ONLINE VIA ZOOM
21 October 2021
[2.00 pm - 5.30 pm Malaysian Time (GMT+8)]
Course Fee: RM1,750 + SST
In view of changing geopolitics, technological innovations and the repercussions of Covid-19, the need for central banks to explain their thinking behind policy decisions to a widespread audience is becoming increasingly important. The Federal Reserve, European Central Bank, Bank of England and other leading central banks have shown increased interest in engaging not just with specialists but also with ordinary citizens. The content for this program is based on Official Monetary and Financial Institutions Forum’s research including reports which showcase social media as an indispensable additional tool for central banks in communicating their message. OMFIF has also carried out a survey on public trust in central banks compared with the private sector for delivering digital currencies - highlighting how central banks were much more trusted than the private sector in this role.

David Marsh is an expert in central bank communications, having spent his earlier career as a Financial Times journalist before moving into banking and later founding OMFIF. Central bankers will have the opportunity to connect with each other as well as with finance ministries and the private sector. The session allows for open Q&A where David will share examples of best practice and help close potential gaps on how central bankers can communicate their thinking to those outside their halls.
LEARNING OUTCOMES
At the end of the program, participants will –

• Have a better understanding of how other central banks communicate their message;
• Gain greater knowledge of the pitfalls as well as the opportunities of efforts to improve communication;
• Be able to reflect on communication gaps within their own departments and how they can improve;
• Learn ways to effect and measure these communication improvements.

PROGRAM OUTLINE

Session 1: Operating Challenges
This session will explore the challenge central banks face between transparency and market demands. It will cover:
• Comparisons of key central banks and how different central banks communicate, including best practice;
• Intertwining relationship between transparency and the message being communicated – when is transparency a tool rather than just a means of communication?
• Reporting to Parliament and public opinion – the role of the press and public affairs departments;
• Role of informal communication;
• Role of social media and the different social media strategies used.

Session 2: Managing Social Media
With the rise of Twitter, LinkedIn and other forms of 24-hour updates, central bankers have had to respond to quick moving news cycles. This can be a challenge for organizations with a longer term view, but it can also be an opportunity to engage with the population. This session will cover:
• Best practice;
• Brand consistency;
• Balancing building trust with discretion;
• When to engage and when not to?

Session 3: Articulating Success
In an age of rolling coverage, when is best to step back? This session will explore how a central bank can calm the waters:
• When no news is good news;
• Measuring what counts.
David Marsh is Chairman and Co-Founder of Official Monetary and Financial Institutions Forum (OMFIF). Marsh took over the chairmanship from John Plender on 1 January 2018 having been Managing Director since 2014. He moved to a non-executive role following John Orchard’s appointment as Chief Executive effective 1 January 2020.


Marsh is a Board Member of the British Chamber of Commerce in Germany, and visiting Professor at Sheffield University and King’s College London. He is a former co-founder, chairman and deputy chairman of the German-British Forum. He was made Commander of the British Empire in 2000 and was awarded the German Order of Merit (Bundesverdienstkreuz) in 2003.

**PROGRAM FEE**

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*6% Sales and Service Tax is applicable

**REGISTRATION**


Alternatively, you may choose to register manually and make payment via cheque or telegraphic transfer (TT). Please fill out the registration below and email this to fide@asb.edu.my

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Payment should be made within 30 days from the invoice date or in advance of the program date, whichever is sooner. Your place is secured once payment has been received:

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- For telegraphic transfer, kindly remit payment to ASB MANAGEMENT SDN BHD- FEES account number: 514150439951 at MALAYAN BANKING BERHAD, JALAN RAJA LAUT BRANCH, 50350 KUALA LUMPUR

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For group purchases or program customization requests, please email your inquiries to fide@asb.edu.my. Alternatively you may speak to Adel Jayasuria +6012-523 6628 or Jennifer Anthoa +603 27259065

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**REGISTRATION FORM**

**[ONLINE VIA ZOOM]**

**STRATEGIC COMMUNICATIONS FOR CENTRAL BANKS**

Name Of Attendee

Designation

Company

Address

Contact Tel. No. (Company)

Contact Tel. No. (Personal)

Email Address

Name Of Administrator

Contact Tel. No.

Email Address