



*Training Course:
Social Media and Digital Currency Outreach*

*24 - 28 May 2027
Barcelona (Spain)*

Training Course: Social Media and Digital Currency Outreach

Training Course code: SC234992 From: 24 - 28 May 2027 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:

- 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 developing regulations, frameworks, and national strategies related to digital currencies and CBDCs.
- Central Bank Staff: Professionals involved in monetary policy, digital currency development, and central bank digital currency CBDC initiatives.
- Industry Leaders: Senior executives driving innovation and strategic direction within financial services and technology organizations.
- Communication Professionals: Specialists responsible for public awareness, stakeholder engagement, and messaging around digital currency initiatives.
- Marketing & Advertising Experts: Professionals developing outreach strategies and campaigns to support adoption and understanding of CBDCs.
- Social Media Managers: Individuals managing digital communication channels to promote awareness and education about digital currencies and CBDC initiatives.

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.

Outlines

Day 1: Introduction to CBDC Communication & 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 initiatives
- Case studies of successful CBDC communication and outreach

Day 2: Developing a CBDC Communication Strategy

- Identifying target audiences and understanding their communication needs
- Crafting clear and impactful messaging for key stakeholders
- Building a strong brand identity for CBDC projects
- Case studies of effective CBDC messaging and branding
- Interactive exercise: Designing a CBDC communication strategy

Day 3: Community Management for CBDC Projects

- Understanding stakeholder motivations, expectations, and concerns
- Strategies for stakeholder engagement, including digital platforms and public events
- Best practices in community management for CBDC initiatives
- Managing and responding to stakeholder feedback effectively
- Interactive exercise: Developing a community engagement plan

Day 4: Legal & Regulatory Considerations

- Regulatory and legal frameworks governing CBDC communication
- Compliance requirements for CBDC-related communication activities
- Risks and challenges associated with non-compliance
- Developing effective compliance and regulatory communication strategies
- Case studies on successful legal and compliance communication

Day 5: Measuring, Evaluating & Closing

- Measuring the effectiveness of CBDC communication strategies
- Key performance indicators KPIs for outreach and engagement
- Developing a comprehensive CBDC communication and outreach plan
- Interactive exercise: Presentation and evaluation of communication plans
- Closing remarks, key takeaways, and next steps for CBDC communication and outreach development

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

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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