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*Municipal Finance Law Since 1971*

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## [Best Practices and Strategies for Public Investing: GFOA Webinar](#)

**November 15, 16 & 17 2022 | 1-3:45 p.m. ET**

### **Details:**

This course offers attendees a comprehensive agenda of the concepts and techniques needed to effectively manage their investment portfolios. This two-day course highlights the importance for governmental entities to have a robust investment policy and corresponding procedures, and brings attention to GFOA's best practices related to investing. Through interactive activities and classroom presentations, attendees will gain a better understanding of the various elements of an investment program, whether the portfolio is managed internally or externally. Topics covered include: cash flow forecasting, hiring and managing external professionals, types of investments commonly used in the public sector, investment strategies for liquidity and core investment funds, managing risks, benchmarking, and reporting.

**Who Will Benefit:** CFO/Finance Director, Treasurer

### **Learning Objectives:**

- Those who successfully complete this seminar should be able to:
- Understand key components of an investment policy
- Develop an approach to cash flow forecasting and understand how that leads to investment decisions
- Understand key factors in hiring and managing external investment professionals
- Learn how to use tools to raise awareness of and develop tools to manage various risks related to investing
- Approach the multifaceted segments of investment strategies
- Choose the right benchmarking standard for your portfolios

Member Price: \$315.00

Non-member Price: \$630.00

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