

FIRST ATLANTIC-MEDITERRANEAN FORUM ON COMMUNICATION FOR CENTRAL BANKS

10 and 11 June

Aim and content

Creation of a forum, the Atlantic Mediterranean Forum, to exchange opinions on the issues and best practices in communication and education for the public about central bank functions, through different channels and activities.

The challenge of direct communication with the public in the framework of transparency and accountability. Distinct perspectives on how to communicate directly with different segments of the public. The institutional image of central banks. Museums and visitors' centres. Employees as the ambassadors of their central bank.

Professional profile of attendees

Communications managers of guest central banks who communicate with the general public or specific segments of the public.

Organisation and format

The forum is organised by the Banco de España. It will be held in Madrid in Spanish, if necessary, the Banco de España may offer simultaneous translation into English. There will be morning and afternoon sessions, with expert speakers from the Banco de España and the other participating institutions.

Participation is by invitation only.