




Justification Kit

Presenting Topics in The Art of M&A

In Public Conferences and Direct to Corporate Locations



“Excellent program —knowledgeable presenters with 'real life' experience!”

- Strategic Project Manager, Ericsson

VALUE PROPOSITION

Prepare your company for M&A success with executive training designed especially for top executives, functional leads, program managers and any stakeholders in the M&A process.

- Get real-world best practices from M&A subject-matter experts with global experience in due diligence; integration; legal and regulatory compliance; human resources; and IT.
- Learn in a unique and intimate seminar environment that includes case studies, breakout sessions, panel discussions and networking opportunities.



“BDO’s core purpose is to help people thrive, every day, and we firmly believe in empowerment through knowledge. Through the M&A Leadership Council, our subject matter experts share their knowledge and experiences to help the M&A community flourish.”

**-Karen Baum, National Partner -
Transaction Advisory Services, BDO**

“The M&A Leadership Council is truly unique in its mission to serve the M&A community. We’re proud to support that mission by sharing our expertise and real-world lessons learned.”

**-Mark Herndon, President
M&A Partners**



“Participating in the M&A Leadership Council is another way that Willis Towers Watson helps organizations unlock potential, as we are able to collaborate with other best in class firms to examine the critical intersections between talent, assets, and ideas that drive deal value. It’s been an incredibly worthwhile experience for us—and ultimately, for our clients.”

**-Kelly Karger, Director, Senior M&A Consultant
Willis Towers Watson**

TOP REASONS TO ATTEND OUR TRAINING PROGRAMS

Why have thousands of M&A professionals attended the M&A Leadership Council's executive training? Plenty of reasons...

- **Experts with real-world experience:** Our rigorous training programs bring together presenters who are all actively involved in M&A transactions every day. They are considered the best in their field of M&A expertise.
- **A look at both sides of the M&A coin:** We focus on both the art and the science of M&A. Traditional M&A training has been primarily driven by academic research. Our program content is presented by professionals with deep experience in the Art of M&A.
- **Evolving curriculum:** The M&A environment and deal types are constantly changing. We're responding with course offerings that reflect emerging industry trends and the flexibility to create value no matter the type of deal our attendees will be facing. Our hands-on, interactive approach to M&A training goes beyond conventional lectures. It includes case studies, breakout sessions and panel discussions.
- **A path to professional recognition:** In addition to receiving CPE credits, all our attendees also receive Certified M&A Specialist (CMAS) credits for their coursework. Endorsed by the Board of M&A Standards, the CMAS program is the only certification of its kind that requires both coursework and professional M&A experience.
- **Global perspective:** Our presenters bring a wealth of experience on cross-border deals, and attendees hail from all over the world. As international deal activity picks up, your M&A team will need insights that push beyond national borders.
- **Robust M&A tools:** Each workshop attendee receives an Amazon Kindle pre-loaded with a host of M&A tools, templates and checklists that you can use as the foundation for developing your own organization's own M&A materials.
- **Unique networking opportunities:** Our training programs have plenty of networking opportunities built right in. Use the time to get to know our presenters or to swap war stories with peers. We offer an opportunity to join an active community of the world's best M&A practitioners.



M&A LEADERSHIP COUNCIL ALUMNI COMPANIES

Although about 50% of our attendees are from small to mid-market companies, you'll also find plenty of M&A teams from Fortune 500 companies. This is the perfect opportunity to learn from high-profile serial acquirers—and network with M&A practitioners who have the same challenges as you do.

COURSE ACCREDITATION

All of our training programs earn 12 or 18 CPE credits along with 45 or 72 CMAS (Certified M&A Specialist) credits, and are endorsed by the Board of M&A Standards.



FORTUNE 500 ALUMNI



"Great overview of an Art vs. Science. This complied with the content relevant to a new acquirer and allowed serial acquirers to re-examine their processes."

-Director, HR Business Development, IBM

M&A LEADERSHIP COUNCIL BRINGS TOGETHER SUBJECT MATTER EXPERTS

The M&A Leadership Council brings together the best minds in M&A. The organization is truly a one-of-a-kind consortium of professional service firms, authors, experts and luminaries in the mergers and acquisitions industry.

These M&A leaders have a passion for sharing their experience and expertise with the M&A community and other organizations involved in corporate growth, consolidation, restructuring and divestitures.



6860 North Dallas Parkway, 2nd Floor
Plano, Texas 75024

214.689.3800 tel