



# 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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1. Teilnehmer

\_\_\_\_\_  
Name/Vorname

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E-Mail

\_\_\_\_\_  
Mobilnummer

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Veranstaltung                      Seminarcode

\_\_\_\_\_  
Ort                                      Termin

Firmendaten/Rechnungsempfänger

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Firma

\_\_\_\_\_  
Rechnung (Name)

\_\_\_\_\_  
Straße/Nummer

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PLZ/Ort

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Telefon/Fax

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Branche

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2. Teilnehmer

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Veranstaltung                      Seminarcode

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Anzahl der Mitarbeiter in Ihrem Unternehmen

\_\_\_\_\_  
Kundennummer

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Anmeldebestätigung (E-Mail)

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