



Psychology of investor behaviour

Behavioural Finance

Seminar objective

The seminar participants will be familiarized with the psychological background to financial and investment behaviour. Feelings, moods and rumours play a decisive role in important financial investment decisions. Participants will gain an understanding the psychological factors at play and learn to adjust and optimise their investment behaviour accordingly.

Seminar content

- What role does psychology play in investment behaviour?
- Why are feeling relevant?
- What role does one's own personality play in investment behaviour?
- 5 causal factors in long-term investment success
- Money management and psychology
- The psychological basics of information processing on site
- 'The trend is your friend'
- The importance of seasonal effects ('Crash month of October')
- What is the significance of mass psychology on investment behaviour?
- Deeper psychological basis underlying trends
- How should one react to a trend?
- How does the mass/crowd react in critical situations?
- The strategy of relative strength
- What is the significance of people's irrational behaviour on investment behaviour?
- What roles do suggestibility, seductiveness, hysteria, irrationality and anonymity play?
- Why is there a psychological theory behind chart theory?
- "Sell on good news"?

Methodology

Moderated exercise sequences Trainer input Exercise examples
Supervision Interactive and experience-oriented exchange

Target audience

The seminar "Psychology of Investor Behaviour" is aimed at specialists and executives from business enterprises of all sizes and sectors as well as from public administration.

Course ref.

F2014

Participants

not more than 9 participants

Schedule

1. Day: 10:00 - 17:00
2. Day: 09:00 - 16:00

Location & dates

by agreement

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.



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Ich melde mich/Wir melden uns zu folgender Veranstaltung an:

1. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Firmendaten/Rechnungsempfänger

Firma

Rechnung (Name)

Straße/Nummer

PLZ/Ort

Telefon/Fax

Branche

Datum

2. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Anzahl der Mitarbeiter in Ihrem Unternehmen

Kundennummer

Anmeldebestätigung (E-Mail)

Unterschrift