Flexibility, the M&AP training is offered as an online course.

Online Fee: $3,290 USD

Virtual Live

March 13-24
June 12-23
September 11-22
October 16-19
November 13-24

Virtual Live Fee: $4,390 USD

Early Bird Fee: $3,790 USD
(Valid two months before the training begins)

Onsite

Singapore:	April 17-20
	September 18-21
Vienna:	May 8-12
New York:	June 26-30
	October 23-27
Amsterdam:	October 2-6
Dubai:	Oct. 30 - Nov. 3

Onsite Fee: $5,490 USD

Early Bird Fee: $4,890 USD
(Valid two months before the training begins)

CPMI Designation

Certified Post Merger Integration Expert

"I very much appreciated the direct interactions and active discussions with other participants, each with a different background. It was also great to look at PMI from different, but at the same time often interlinked, perspectives which in the course of the program increasingly became part of an overall framework."

—Marco Freidl, CPMI, Amsterdam

What Can I Expect From This Program?

The Post Merger Integration Expert Certification (CPMI) tackles the challenges faced by newly merged entities. By equipping you with an overview of the Mergers and Acquisitions process and the skills to set the right tone and prepare for the integration, we empower you to implement changes and realize synergies successfully.

Whether managing or advising an integration for your company, your function, or your clients, we prepare you to conquer the most common post merger integration obstacles before they become issues.

Besides formally demonstrating to your clients, employers, and peers that you have mastered the most comprehensive post-merger integration education program available, the CPMI program improves your professional image in several critical areas:

Plan The Integration Early On

Connect strategy with integration and start the integration planning and design during the transaction, due diligence, and negotiation phases.

Getting The Synergies Right

Explore the various synergies that can be achieved in different functions and how to negotiate their respective challenges.

Succeed With Change Management

Learn from our experts how to successfully implement the changes needed to align your goals, bring organizations together and make the merger a success.

Who Is This Course For?

The Post Merger Integration program has been designed for participants that would like to dive deep into integration issues before and after closing a transaction. It is frequently attended by participants from corporate acquirers—from all layers of the corporate hierarchy or departments—management from portfolio companies owned by private equity firms, and management consultants

The Four Modules

The CPMI program is structured in four modules based on our IMAA Framework and Body of Knowledge.

- Essentials of M&A
- Integration Governance & Project Management
- Function Integration
- Culture & Change Management

Online

For Flexibility, the M&AP training is offered as an online course.

Online Fee: $3,290 USD

Virtual Live

March 13-24
June 12-23
September 11-22
October 16-19
November 13-24

Virtual Live Fee: $4,390 USD

Early Bird Fee: $3,790 USD
(Valid two months before the training begins)

Onsite

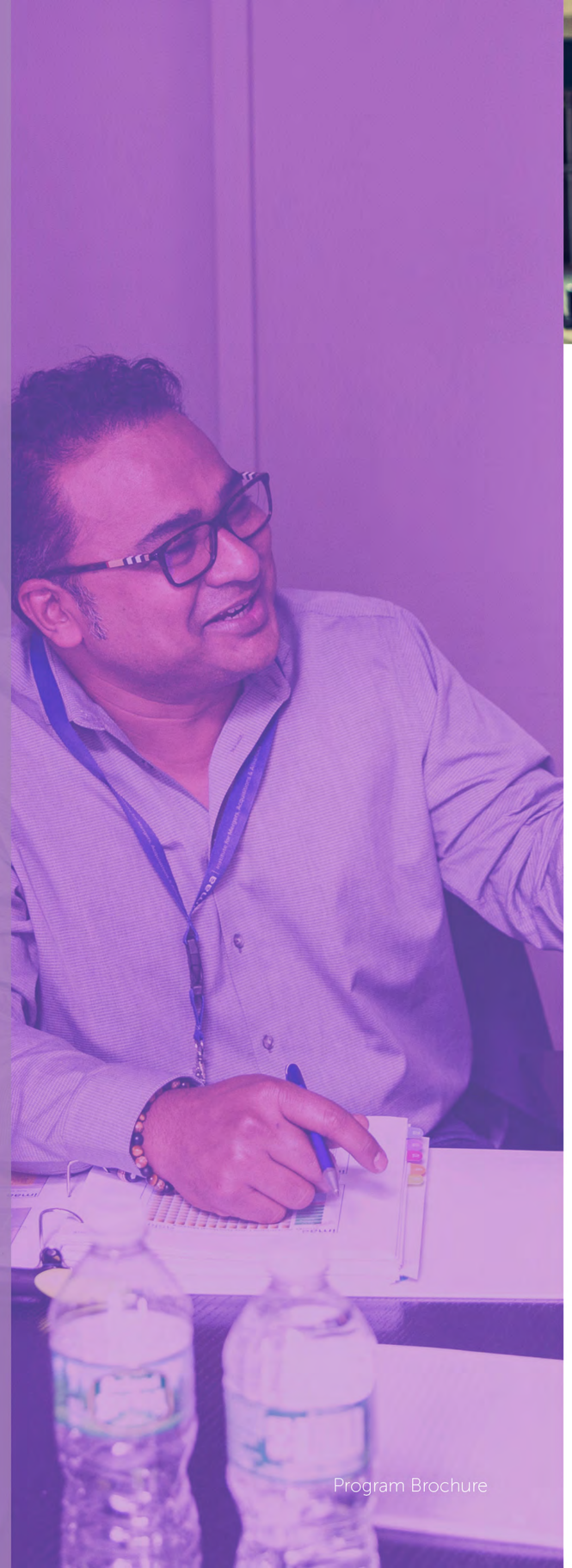
Singapore:	April 17-20
	September 18-21
Vienna:	May 8-12
New York:	June 26-30
	October 23-27
Amsterdam:	October 2-6
Dubai:	Oct. 30 - Nov. 3

Onsite Fee: $5,490 USD

Early Bird Fee: $4,890 USD

LM&A Designation

Legal Mergers & Acquisitions Expert



imaa
Institute for Mergers, Acquisitions & Alliances

What Can I Expect From This Program?

Promising deals can go away because of poor understanding of legal aspects or simply, a lack of preparation and negligence. The Legal Mergers and Acquisitions Expert certification training program covers all relevant topics within the M&A process from a legal standpoint: pre-deal, during due diligence and negotiations, as well as post acquisition.

M&A Process and Due Diligence

In order to add more value to deals by providing adequete legal advice, understand the M&A process, goals and roles of the various people and perspectives involved. In addition to conducting a Legal Due Diligence, get a better view on other due diligence areas as well.

Structuring the Deal

Different types of mergers lead to different types of challenges in the legal area. Learn to manage multiple legal challenges that arise in different geographies and jurisdictions.

Identify Red Flags

Recieve an exclusive look on Best Practices when evaluating agreements and identify red flags which may arise during deal evaluation.

Understand Legal M&A Contracts and Tax Considerations

Learn from our experts how to successfully navigate through employment contracts, anti-trust and competition law and intellectual property law.

Who Is This Course For?

The Legal Mergers and Acquisitions program has been designed for participants that would like to dive deep into all relevant topics within the M&A process from a legal standpoint. While you will meet an international mix of participants from various industries, the Legal Mergers & Acquisitions program is designed for legal professionals (inhouse or lawyers) as well as for mid-management to senior executives in the C-Suite, directors of public and private companies, board leaders, and heads of strategy and corporate development. It might also be suitable for management consultants, advisers, investment bankers, and private equity investors. Individuals and teams are welcome to attend.

The Four Modules

The CPMI program is structured in four modules based on our IMAA Framework and Body of Knowledge.

- Essentials of M&A
- Due Diligence
- Commercial, Contract & Labor Law
- Anti-Trust, Intellectual Property & Regulatory Affairs

Online

For Flexibility, the LM&A training is offered as an online course.

Online Fee: $3,290 USD

Virtual Live

March 13-24
September 11-22

Virtual Live Fee: $4,390 USD

Early Bird Fee: $3,790 USD
(Valid two months before the training begins)

HRM&A Designation

Human Resources Mergers & Acquisitions Expert

imaa
Institute for Mergers, Acquisitions & Alliances

What Can I Expect From This Program?

The Human Resources Mergers and Acquisition Expert program is designed to meet the needs of Human Resource professionals involved in M&A transactions in both corporate and consulting roles. The HRM&A program covers all aspects of the transaction process relevant for HR including strategy, due diligence, Post Merger Integration (Best of PMI), and compensation and benefits. Gain knowledge in best practices for the M&A process and better understand the HR function and its significance during pre-deal or the post-merger integration phase. The HRM&A designation prepares HR practitioners in preparing for the challenges and practical realities of M&A transactions.

Preparing for the Risks and Identifying Solutions

Recognize potential roadblocks and identify solutions to prepare for the challenges HR practitioners face during a transaction including labor law an dlegal challenges, culture, change management, communication issues and more.

Understanding the Deal Structure and HR's Role

Learn how the human resoources function plays a critical role in determining the outcome of strateigic financial, and operational goals of the deal.

Optimizing HR's Value Through the M&A Lifecycle

Identify and drive HR's strateigic value during the pre-close planning, integration, and transformation phases of the transaction.

Who Is This Course For?

The HR Mergers and Acquisitions Program has been designed for the needs of Human Resource professionals involved in M&A transactions in both corporate and consulting roles. While you will meet an international mix of participants from various industries and functions, the HR Mergers & Acquisitions program is designed for HR professionals as well as for mid-management to senior executives in the C-Suite, project managers, heads of integration, and changes specialists. The program might also be suitable for management consultants, and advisors.

The Four Modules

The HRM&A program is structured in four modules based on our IMAA Framework and Body of Knowledge.

- Essentials of M&A
- Due Diligence
- Best of Post Merger Integration (PMI)
- Additional HR Issues in M&A

Online

For Flexibility, the HRM&A training is offered as an online course.

Online Fee: $3,290 USD

Virtual Live

March 13-24
September 11-22

Virtual Live Fee: $4,390 USD

Early Bird Fee: $3,790 USD
(Valid two months before the training begins)

IHM&A Designation

International Hospitality Mergers & Acquisitions Expert

What Can I Expect From This Program?

The International Hospitality Mergers & Acquisitions Expert (IHM&A) program dives deep into the entire M&A process in the hospitality industry – from strategy and valuation to execution and specificities of post merger integration in hospitality. Whether managing or advising a merger or acquisition for your company or assisting your clients, we will equip you with the tools and knowledge you need to skip the common pitfalls and succeed. In the highly interactive virtual live course or the self-paced online course, you'll take your skills to the next level by practicing:

Expanding Your M&A Perspective

Hone your ability to identify new targets and develop synergy analyses; better target identification and synergy analyses put you on the right path to make deals and navigate your post merger integration.

Mapping Out The Negotiation Landscape

Preemptively identify true stakeholders and likely competitors. Doing so equips you with the right strategies and tactics for closing the deal.

Improving Your Foresight

By "looking ahead and reasoning back," you will practice conducting expectional value analysis and comprehensive due diligence, with which you can lead your team to unlock the most lucrative Merger and Acquisition opportunities.

Deepening Your Understanding Of The Hospitality Industry For Successful Transactions

Learn from our experts what impact global trends and related (recovery) strategies have on the hospitality industry, how to successfully navigate operational, cultural and organisational challenges and how to valuate and manage hospitality assets sustainably.

Who Is This Course For?

While you will meet an international mix of participants from various industries, the International Hospitality Mergers and Acquisitions program is designed for mid-management to senior executives in the C-Suite, directors of public and private companies, board leaders, and heads of strategy and corporate development. It is also geared toward advisers, investment bankers, transactional lawyers, private equity investors as well as individuals involved in transactions or in post merger integration. Individuals and teams are welcome to attend.

The Four Modules

The International Hospitality Mergers & Acquisition Expert program is structured in four modules based on our IMAA Framework and Body of Knowledge

- Essentials of M&A
- Due Diligence
- Finance & Valuation
- Deep Dive into Hospitality

Online

For Flexibility, the IHM&A training is offered as an online course.

Online Fee: $3,290 USD

Virtual Live

March 13-24
September 11-22

Virtual Live Fee: $4,390 USD

Early Bird Fee: $3,790 USD
(Valid two months before the training begins)

Onsite

Vienna: May 8-12

Onsite Fee: $5,490 USD

Early Bird Fee: $4,890 USD
(Valid two months before the training begins)

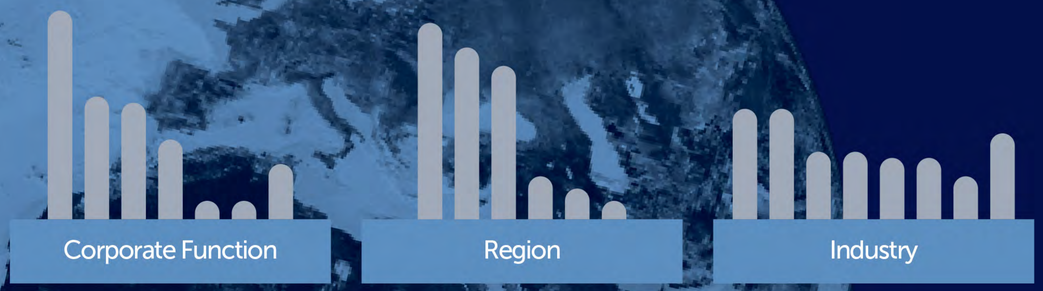
MODUL UNIVERSITY
PRIVATE UNIVERSITY VIENNA

Designed and delivered in collaboration with Modul University Vienna, Austria's leading international university.

GLOBALLY ORIENTED PAST PARTICIPANTS

MORE THAN **2,100 PARTICIPANTS** FROM OVER **70 COUNTRIES**

Past Participant Profile



Corporate Function

- 34% Senior Managers and C-Level Executives
- 20% Finance
- 19% M&A. Business Development, and Strategy
- 13% Human Resources
- 3% Project Management
- 3% Legal
- 9% Other

Region

- 32% North America
- 28% Europe
- 25% Asia
- 7% South America
- 5% Oceania
- 3% Africa

Industry

- 18% Management Consulting and Advisory Services
- 18% Finance and Banking
- 11% Retail and Service
- 11% Information Technology
- 10% Transportation
- 10% Consumer Goods
- 7% Pharmaceuticals
- 14% Other

"You get corporate people, banking people, VC people, you get very different people with different experiences and perspectives on valuation coming into the room. That always creates more interesting discussions because if everyone comes from the same background, they might all be smart people, all have good questions, but their questions are all on one dimension. Here you can have the same issues looked at in three different dimensions depending on which side of the table you're coming from."

—Prof. Aswath Damodaran

Past Participants

IMAA trains a wide variety of professionals including CEOs, CFOs, corporates, investment bankers, chartered accountants, legal and financial advisors, and more. With five offices on three continents and a diverse set of faculty, participants from around the world benefit from a globally minded, professional education.

Testimonials

"I had the pleasure to attend the first ever onsite training for the CPMI certification program. It was one of the best experiences to network and gather best practices from practitioners around the globe. What I appreciate the most is the small class size that allows more collaboration amongst the attendees and the facilitators. Real world, international experiences that were shared were invaluable and motivated me to continue my career path."

—Bethany Beckham, CPMI, Chicago

"I decided to enroll in the program due to my new role in M&A activities in the company. The support team at IMAA were very helpful during the onboarding stage and throughout the course. The virtual course featured many seasoned veterans who shared both the theoretical aspects of the M&A process and also their practical experience. The format was very interactive and I gained a lot of from this course. I highly recommend this course for anyone just getting into the field as it will provide a solid foundation of knowledge."

—Wa'il Selfo, IM&A, Al-Dhahran, Saudi Arabia

"The share of experiences of real-life situations from such bright trainers, as well as trainees, have enriched the content and the minds."

—Rui Jorge, CPMI, Amsterdam

WORLD CLASS FACULTY
M&A PRACTITIONERS

"I like to thank IMAA for the fantastic M&A course we attended inn NY last week. The agenda, instructors, subject matter experts, attendees to location exceeded expectations. I have walked away energized with a number of ideas for our M&A program."

—Neda Vaseghi, IM&A, New York

WHO COMPRISES OUR FACULTY?

Compounding both academic excellence and internationally renowned business experience, the IMAA faculty have helped propel our institute to the forefront of M&A global education. Our growing faculty of more than 60 professors represent a diverse group of professionals, coming from over 20 countries; they work as corporate executives, entrepreneurs, researchers, consultants and professors. Their expertise makes them subject matter experts, groundbreaking researchers, and award-winning authors. This intersection of practical industry insight, theoretical knowledge, and passion for teaching that our faculty brings to each training strikes at the heart of what IMAA seeks to be.

Inhouse Trainings

Certificate Programs & Tailored Workshops

Certificate Programs

We understand that your team's time is invaluable; our merger and acquisition experts are available to teach any of our certificate programs at a time and place of your choosing. Just as important, since mastering new skills is not a one-size-fits-all process, we can also tailor each program's syllabus to explore any specific situation or lesson you require in greater depth.

Customized Trainings

Besides our certificate programs, we offer tailored workshops that provide maximum flexibility. These customizable, in-house training solutions ensure your firm's advantage over your competitors. Your M&A strategy, processes and Post Merger Integration plans will help you lead your industry.

We will help you through the process of identifying the best-suited training topics and aspects for your company:Just reach out to us with your company's goals.

One of our senior faculty members will then assess your goals, design and adapt our trainings to your unique needs, and further discuss with you how to best execute your tailored training experience.

Valuation with Aswath Damodaran

"It's not just about storytelling, it's not just about number crunching, it's that bridge between stories and numbers. That's what valuation is."

- Prof. Aswath Damodaran

Like trying to hit a moving target, valuing a company requires a dexterity and fluidity not easily taught. Prof. Aswath Damodaran, the foremost authority on valuation and corporate finance, has continually proven not only his aptitude for navigating this complex, theoretical field, but also for articulating its complexities to others.

One of the most important ideas Prof. Damodaran emphasizes in any lecture: the connection between a company's numbers and their 'story.' You can expect to learn at this training not only valuation basics—discounted cash flow models, multiples, handling 'problem' firms—but how these concepts can be further strengthened by a credible story.

Coupling these two ideas, Prof. Damodaran delivers his lectures in his characteristic, charismatic demeanor, making his passion for both valuation and teaching clear.

Who is Professor Damodaran?

Aswath Damodaran is the Kerschner Family Chair Professor of Finance at the Stern School of Business at New York University. He teaches the corporate finance and valuation courses in the MBA program. In addition to being the author of multiple books on valuation, his accomplished teaching has earned him the Stern School of Business Excellence in Teaching Award nine times.

Who Takes Our Trainings

The mix of valuation techniques and applications provided in this training attracts a range of professionals. In particular, CEOs, CFOs, heads of business strategy and M&A, chartered accountants, portfolio managers, and venture capitalists draw the most from this training.

Objectives

Prof. Damodaran provides you with several fundamental approaches to valuation, their advantages and limitations, and extensive examples of each. At the end of the seminar, participants should be able to:

- Value any kind of firm in any market, using discounted cash low models (small and large, private and public)
- Value a firm using multiples and comparable firms
- Analyze and critique the use of multiples in valuation
- Value "problem" firms, such as distressed companies or start-ups
- Estimate the effect on value of restructuring a firm

Key Facts

- 4 x three hour sessions, virtual live (equivalent to a two day training)
- Participants receive a Certificate of Completion
- First six months of the IMAA individual membership included
- IMAA eLibrary access included with membership

Dates

June 5-7 & 9
November 6-9

Individual & Corporate

Members & Charterholders

		Free User	Members	Holders	Members
Resources & Statistics	Access to general statistics	•	•	•	•
	Tailored research and statistics			1 hour	4 hours
	eLibrary		•	•	•
Network & Know-how	Public forums & groups	•	•	•	•
	Online directory	Basic	Extended	Extended	•
	Private forums & groups		•	•	•
	Community of practice			•	•
	Online learning platform			•	
Discounts	10% discounts on all trainings		•	•	•
	Discounts at our M&A partners			•	•
Number of seats		1	1	1	4
Annual Fee		**Free**	**$300 USD**	**$150 USD**	**$1,000 USD**

Resources

Members Benefit

Resources & Statistics
On our website, we provide access to readymade resources and statistics on Mergers & Acquisitions for various regions, countries, industries, transaction types, etc. We enjoy creating and sharing insights with the global community. Our members enjoy additional time and value for tailored research and statistics, so they gain a competitive edge by additional insights.

eLibrary
Mergers and acquisitions is a complicated, dynamic discipline that requires continuous study to stay on top of both new challenges and opportunities. That is why we have assembled and regularly update a massive electronic library to ensure our members and participants stay ahead of the competition. Besides general resources and industry-specific reports, this learning center includes full access to proprietary research from our Specialist faculty and other global thought leaders.

Network & Know-how
Our mission is to create a global network for M&A professionals. There are various opportunities to connect with other users and members online. Some forums and groups are available for everyone, while others are exclusively reserved for members. In the community of practice, we encourage and manage the exchange of best practices among our charterholders and corporate members.

Online Learning Platform
Our online learning platform offers a wealth of information and experience that our faculty share as recorded videos, required and recommended readings, case studies and exercises. All our videos are specifically produced for this online platform. Available are also some selected class room videos in 360 degrees. All charterholders from onsite and
online programs get full access to the relevant course.

Discounts
Members are eligible for a discount of 10% on all our onsite and online programs. We have arranged and negotiated favorable terms and conditions with other service providers in the M&A community as well.

Number of Seats
Not only individuals can get involved, with the corporate membership you can get your entire team become part of our community. We can also accommodate teams bigger than the four seats included in our standard corporate membership.

2023

Calendar of Events

March

THROUGH MARCH 24

13 IM&A, CPMI, M&AP (Virtual Live)

THROUGH MARCH 30

27 Valuation (Virtual Live)

April

THROUGH APRIL 20

17 IM&A, CPMI, M&AP (Onsite Singapore)

May

THROUGH MAY 12

8 IM&A, CPMI, M&AP, IHM&A (Onsite Vienna)

June

THROUGH MAY 23

12 IM&A, CPMI, M&AP (Virtual Live)

THROUGH JUNE 30

26 IM&A, CPMI, M&AP (Onsite New York)

September

THROUGH SEPTEMBER 22

11 IM&A, CPMI, M&AP LM&A HRM&A, IHM&A (Virtual Live)

THROUGH SEPTEMBER 21

18 IM&A, CPMI, M&AP LM&A HRM&A, IHM&A (Virtual Live)

October

THROUGH OCTOBER 6

2 IM&A, CPMI, M&AP (Onsite Amsterdam)

THROUGH OCTOBER 19

16 Valuation (Virtual Live)

THROUGH OCTOBER 27

23 IM&A, CPMI, M&AP (Onsite New York)

October

THROUGH NOVEMBER 3

30 IM&A, CPMI, M&AP (Onsite Dubai)

November

THROUGH NOVEMBER 3

13 IM&A, CPMI, M&AP (Virtual Live)

Arranged by Type

INTERNATIONAL M&A EXPERT: IM&A
March 6-9: Onsite Dubai
March 13-24: Virtual Live
April 17-20: Onsite Singapore
May 8-12: Onsite Vienna
June: 12-23: Virtual Live
June 26-30: Onsite New York
Sept 11-22: Virtual Live
Sept 18-21: Onsite Singapore
Oct 2-6: Onsite Amsterdam
Oct 23-27: Onsite New York
Nov 13-24: Virtual Live

M&A PROFESSIONAL: M&AP
March 6-9: Onsite Dubai
March 13-24: Virtual Live
April 17-20: Onsite Singapore
May 8-12: Onsite Vienna
June: 12-23: Virtual Live
June 26-30: Onsite New York
Sept 11-22: Virtual Live
Sept 18-21: Onsite Singapore
Oct 2-6: Onsite Amsterdam
Oct 23-27: Onsite New York
Nov 13-24: Virtual Live

CERTIFIED POST MERGER INTEGRATION EXPERT: CPMI
March 6-9: Onsite Dubai
March 13-24: Virtual Live
April 17-20: Onsite Singapore
May 8-12: Onsite Vienna
June: 12-23: Virtual Live
June 26-30: Onsite New York
Sept 11-22: Virtual Live
Sept 18-21: Onsite Singapore
Oct 2-6: Onsite Amsterdam
Oct 23-27: Onsite New York
Nov 13-24: Virtual Live

LEGAL M&A EXPERT: LM&A
March 13-24: Virtual Live
Sept 11-22: Virtual Live

HUMAN RESOURCES M&A EXPERT: HRM&A
March 13-24: Virtual Live
Sept 11-22: Virtual Live

INTL HOSPITALITY M&A EXPERT: IHM&A
March 13-24: Virtual Live
Sept 11-22: Virtual Live

VALUATION WITH PROF. DAMODARAN
New Date to Be Announced

Contact

EMAIL
info@imaa-institute.org

WEBSITE
www.imaa-institute.org

EUROPE
London: +44 20 8059 2600
Vienna: +43 1 397 88 00
Zurich: +41 44 5083371

ASIA
Singapore: +65 3159 0959

NORTH AMERICA
New York: 212.249.6600

MIDDLE EAST
Dubai: +971561713061

imaa
Institute for Mergers,
Acquisitions & Alliances