Course level II

Central bank communication

Duration
7 – 11 September 2020 (5 days)

Deadline for application
17 July 2020

Venue
Frankfurt

Objective
Transparency and communication are crucial for a central bank’s credibility and policy effectiveness. In order to foster credibility, central banks need to strengthen transparency. They can achieve this by engaging in clear communication, with well targeted messages for different target audiences and appropriate communication channels.

This course provides an overview of the communication work of the Deutsche Bundesbank within the Eurosystem. It sheds light on the concepts, channels and substance of our central bank communication. Participants will learn how the Bundesbank communicates with the press and the general public, also touching upon the educational services we offer for schools as well as internal communication. The course will also give participants an opportunity to share their experiences and discuss best practices in the field of central bank communication.

Content
– Communication on monetary policy
– Media relations and media evaluation
– Direct communication with the general public
– Bundesbank website and communication via social media
– Political communication
– Internal communication (with staff)
– Economic education
– Bundesbank money museum

Target group
The course is designed for mid-level central bank staff working in the area of central bank communication (public relations, press office etc.) or actively dealing with communication issues in other areas of their institutions. Candidates are expected to have at least two years of practical work experience and should be willing to share their experiences and actively contribute to the discussions during the course.