Global Horizon
TRAINING CENTER

Training Course:
Social Media and Digital Currency Outreach

18 - 22 May 2026
Barcelona (Spain)

Training Course:
Social Media and Digital Currency Outreach

Training Course code: SC234992 From: 18 - 22 May 2026 Venue: Barcelona (Spain) - Training Course Fees: 6300 Euro

Introduction

This training program is designed to provide participants with a comprehensive understanding of how to leverage social media and other digital channels for outreach and engagement around CBDCs. The program aims to equip participants with the skills and knowledge needed to develop and execute effective digital currency outreach strategies.

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, marketing and advertising experts, and social media managers who want to expand their knowledge of digital currency outreach for CBDCs.

Objectives

The program aims to achieve the following objectives:

- Understand the role of social media and other digital channels in digital currency outreach.
- Develop effective digital currency outreach strategies that leverage social media and other digital channels.
- Identify key stakeholders and target audiences and develop communication plans and strategies tailored to their needs.
- Develop a strong brand identity and messaging for a CBDC project.
- Evaluate the effectiveness of digital currency outreach strategies and adjust plans as needed.

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 social media guidelines, communication guidelines, and industry reports. The program will also provide an opportunity for participants to develop and present a digital currency outreach plan.

Competencies

By the end of the program, participants will have developed the following competencies:

- Understanding of the role of social media and other digital channels in digital currency outreach for CBDCs.

- Ability to develop effective digital currency outreach strategies that leverage social media and other digital channels.
- Knowledge of key stakeholders and target audiences and ability to develop communication plans and strategies tailored to their needs.
- Ability to develop a strong brand identity and messaging for a CBDC project.
- Understanding of how to evaluate the effectiveness of digital currency outreach strategies and adjust plans as needed.

Course Outlines

Introduction to CBDC Communication and Outreach

- Overview of CBDCs and their role in the digital economy
- Key principles of effective communication for CBDC projects
- Common communication challenges in the CBDC space
- Overview of communication strategies used in existing CBDC projects
- Case studies of successful CBDC communication and outreach

Developing a CBDC Communication Strategy

- Identifying target audiences and their communication needs
- Developing messaging that resonates with key stakeholders
- Crafting a strong brand identity for a CBDC project
- Case studies of successful CBDC messaging and branding
- Interactive exercise to develop a CBDC communication strategy

Community Management for CBDC Projects

- Understanding stakeholder motivations and concerns related to CBDCs
- Strategies for engaging stakeholders, including social media and public events
- Best practices for community management in CBDC projects
- Evaluating and responding to feedback from stakeholders
- Interactive exercise to develop a community management plan for a CBDC project

Legal and Regulatory Considerations for CBDC Communication

- Regulatory and legal frameworks governing CBDC communication
- Compliance requirements for CBDC projects
- Risks and challenges of non-compliance in CBDC communication
- Developing effective compliance and legal communication strategies
- Case studies of successful CBDC compliance and legal communication

Measuring and Evaluating CBDC Communication

- Strategies for measuring the effectiveness of CBDC communication
- Key performance indicators KPIs for CBDC outreach and engagement
- Developing a comprehensive communication plan for a CBDC project
- Interactive exercise to develop and present a CBDC communication plan
- Closing remarks and next steps for CBDC communication and outreach

Registration form on the Training Course: Social Media and Digital Currency Outreach

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....
Position: .....
Telephone / Mobile: .....
Personal E-Mail: .....
Official E-Mail: .....

Company Information

Company Name: .....
Address: .....
City / Country: .....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....
Position: .....
Telephone / Mobile: .....
Personal E-Mail: .....
Official E-Mail: .....

Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

☐ Please invoice me

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Easy Ways To Register

Telephone: +201095004484 to provisionally reserve your place.	Fax your completed registration form to: +20233379764	E-mail to us : info@gh4t.com or training@gh4t.com	Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt.