

# The Chart Seminar 2009

## Behavioural Technical Analysis

Presented by Eoin Treacy

### Dublin

19 and 20 February

The Westin Hotel  
Westmoreland Street  
Dublin 2

### London

21 and 22 May  
12 and 13 November

The Radisson  
Edwardian Hampshire  
Hotel  
Leicester Square  
London  
WC2H 7LH

***“The most successful technical analysts look at price charts and recognise they are reading the collective actions of people.”***

***David Fuller***

**Sign up for David Fuller's free Comment of the Day on [www.fullermoney.com](http://www.fullermoney.com)**

## From Stockcube Research & Fullermoney.com

### International specialists in market timing for traders and investors

Global strategist **Eoin Treacy** presents this two-day workshop on trading, tactics and forecasting. This practical, common sense course has helped thousands of market professionals sharpen their market skills and stay ahead of the crowd.

The Chart Seminar is designed for fund managers and traders in stock markets, bonds, currencies and commodities, whether new to the art of chart reading or seasoned professionals to help improve their timing and hone their investment or trading methods.

### What you will learn:

- Market psychology and how to remain objective while living with the mob
- Identifying useful chart facts before considering theories
- Developing proficiency with both candlestick and point and figure charts
- Congestion area analysis and how the range leads to a trend
- Running trends successfully by recognising their individual characteristics
- Anticipating moves by understanding consistency, commonality and dynamics
- Failed breakouts—how to identify, survive and exploit them
- Tactics—from trend running to David Fuller's Baby Steps system
- Early warning systems and David Fuller's Mid-point Danger Line
- Reversals demystified—David Fuller's three trend ending characteristics
- Honing skills—applying what you have learned to the markets now

During this course, we will study the logic of behavioural technical analysis and apply it to the markets of interest to you.

*David Fuller and Eoin Treacy make up the Global Strategy team for Stockcube Research and Investors Intelligence. Stockcube advises institutional clients across the world on market timing and asset allocation. Investors Intelligence is the premier global portal for technical research, covering over 11,000 stocks and other financial instruments.*

**Book early to receive a discount**

**Numbers are restricted to 50 delegates**

# How to increase profits and reduce losses in two days ...

***“A must for anyone involved in trading markets.”***

***N.F., Chemical Bank***

***“Very inspiring... will recommend to everyone.”***

***G.A., Goldman Sachs***

***“Simple yet very efficient, the theory transfers easily from the course to the trading desk.”***

***C.R., BP International***

**Numbers restricted to 50 delegates**

**Book your place NOW**

**Contact Tel:  
+44 (0)20 7352 5435**

**Email:  
tcs@stockcube.com**

## Day 1

Eoin Treacy examines crowd psychology in a number of contexts, including how price action conditions expectations and behaviour so that they become self-fulfilling, at least for a while. Delegates will learn to recognise and monitor each trend's unique consistency characteristics, enabling them to select appropriate trend-running tactics, including where to place stops.

A hallmark of this course is that in terms of price chart reading, the Fullermoney team focus entirely on chart facts, which we can all learn to identify objectively, rather than abstract or theoretical aspects of analysis. We maintain that over 90 percent of what we need to know, in terms of price action, is visible on the chart itself, without any overlay of lines or indicators, provided you know what to look for. The process starts with filter questions. Is it trending or ranging? If trending, is it consistent or inconsistent? This tells us a great deal about the supply/demand imbalance producing the trend.

If a trend appears consistent, what are those consistency characteristics? The more the trend has progressed, the easier it is to identify each trend's individual characteristics, which is when we need to be aware of them. They don't tell us how far it will go – nothing does – but a consistent trend is still in motion. And crucially, any loss of consistency is a warning that the trend could be tiring. If you have identified a trend's consistency characteristics, you will recognise when it is changing, because it can't top out or bottom out without losing those characteristics.

And this leads to another crucial question: Does it show any of David Fuller's three primary trend-ending characteristics, covered in Day 2 of The Chart Seminar? These trend-ending characteristics are a key to entry and exit points for investors and traders.

## Day 2

Day 2 is revolutionary. It includes the **three primary trend endings**, present at every peak or trough, whether short, medium or long term.

In the afternoon, working as a group, you will apply these practical and factual methods. Delegate enrolling for TCS will be asked to nominate two instruments for analysis in this lively workshop environment. This will ensure that every delegate has an opportunity to apply the course methodology to sectors or instruments of particular interest to themselves. We will prepare a booklet containing the relevant candlestick and point & figure charts, so that you will be able to annotate your own copy. This is consistent with an important feature of TCS – delegates provide all working examples, be these indices, stocks, bonds, currencies or commodities. What you learn in this session should quickly pay for the course, and much more.

### **Analysing markets of particular interest to you**

Focussing on factual, inherent behavioural characteristics of each chart nominated. TCS is noted for the diverse interests, experience and enthusiasm of its delegates, many of whom are Fullermoney subscribers, and this practical feature will enhance the opportunity to learn, not only from presenters but also fellow delegates. It is this constant striving for enlightenment that inspired the Fullermoney global strategy service theme - Empowerment Through Knowledge.

Subject to time, we aim to ensure that at least one instrument selected by every delegate will be analysed in this section. Suggestion: don't all select the S&P 500 Index, which is bound to be reviewed in other sessions!

Please note: it may be more helpful to choose something that moves, rather than a perpetual trading range.



## Previous attendees

**ABN AMRO Bank**  
**Abu Dhabi Inv. Authority**  
**Allied Irish Bank**  
**American Express Bank**  
**Australia & NZ Banking**  
**Austrian National Bank**  
**Banca Commerciale**  
**Banco di Napoli**  
**Bank of England**  
**Bank of Ireland**  
**Bank One**  
**BP International Ltd**  
**Citibank**  
**Commerz Bank**  
**Credit Agricole**  
**Credit Suisse**  
**Deutsche Bank**  
**Dresdner Kleinwort**  
**Wasserstein**  
**European Asian Bank**  
**Fidelity Inv. Man.**  
**Generale Bank**  
**Girobank plc**  
**Goldman Sachs**  
**Handelsbanken**  
**Hong Kong Bank**  
**ICI plc**  
**ING Barings**  
**Investec Asset Man.**  
**J. Henry Schroder**  
**J. P. Morgan Chase**  
**Jardine Fleming**  
**Kraft Jacobs Suchard**  
**Kuwait Inv. Office**  
**Lehman Brothers**  
**LGT Bank**  
**Lloyds Bank plc**  
**MeesPierson NV**  
**Merrill Lynch Int.**  
**Morgan Grenfell**  
**Nat. Australia Bank**  
**Nestle**  
**NM Rothschilds**  
**Norddeutsche Landes**  
**Bank**  
**Ord Minnett Jardine**  
**Fleming**  
**Österreichische**  
**Volksbanken**  
**Privatbanken Int. SA**  
**Prudential Bache**  
**Securities**  
**RAB Capital**  
**Republic Nat. Bank of NY**  
**Robert Fleming Securities**  
**Societe Generale**  
**Sovereign Asset Man.**  
**Texaco Oil Trading Co**  
**UBS**  
**Unibank SA**  
**Union Bancaire Privee**  
**Volvo Treasury**

## David Fuller's Behavioural Technical Analysis

David Fuller's development as a technician really began when he concentrated on the fact that chart formations are people patterns, created by everyone out there who is buying and selling. From his study of psychology, David knew that people in a crowd soon lose their individuality and conform to their environment, which causes them to move in a more predictable pattern.

David is convinced that the analysis of any financial market is quintessentially a behavioural science. The disciplines of conventional technical analysis are essential to timing, which is a key determinant of performance. However, successful chart forecasting is not just a matter of recognising similarities with past cycles that will, hopefully, repeat themselves.

Consecutive cycles are almost always different if only because people usually do next time what they can see with hindsight they should have done last time. That changes the nature of price swings and alters the cycle.

(Incidentally, a vulnerability of computer trading systems is that they are programmed to perform in the last cycle.) Chart patterns are most likely to have predictive value when the analyst's conclusions are soundly based in crowd psychology. The Fullermoney approach combines the factual (rather than theoretical) aspects of conventional chart interpretation with an understanding of investor psychology.

## The Chart Seminar's not so secret advantage

The value of any workshop is greatly enhanced by the contributions of delegates. Fortunately, TCS is noted for its lively and enthusiastic delegates. Here are a couple of typical comments from a recent seminar:

"Information provided was fascinating and I thoroughly enjoyed the course." A.K.  
 "The Chart Seminar is an absolute prerequisite for any person active in the markets." G. F.

We believe that you can help to maintain the standard of participation that ensures a successful seminar. And all you need to do is bring your commonsense, analytical curiosity, interest and a willingness to participate in discussions.

## The Experienced Convenor

**Eoin Treacy** is a global strategist at Fullermoney.com. Following a degree in Philosophy from Trinity College Dublin he went on to spend nearly four years with Bloomberg, where he became a student of market psychology and taught numerous seminars across Europe on the use of technical indicators.

In 2003 he joined the Fullermoney Global Strategy Service [www.fullermoney.com](http://www.fullermoney.com), to work with David Fuller and specialise in the service's unique approach to research - combining technical, fundamental and behavioural factors - covering global stock markets, government bonds, currencies and commodities.

Eoin is a daily contributor to Fullermoney's Comment of the Day and frequently records the Subscriber's Daily Audio. He also developed the site's customised Chart Library now containing over 14,000 instruments.

Eoin is also a frequent guest on Bloomberg TV, CNN, CNBC India and has appeared on BBC World Service and Today FM. He is an active trader, detailing all trades on the Fullermoney site. Eoin is married and has two daughters. In his free time he is a keen scuba diver.

See [www.fullermoney.com/x/chartseminar.html](http://www.fullermoney.com/x/chartseminar.html)

# The Chart Seminar 2009

## Delegate Rates:

**Full Fee:**  
£950 + VAT = £1092.50

Each additional delegate:  
£850 + VAT = £977.50

**Early Booking Rate:**  
(for bookings before March 31st  
and September 30th respectively)  
£875 + VAT = £1006.25

## Seminar Details:

### London

**21 and 22 May 2009**  
**12 and 13 November 2009**

The Radisson  
Edwardian Hampshire  
Hotel  
Leicester Square  
London  
WC2H 7LH  
Tel: +44 (0)20 7839 9399

### Dublin

**19 and 20 February 2009**

The Westin Hotel  
Westmoreland Street  
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Tel: +353 (0)1 645 1000

## Schedule:

Registration: 8.00am.  
Seminars: 8.30am - 5.00pm.  
Lunch and refreshments  
provided.

## Reception:

Delegates are invited to an  
informal evening reception on the  
second day from 5.00 - 6.00pm.

## Accommodation:

Delegates are responsible for  
their own arrangements.

## Delegate Details (please print in block capital letters)

**Date of Seminar**.....**Location** .....

### Delegate 1

Mr/Mrs/Miss/Ms.....  
Job Title.....  
Company.....  
Address.....  
.....  
Telephone.....  
Fax.....  
Email.....

### Delegate 2

Name.....  
Job Title.....

Chosen instruments for analysis (descriptions or Bloomberg tickers):

(1).....  
(2).....

## Payment Details:

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**By mail:** Stockcube Research Limited, Plaza 535 Kings Road,  
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**By fax:** +44 (0)20 7352 3185

**By email:** tcs@stockcube.com

**By phone:** +44 (0)20 7352 5435

Registration can only be confirmed once payment has been received.

**Terms and Conditions:** If we receive notice of cancellation in writing up to one month before the date of the seminar booked, delegates may transfer to another venue held within one year, or refunds will be made (less 10% administration charge). Thereafter no transfers or refunds can be made and the seminar materials will be mailed to the delegate. A substitute delegate is welcome should the registered delegate be unable to attend.

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