

17-18 October

### Aim and content

How central banks are reaching their audiences in the midst of the global pandemic. Strategies, tactics and channels. What works and what does not: the best and worst ideas. How to gauge audience response.

The aim is to consolidate the Atlantic-Mediterranean Forum as a means of exchanging best practices and a platform for promoting the Banco de España as the natural go-between for Latin American-European relations.

### Professional profile of attendees

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

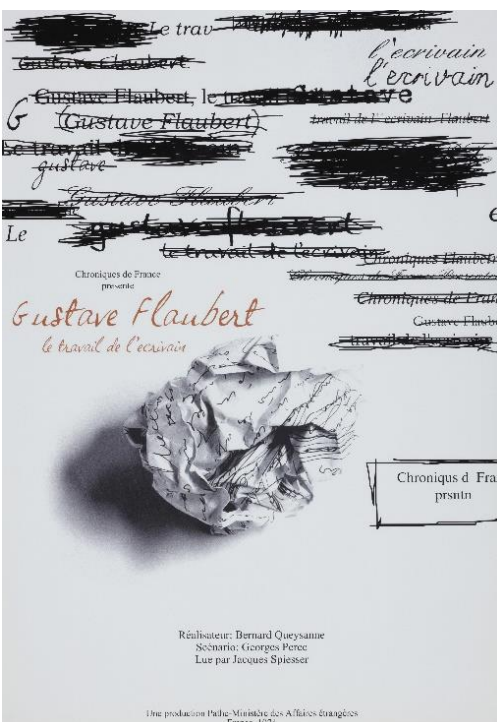
### Organisation and format

The seminars are organised by the Banco de España and will be held in afternoon sessions (Spanish time), combining presentations with panel discussions.

Each session will include speakers on central banks' and financial institutions' experience in these matters.

The session will be held online, in Spanish, with simultaneous interpretation into English.

Participation is by invitation only.



Disappearance (Flaubert) (2002)  
Ignasi Aballi  
Digital copy on paper