

I am writing about Central Banking's training course: **Communication, Media Relations and Social Media Strategy** which will be taking place online from the 6 – 9 June, 2022.

- How should central banks talk?
- How should they look and feel?
- In an increasingly digitalised and uncertain world how do they build and maintain public trust?

For communication specialists at central banks the challenge has always been how to explain the complexities and nuances of central banking. This remains but is made more complex by three factors: firstly, central banks have new roles, secondly, central banks are expected to communicate across many more channels than ever before, and thirdly, an individually tailored approach to each different audience.

Increasingly, they recognise a need to find a balance between traditional communication tools and those of the digital era.

This course is designed to equip central bankers to meet these challenges. Each day will feature three hours of expert-led Live Content to maximise the opportunity to share and learn. I will ensure participants have opportunities to network throughout the course, culminating in a workshop on practical implementation.

Expert speakers will be joining me to cover topics such as:

- Macro-prudential policy communications: the brave new world of central bank communications
- Crisis communication as the (new) normal
- Maintaining a social media and multimedia presence: latest trends in focus
- In search of excellence in websites and digital platforms
- Designing measurement matrixes and responding to key indicators

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

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

Best regards,

Marek Petruš

Central bank communications consultant, and former director of the general secretariat,
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