



*Training Course:
Central Bank Digital Currencies (CBDCs)
Communication Strategies*

*24 - 28 June 2024
Accra (Ghana)*

Training Course: Central Bank Digital Currencies (CBDCs) Communication Strategies

Training Course code: SC234985 From: 24 - 28 June 2024 Venue: Accra (Ghana) - Training Course Fees: 6545 € Euro

Introduction

This program is designed to provide participants with a comprehensive understanding of digital currency communication, with a specific focus on central bank digital currencies CBDCs. The program aims to equip participants with the skills and knowledge needed to develop and execute effective communication strategies for digital currency projects.

Target audience

The program is intended for professionals in the financial and technology sectors, including government officials, policymakers, central bank staff, and industry leaders. It is also suitable for communication professionals and marketing experts who want to expand their knowledge of digital currency communication.

Objectives

The program aims to achieve the following objectives:

- Understand the role of communication in digital currency adoption.
- Develop effective messaging and branding for digital currency projects.
- Engage stakeholders in digital currency projects, including media and community management.
- Understand regulatory and legal frameworks governing digital currency communication.
- Develop comprehensive communication plans for digital currency projects.

Methodology

The training program will use a mix of lectures, case studies, and interactive exercises to facilitate learning. Participants will have access to relevant resources, including communication guidelines, best practices, regulatory frameworks, and industry reports. The program will also provide an opportunity for participants to develop and present a digital currency communication plan.

Competencies

- By the end of the program, participants will have developed the following competencies:
- Understanding of the principles of effective digital currency communication.
- Ability to identify target audiences and develop messaging that resonates with them.
- Knowledge of branding and community management best practices for digital currency projects.
- Understanding of regulatory and legal frameworks governing digital currency communication.
- Ability to develop and execute comprehensive communication plans for digital currency projects.

Course Outlines

Introduction to Digital Currency Communication

- Understanding the role of communication in digital currency adoption
- Key principles of effective digital currency communication
- Common communication challenges in the digital currency space
- Overview of communication strategies used in existing digital currency projects

Developing Digital Currency Messaging and Branding

- Identifying target audiences and their communication needs
- Developing messaging that resonates with key stakeholders
- Crafting a strong brand identity for a digital currency project
- Case studies of successful digital currency messaging and branding

Engaging Stakeholders in Digital Currency Projects

- Understanding stakeholder motivations and concerns
- Strategies for engaging stakeholders, including media relations and public events
- Best practices for community management in digital currency projects
- Evaluating and responding to feedback from stakeholders

Compliance and Legal Considerations for Digital Currency Communication

- Regulatory and legal frameworks governing digital currency communication
- Compliance requirements for digital currency projects
- Risks and challenges of non-compliance in digital currency communication
- Developing effective compliance and legal communication strategies

Digital Currency Communication Planning and Execution

- Developing a comprehensive communication plan for a digital currency project
- Strategies for measuring the effectiveness of digital currency communication
- Case studies of successful digital currency communication campaigns
- Interactive exercise to develop and present a digital currency communication plan

Registration form on the Training Course: Central Bank Digital Currencies (CBDCs) Communication Strategies

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