



## Communications, Media Relations and Engagement

25–28 May 2020, Royal Berkshire Hotel, England

Course Chair

**Marek Petruš**, Central Bank Communications Consultant and former Director of the General Secretariat, Czech National Bank

Series Advisor

**Charles Goodhart**, Professor Emeritus, London School of Economics

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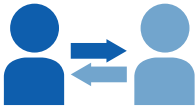


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## Dear Delegate,

How can central banks engage and consciously shape public perception in an increasingly digitalised world? How do they build and maintain market confidence in an era of tweet-driven markets, trolling, and 'fake' news? And what does it take to provide straightforward interpretations of their primary objectives, policies and actions?

In 2020, financial markets and media are multi-layered, globalized and increasingly technologically driven: this challenges central bank communication specialists to modify their traditional frameworks in unprecedented ways. Increasingly, they recognise the need to explain the opportunity to engage with a broader audience and the benefits of mastering more media platforms.

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 delivers 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 of modern multi-platform communication.

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 from more than 150 organisations 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 25.

Yours sincerely,

Course Chair  
Marek Petruš  
Central Bank Communications Consultant  
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:

- The media in 2020: new dynamics, challenges and opportunities
- How to combine new and tested tools to contextualise messages
- Making the most of online platforms
- The effective use of speeches in central bank communication and policy
- Making the most of press releases and media presentations
- Maintaining a social media presence
- Designing measurement matrixes and responding to key indicators



# 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

Monday 25th May

## When Central Banks Talk, Markets Listen

### The media in 2020: new dynamics, challenges and opportunities

**Marek Petruš**, Central Bank Communications Consultant 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 2020
- 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

### “A little more conversation and a little less action”: the role of plain language

**Marianne Sterner**, Language Consultant, Sveriges Riskbank

- Roles and applications of plain language in central banks' communication
- 'Tricks of the trade' for effectively translating technical terms into everyday language
- Overview of key challenges and how to overcome them
- *Case study*: systemic approach to plain language in Sveriges Riksbank

### Workshop: crisis communication as the (new) normal – a user's guide

**Mirela Roman**, Strategy Advisor to the Board (External Communication and Public Relations), National Bank of Romania

- 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

### About the course chair

**Marek Petruš** is an external relations manager with expertise in financial and economic policy communications who has served as an advisor to top monetary policymakers including governors in the Czech Republic as well as more than a dozen low-to-middle income developing countries. He is currently affiliated with the Institute for Economic Education (INEV), the Czech Republic's leading non-for-profit economic education institute. He has advised central banks across Eastern Europe, Asia, and Africa on making their policies more transparent and on modernising their communications. His expertise and experience 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.



Tuesday 26th May

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## Communication in Practice: Combining New and Tested Tools to Contextualise Messages

### Going viral: using reggae-themed videos for financial education

**Tony Morrison**, Director of Public Relations, Bank of Jamaica

- Overview of the Bank of Jamaica's reggae-themed music video campaigns
- Impact and opportunities for financial inclusion and education
- Examples of frameworks for collecting the feedback from the public and its integration into the production process
- *Discussion*: how are unconventional communication methods applied by the delegates' central banks?

### 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 E-peso by the Central Bank of Uruguay

### 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** 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 and **Tony Morrison**, Director of Public Relations, Bank of Jamaica

- 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

Wednesday 27th May

## Embracing Technology to Reach Wider Audience

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

**Marek Petruš**, Central Bank Communications Consultant 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: latest trends in focus

**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

## 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

Thursday 28th May

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## 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

### Action points and key takeaways

Led by the chair, **Marek Petruš**

- 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

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## 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.



# Windsor Training Series 2020:

## Week One: 19th – 22nd May



### **FinTech: Innovation in Payments and Settlements**

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



### **AML/CFT: Implementing the Risk-Based Framework**

Course chair: Richard Chalmers, former Co-Chair, FATF's Evaluation and Compliance Group



### **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



### **Big Data and Data Science: Advanced Analytics in Economics and Finance**

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

## Week Two: 25th – 28th 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, Central Bank Communications Consultant and former Director of the General Secretariat, Czech National Bank



### **Good Practice in Banknote and Currency Management**

Course Chair: Antti Heinonen, Chairman, Banknote Ethics Initiative



### **Internal Audit: Moving at the Speed of Innovation**

Course chair: Klaus Gressenbauer, former Director, Internal Audit, European Central Bank and Chairman of the Internal Auditors Committee European System of Central Banks



## 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

Email: [training@centralbanking.com](mailto:training@centralbanking.com)

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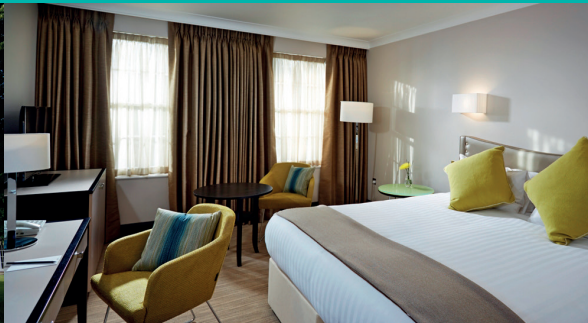
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### The venue

Central Banking's 2020 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.



## 25–28 May 2020

**Delegate details:** PLEASE WRITE IN CAPITALS and return to [training@centralbanking.com](mailto: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 21st February 2020): £3,100. Standard Rate: £3,550**

**Payment details:**

**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.

**Credit card:** please charge £3,100 / £3,550 to my  Visa  Mastercard  American Express

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

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