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# CENTRAL BANKING

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TRAINING

I am writing about Central Banking's Training course: Communications, Media Relations and Social Media Strategy, which will be taking place online from May 22–25, 2023.

As you know, a central bank's stock in trade is credibility and it is this quality that empowers policy making. This is no more apparent than in 2023 as central banks grapple with rising inflation, policy rates and market volatility.

Yet communication is changing too. Central banks have had to rapidly adapt and explore new tools and tactics, including social media. This means that they must balance retaining an identity as a prudent, responsible institution with changing their image to be perceived as less of 'a dinosaur'.

Increasingly, central bankers recognise the need to explore synergies between traditional communication tools and those of the digital era.

Expert speakers will join me to address challenges such as:

- Evolving central bank communications in the 21st century
- Maintaining a social media and multimedia presence: latest trends in focus
- How to create, implement and measure a culturally perceptive communications plan
- Monetary policy and macro-prudential policy communications

The course will focus on practical applications, drawing on a range of central bank experiences.

To join the course, please register online or get in touch with the Central Banking Training team for guidance on the registration process, including help with your internal approval: +44 20 7316 9136 / [training@centralbanking.com](mailto:training@centralbanking.com).

I look forward to welcoming you and your colleagues to the course this May.

Best regards,

Marek Petruš

Central bank communications consultant and former director of the general secretariat  
Former Czech National Bank