Training Course on Public Relations and Stakeholder Engagement for Central Banks

Professional Development Training Course Outline

Category	Banking Institute	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s fast-evolving financial landscape, Public Relations (PR) and Stakeholder Engagement have become essential tools for Central Banks aiming to strengthen institutional trust, reinforce transparency, and manage public perception effectively. As stewards of national monetary policy and economic stability, Central Banks must proactively communicate with a wide range of stakeholders—including governments, financial institutions, international organizations, and the general public. Training Course on Public Relations and Stakeholder Engagement for Central Banks equips participants with the critical strategies, tools, and best practices needed to develop and execute high-impact communication and engagement frameworks that are resilient, credible, and future-ready.

This hands-on training program integrates digital communication trends, reputation management, media relations, and stakeholder analysis, while grounding the content in real-life case studies from international central banking systems. Participants will explore methods to build a proactive communication culture, respond to crises, leverage public sentiment, and drive confidence through strategic messaging and digital tools. By the end of the course, participants will be equipped to lead robust engagement efforts that align with their institution's core policy goals and public responsibilities.

Programme Curriculum

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Course Objectives

1. Understand the fundamentals of public relations in central banking.
2. Analyze stakeholder mapping and engagement strategy design.
3. Apply best practices in financial communication and transparency.
4. Develop robust crisis communication frameworks.
5. Enhance central bank credibility through digital storytelling.
6. Design effective media relations strategies.
7. Evaluate the impact of public sentiment and social listening tools.
8. Incorporate reputation management in financial governance.
9. Align communication with monetary policy goals.
10. Apply data-driven PR approaches for evidence-based outcomes.
11. Leverage multichannel communication strategies.
12. Implement inclusive stakeholder dialogue frameworks.
13. Apply ethical and regulatory guidelines in central bank communications.

Target Audience

1. Central Bank Communication Directors
2. Public Affairs and Media Officers
3. Stakeholder Engagement Specialists
4. Economic Policy Advisors
5. Government Relations Managers
6. Strategic Planning Executives
7. Legal and Compliance Officers
8. Digital Communications Strategists

Course Duration: 5 days

Course Modules

Module 1: Foundations of Public Relations in Central Banking

- Introduction to PR in the context of monetary governance
- Key principles of transparency and trust-building
- Institutional branding for central banks
- The role of leadership in communication
- Communication channels overview
- **Case Study**: Bank of England's communication framework post-Brexit

Module 2: Stakeholder Mapping and Strategic Engagement

- Identifying internal and external stakeholders
- Categorizing stakeholders by influence and interest
- Prioritization frameworks (Power-Interest Grid)
- Engagement lifecycle planning

- Monitoring stakeholder sentiment and feedback
- **Case Study**: ECB stakeholder consultation on digital euro

Module 3: Media Relations and Narrative Development

- Crafting press releases and media kits
- Building strong journalist relationships
- Framing narratives aligned with policy goals
- Managing media interviews and briefings
- Combating misinformation
- **Case Study**: U.S. Federal Reserve’s media briefings during COVID-19

Module 4: Crisis Communication Management

- Fundamentals of crisis response planning
- Identifying reputational risks
- Real-time media and social media monitoring
- Internal vs external messaging
- Post-crisis communication and recovery
- **Case Study**: Central Bank of Nigeria's response to currency devaluation

Module 5: Digital Communications and Social Media Strategy

- Social media platforms for institutional communication
- Creating digital content calendars
- Analytics and performance tracking
- Managing online reputation
- Audience segmentation and targeting
- **Case Study**: Reserve Bank of India’s use of Twitter for public education

Module 6: Transparency, Ethics, and Legal Communication

- Regulatory frameworks and ethical considerations
- Disclosures and public reporting requirements
- Avoiding legal pitfalls in communications
- Coordinating with legal and compliance teams
- Communicating with integrity and impartiality
- **Case Study**: South African Reserve Bank’s ethical communication strategy

Module 7: Integrated Communication Strategy Design

- Building long-term communication plans
- Aligning PR with strategic objectives
- Multichannel integration and consistency
- Budgeting for communication activities
- Tools and templates for communication planning
- **Case Study**: Sveriges Riksbank’s strategic communication roadmap

Module 8: Measurement and Evaluation of PR Effectiveness

- Setting KPIs for communication campaigns
- Quantitative vs qualitative impact assessment
- Stakeholder feedback loops
- ROI of engagement activities
- Adjusting strategies based on analytics
- **Case Study**: Bank of Canada’s evaluation of transparency initiative

Training Methodology

- Interactive lectures with real-time policy simulation exercises
- Group discussions, roundtables, and feedback sessions
- Breakout case study analysis and strategic communication planning
- Hands-on media and social media simulations
- Expert guest speakers from central banks and PR firms
- Digital resources, templates, and toolkits for practical application

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com