



EUROPEAN CENTRAL BANK
EUROSYSTEM

Central Bank Communications Conference

Communication challenges for
policy effectiveness, accountability
and reputation

14 and 15 November 2017
European Central Bank, Main Building
Frankfurt am Main

Tuesday, 14 November 2017

Open to the media

08:30 Registration and coffee

09:00 **Opening remarks**
Frank Smets, European Central Bank

09:05 **Session 1**

Leveraging communication for policy effectiveness and reputation

Chair: Beatrice Weder di Mauro, INSEAD Singapore

Communicating unconventional monetary policy

Michael Ehrmann, European Central Bank

The future of Odyssean and Delphic guidance

Charles L. Evans, Federal Reserve Bank of Chicago

General discussion

10:30 Coffee break

11:00 **Policy panel**

At the heart of policy: challenges and opportunities of central bank communication

Chair: David Wessel, Brookings Institution

Mark Carney, Bank of England
Mario Draghi, European Central Bank
Haruhiko Kuroda, Bank of Japan
Janet Yellen, Federal Reserve

12:45 Lunch at the ECB executive dining area, third floor

Lunch speech

Are there limits to communication? Can central banks talk too much?

Hyun Song Shin, Bank for International Settlements

14:30 **Session 2**

Learning about policy from central bank communications

Chair: Charles Wyplosz, Graduate Institute, Geneva

Jan Hatzius, Goldman Sachs

Erik F. Nielsen, UniCredit

Jill Vardy, Bank of Canada

General discussion

16:00 Coffee break

16:30 **Session 3**

Is “more” always “better”? Transparency, accountability and the clarity of message

Chair: Erkki Liikanen, Bank of Finland

Stefan Gerlach, EFG Bank

Sylvie Goulard, Former Member of the European Parliament

Donald Kohn, Brookings Institution

General discussion

18:00 End of first day

19:00 Dinner

Dinner speech

Be first, but be right: the future of news amid market pressures

Alessandra Galloni, Reuters

Wednesday, 15 November 2017

Open to the media

08:30 Registration and coffee

09:00 **Session 4**

Reaching out beyond the comfort zone

Christine Graeff, European Central Bank
Adrian Monck, World Economic Forum
Gerry Rice, International Monetary Fund

General discussion

10:30 Coffee break

11:00 **Closing policy panel discussion**

Looking ahead: what is on central banks' communication agenda?

Chair: Peter Praet, European Central Bank

Sharon Donnery, Central Bank of Ireland
Andy Haldane, Bank of England;
Lars Rohde, Danmarks Nationalbank

12:50 **Closing remarks**

Christine Graeff, European Central Bank

13:00 Buffet lunch in the foyer of the conference room
Opportunity for guided tours of the ECB Visitor Centre

End of conference

General information

Conference dates	14 and 15 November 2017
Conference venue	European Central Bank Main Building, Conference room C2.01/02 Sonnemannstrasse 20 60 314 Frankfurt am Main Tel.: +49 (0) 69 1344 0 Fax: +49 (0) 69 1344 6000 Email: info@ecb.europa.eu
Conference language	English
Transfers	Participants are requested to arrange their own transfers to and from the airport, unless indicated otherwise
Dinner venue	Windows 25, Japan Center, Taunustor 2 60 311 Frankfurt am Main
Contacts for conference content	Mr Gabriel Glöckler Directorate General Communications Principal Adviser Tel.: +49 (0) 69 1344 6568 Mobile: +49 (0) 160 9092 7606 Email: gabriel.glockler@ecb.europa.eu Mr Roberto Motto Directorate General Economics Head of the Strategy Issues Section Tel.: +49 (0) 69 1344 6309 Mobile: +49 (0) 152 2258 0786 Email: roberto.motto@ecb.europa.eu
Contact for all other arrangements	Mr Nasser Hanafy Directorate General Communications Outreach Division Tel.: +49 (0) 69 1344 7523 Mobile: +49 (0) 174 172 4642 Email: communicationsconference@ecb.europa.eu
Website	www.ecb.europa.eu

Please note that this programme may be subject to change without notice.