

Since 1999, Central Banking Publications has hosted roundtable training for the official sector which has been attended by more than 6,000 senior policy makers from central banks in more than 140 countries.



Communications, Media Relations and Engagement

28–31 May 2019, Royal Berkshire Hotel, England

Course Chair

Marek Petruš, Communications Director at Institute for Economic Education (INEV), and former Director of the General Secretariat, Czech National Bank

Series Advisor

Charles Goodhart, Professor Emeritus, London School of Economics

<http://events.centralbanking.com/windsor>



200+

Institutions have attended



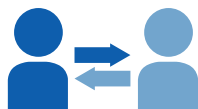
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industry speakers



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Central Banking Publications

For over 25 years Central Banking Publications has been a trusted provider of independent, authoritative and relevant information, commentary and analysis to the central banking community. Central Banking's events division is the leading independent organiser of public policy seminars/training courses for the official sector. Since 1999, Central Banking has hosted roundtable seminars and training courses for over 6,000 senior policymakers from central banks, ministries of finance and financial regulatory agencies around the world. Senior officials from more than 140 countries have attended these meetings over the past decade and a half.

Dear Delegate,

In 2019, central bank communication experts faces three distinct challenges.

First, affecting people's everyday lives, central banks' messages need to provide straightforward interpretations of their primary objectives, policies and actions.

Second, representing the central bank's voice in ever-evolving economic conditions, they also have to be consistent over time, refer to core mandates, and even spell out what they cannot do.

And third, with their power to fundamentally shape markets, they must clearly explain the rationale behind policy moves and to the extent possible disclose their reaction functions.

This course, 'Communications, Media Relations and Engagement' is designed to equip central bankers to meet the challenges of engagement with a variety of audiences across different and dynamic platforms.

The four-day programme of interactive roundtable seminars and workshops offers practical examples of both external and internal communication strategies, as well as questions of organisation and resourcing the function.

The panel of expert speakers combines practical central banking experience and expertise in the technical aspects as well as views from private sector experts.

All discussions are held in roundtable format to encourage participants to share their experiences and debate the pressing issues in their field.

This format, as more than 6,000 central bankers and regulators can attest, encourages delegates to quiz panellists, raise issues and discuss solutions to the specific challenges they face.

We look forward to welcoming you to Windsor on May 28.

Yours sincerely,

Marek Petruš, Course Chair
Communications Director at Institute for Economic Education (INEV),
and former Director of the General Secretariat, Czech National Bank

Learning outcomes:

By the end of the training course, participants will have gained new knowledge and a more comprehensive understanding of:

- Communication in the digital age: how to keep up with the latest trends
- Case studies of social media strategies
- Key features of effective crisis communication
- Good practice in multimedia and audio visual tools
- Public education about disruptive technology and support inclusive innovation
- The potential of Big Data and Machine Learning in communication analysis

Tuesday 28 May

When Central Banks Talk, Markets Listen

The media environment in 2019: new dynamics, challenges and opportunities

Marek Petruš, Communications Director at Institute for Economic Education (INEV), and former Director of the General Secretariat, Czech National Bank and **Swaha Pattanaik**, Global Economics Editor, Thomson Reuters

- Key factors, themes and dynamics shaping the media environment in 2019
- New roles and responsibilities of the communication officials in central banks
- Overview of unavoidable risks, critical challenges and emerging opportunities
- Discussion of the relationship between the execution of communication strategies and the performance of central banks' functions and mandates

Crisis communication as the (new) normal

Patrick Honohan, former Governor, Central Bank of Ireland

- Examples of "crisis communication" to the markets via different tools and channels
- Overview of successful strategies and steps to be avoided
- Implications for relationships with external consumers such as journalists as well as for internal coordination within a central bank
- *Hands-on exercise*: crisis communication based on real life scenarios

Communication for inclusive innovation: a digital money case study

Isidra Delfino, Head of Corporate Communication, Institutional Communication, Central Bank of Uruguay

- The role of communication in financial education, inclusion and innovation
- Management and coordination of engagement channels, tools and platforms
- Cooperation with other financial institutions and public authorities
- *Case study*: communication of M-Pesa by the Central Bank of Uruguay

About the course chair



Marek Petruš leads policy communications advisory practice as director and senior policy expert at OGRsearch, a Prague-based consulting firm. He advises central banks across Eastern Europe, Caucasus and Central Asia, and Africa on making their policies more transparent and on modernising their communications. Mr Petruš has a combination of experience in both managing central bank communications and covering central banks as a business journalist. His expertise stems from an assignment as director of Communications and later chancellor at the Czech National Bank (CNB), preceded by a career with the world's leading news media companies, including Reuters and the Wall Street Journal. During his tenure, the Czech central bank upgraded its policy communications and brought its transparency and communication toolkit into line with global best practices. This helped solidify its standing as one of the world's most transparent and best communicating central banks.

Wednesday 29 May

Communication in Practice: Combining New Methods and Tested Tools

The emerging role of Big Data and Machine Learning in central banking communication

Giuseppe Bruno, Economics and Statistics Directorate, Bank of Italy (invited)

- Implications and opportunities of disruptive technological innovation for central bank communication
- Examples of applications in the areas of design, execution and evaluation of different communication strategies and frameworks
- Assessment of the analytical value of new tools – such as text-mining – based on Big Data and Machine Learning
- *Case study*: analysis of social media response to a monetary policy announcement

The effective use of speeches in central bank communication and policy

Katherine Macklem, Director of Policy Communications and Stakeholder Relations, Bank of Canada

- The role of traditional communication tools in the digital era
- The unique value of speeches in central banks' policy communication
- Key features of an effective speech preparation and successful delivery
- *Hands-on exercise*: speech-writing techniques

Workshop – part 1: making the most of press releases and media presentations

Led by the chair **Marek Petruš**, Communications Director at Institute for Economic Education (INEV), and former Director of the General Secretariat, Czech National Bank and **Nils Blythe**, former Communications Director, Bank of England

- Overview of different approaches to prepare press releases and media presentations
- Analysis of good practice points based on a range of examples
- Key features of successful distribution strategies – and applications of embargoes
- *Hands-on exercise*: quick draft release in response to a real life crisis scenario

Workshop – part 2: embracing multimedia and audio-visual tools

Nils Blythe, former Communications Director, Bank of England

- Good practice and 'tricks of the trade' in TV and video production environment
- Take part in a live TV style interview
- Groups analysis of the results
- Documentation of the best tips and steps to be avoided

Windsor Training Series 2019:

Week One: NEW! Tech Week, 21st–24th May



FinTech: Innovation in Payments and Settlements

Course Chair: Richard Heckinger, former Vice President and Senior Policy Adviser, Federal Reserve Bank of Chicago



RegTech and SupTech: Disruptive Technology in Reporting, Regulation and Supervision

Course Chair: Kimmo Soramäki, Founder and CEO, Financial Network Analytics and founding Editor-in-Chief, The Journal of Network Theory in Finance



RiskTech: New Opportunities in Treasury, Risk and Compliance Technology

Course Chair: Eric Wolfe, former Deputy Managing Director, Funds Management and Banking Department, Bank of Canada



Cyber Risk and Resilience: Strategies, Policies and Frameworks for Central Banks

Course Chair: Chris Gale, former Senior Vice President, Federal Reserve Bank of Boston



Big Data: Applications in Economic and Statistical Analysis

Course Chair: Per Nymand-Andersen, Adviser, European Central Bank

Week Two: Mandates and Functions in Focus, 28th–31st May



Strategic Planning and Management: Delivering Change and Meeting Objectives

Course Chair: Janet Cosier, former Adviser on Strategic Planning and Risk Management, Bank of Canada



Central Bank Board: Good Governance, Resilience and Enhancing Performance

Course Chair: John Jussup, former General Counsel and Corporate Secretary, Bank of Canada



Communications, Media Relations and Engagement

Course Chair: Marek Petruš, Communications Director at Institute for Economic Education (INEV), and former Director of the General Secretariat, Czech National Bank



Macro-prudential Policy: Implementing the Financial Stability Mandate

Course Chair: Maria Nieto, Advisor in the Directorate of Financial Stability, Regulation and Resolution, Bank of Spain



Good Practice in Banknote and Currency Management

Course Chair: Antti Heinonen, Chairman, Banknote Ethics Initiative

Thursday 30 May

Embracing Technology to Reach Wider Audiences

Making the most of online platforms: a 360° approach to strategy

Marek Petruš, Communications Director at Institute for Economic Education (INEV), and former Director of the General Secretariat, Czech National Bank

- The evolving role of online platforms in the communication landscape
- Key strands that central banks need to master to have an effective online presence
- Examples of the uses of platforms such as online blogs in the wider communication strategy
- *Case study:* Czech National Bank's experience of launching Twitter and Facebook accounts

Maintaining a social media presence: how to monitor and master the latest trends

Steven Cull, Media Relations and Social Media Strategy, Communications Division, Central Bank of Ireland

- The role of social media presence in central bank communication framework
- Overview of key opportunities and risks to be aware of
- Tips for aligning social media strategy to central banks' organisational mandate
- Examples of the plain language uses and applications

In search of excellence in websites and digital platforms

Christian Beslmeisl, Head of Web Communications, Bank for International Settlements

- The unique value of websites and digital publications as communication tools
- Key features of an effective management of the website as a display of central banks' entire history
- Examples of effective delivery of announcements, speeches, data and research to the general public and banking professionals
- *Case study:* a tablet and smartphone app

What delegates say about us

“Marek has been a wonderful chair and I will recommend this course to my colleagues back home. Thank you very much.”

Laura Berardi, Social Media Team, Bank of Italy.

Friday 31 May

Measuring (and so Improving) Communication and Engagement

Designing measurement matrixes and responding to key indicators

Katherine Macklem, Director of Policy Communications and Stakeholder Relations, Bank of Canada

- Design, maintenance and calibration of frameworks for evaluating the effectiveness of diverse central bank communication strategies
- Key features of models, methods and standards combining qualitative and quantitative variables
- Tips for a successful management of issues related to the communications department's coordination and engagement with other structures within a central bank
- *Case study*: the Bank of Canada's analytical matrix

Conducting surveys on public understanding: a New Zealand case study

Mike Hannah, Head of Communication and Board Secretary, Reserve Bank of New Zealand

- The role of public surveys in central banks' communication strategies
- Overview of the tools and channels applicable for public surveying
- Evaluation of the results of the Reserve Bank of New Zealand's 2018 survey on public trust, confidence and understanding of the Bank's mandates and functions
- Discussion of methodological approaches used in the analysis

Delegate action points and key takeaways

Led by the chair, **Marek Petruš**, Communications Director at Institute for Economic Education (INEV), and former Director of the General Secretariat, Czech National Bank

- Summary of the training course
- Discussion of the observed trends and case studies
- Application of learning points in the delegates' home organisations
- Preparation of action points

Past attendees include:

Banco De La Republica, Colombia • Bangko Sentral ng Pilipinas • Bank For International Settlements • Bank Indonesia • Bank Negara Malaysia • Bank of Algeria • Bank of Canada • Bank of Finland • Bank of Ghana • Bank of Haiti • Bank of Italy • Bank of Jamaica • Bank of Korea • Bank of Mexico • Bank of Mozambique • Bank of Portugal • Bank of Thailand • Bank of Uganda • Bank of Zambia • Bermuda Monetary Authority • Cayman Islands Monetary Authority • Central Bank of Aruba • Central Bank of Bahrain • Central Bank of Barbados • Central Bank of Belize • Central Bank of Brazil • Centrale Bank van Curaçao en Sint Maarten • Central Bank of Estonia • Central Bank of Ireland • Central Bank of Kenya • Central Bank of Lesotho • Central Bank of Liberia • Central Bank of Luxembourg • Central Bank of Malaysia • Central Bank of Nigeria • Central Bank of Oman • Central Bank of Republic Turkey • Central Bank of Sri Lanka • Central Bank of Swaziland • Central Bank of the Philippines • Central Bank of the Republic of Turkey • Central Bank of the UAE • Central Bank of Trinidad & Tobago • Deutsche Bundesbank • Eastern Caribbean Central Bank • European Banking Authority • European Central Bank • European Investment Bank • Federal Reserve Bank of Philadelphia • Federal Reserve Bank of Richmond • Federal Reserve Bank of St Louis • Hong Kong Monetary Authority • International Monetary Fund • Magyar Nemzeti Bank • Maldives Monetary Authority • Monetary Authority of Singapore • National Bank of Belgium • National Bank of Cambodia • National Bank of Poland • Norges Bank • Norwegian Ministry of Finance • Palestine Monetary Authority • Reserve Bank of India • Saudi Arabian Monetary Authority • South African Reserve Bank • State Bank of Pakistan • Swiss National Bank

Booking details

4-Day (3 nights) residential course

Course fee includes: accommodation at the Royal Berkshire, meals, refreshments, course documentation and a complimentary copy of the most recent issue of the Central Banking journal. Substitute delegates can be accepted should the registered delegate be unable to attend; please let us know prior to the event.

How to book

There is a booking form overleaf. Please use one of the following methods to book your place:

Online: <http://events.centralbanking.com/windsor>

Call: George Johnson on +44 (0)207 316 9136

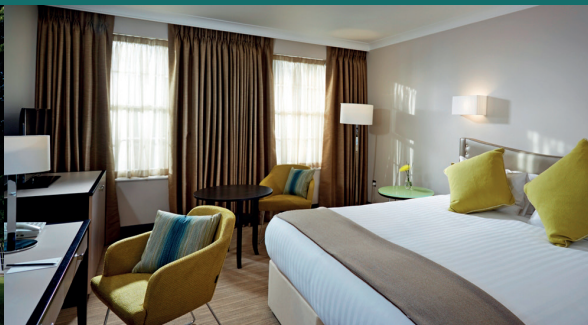
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Fax: Attention of Central Banking Training to +44 (0)207 681 3401

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The venue

Central Banking's 2019 Windsor Training Series will take place in the heart of Berkshire, the royal county with a history spanning over 1,000 years. Amidst its countless historical monuments, ancient forests and stunning horticultural displays, the Royal Berkshire Hotel is one of the historical seats of the Churchill family and, since 1971, the home to a traditional British country hotel. The venue (located less than 30 minute from Heathrow airport) is fully equipped for modern events and occupies a relaxed location offering guests the opportunity to step back from their day-to-day work, to think strategically and to learn from their peers in central banks around the world. It is also near to the sights of the Windsor Castle and the Great Park, the independent school of Eton College, and Runnymede – where the Magna Carta was signed.



Delegate details: PLEASE WRITE IN CAPITALS and return to training@centralbanking.com

MR/MRS/MS:	SURNAME/FAMILY NAME:
FIRST NAME:	
JOB TITLE:	DEPARTMENT:
ORGANISATION:	
ADDRESS:	
	POSTCODE:
TELEPHONE:	FACSIMILE:
EMAIL 1:	Please provide us with the direct email address of the delegate and an additional email address if possible. This is very important because all correspondence with delegates is by email.
EMAIL 2:	

Accommodation: The course fee includes 3 nights accommodation at The Royal Berkshire Hotel
Please indicate if you think you may need **extra (nights) accommodation** at the venue (Yes/No)
Please confirm whether you have received financial approval to attend? (Yes/No)
Do you require a **VISA** to travel to the UK? (Yes/No)

Early Bird Offer (Ends 22nd February 2019) Course fee: £3,100

Payment details:

<input type="checkbox"/>	Invoice: If you select this option an invoice will be sent to you by email and by post. If you would like to provide different details to the above for the invoice please notify us when sending back the booking form.
<input type="checkbox"/>	<p>Credit card: please charge £3,100 to my <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> American Express</p> <p>Card No: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> Security Code: <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Cardholder name: _____ Expiry date: _____</p> <p>Cardholder address (if different from above): _____</p> <p>Signature: _____ Date: _____</p>

I have read and agree to the terms and conditions below.

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We have exciting offers and news about our products and services that we hope you'd like to hear about. We will use your information submitted above to predict what you might be interested in so that our marketing is relevant.
Our privacy policy can be found here: <https://www.infopro-digital.com/terms-conditions/privacy-policy/?lang=en>
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