Global Horizon
TRAINING CENTER

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

20 - 24 June 2027
Manama (Bahrain)

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

Training Course code: SC234985 From: 20 - 24 June 2027 Venue: Manama (Bahrain) - Training Course Fees: 5150 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:

- Financial and Technology Sector Professionals: Individuals working across banking, fintech, and digital innovation sectors involved in financial systems and emerging technologies.
- Government Officials & Policymakers: Decision-makers responsible for shaping regulations, strategies, and national frameworks related to digital currencies.
- Central Bank Staff: Professionals engaged in monetary policy, CBDC development, and financial system oversight.
- Industry Leaders: Senior executives driving strategic direction and innovation within financial and technology organizations.
- Communication Professionals: Specialists responsible for public communication, stakeholder engagement, and messaging related to digital currency initiatives.
- Marketing & Digital Communication Experts: Professionals developing outreach strategies and campaigns to enhance awareness and adoption of digital currency solutions.

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.

Outlines

Day 1: 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

Day 2: Digital Currency Messaging & Branding

- Identifying target audiences and their communication needs
- Developing clear and impactful messaging for key stakeholders
- Crafting a strong brand identity for digital currency initiatives
- Case studies of successful digital currency messaging and branding

Day 3: Stakeholder Engagement in Digital Currency Projects

- Understanding stakeholder motivations, expectations, and concerns
- Strategies for effective engagement, including media relations and public events
- Best practices for community and stakeholder management
- Collecting, evaluating, and responding to stakeholder feedback

Day 4: Compliance & Legal Considerations

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

Day 5: Communication Planning & Execution

- Developing a comprehensive communication plan for digital currency initiatives
- Measuring effectiveness and impact of communication strategies
- Case studies of successful digital currency communication campaigns
- Interactive exercise: Designing and presenting a digital currency communication plan

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

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

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Position: .....
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Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....
Position: .....
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Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

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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.