

Central Bank Communication Meeting

Mexico City

September 24 and 25, 2026

PROGRAM

THURSDAY

24
SEPTEMBER
2026

09:00 – 09:30

Registration

09:30 – 10:00

Welcome Remarks and Opening Address

Dr. Manuel Ramos Francia, *Director General, CEMLA*

10:00 – 11:00

IMF Presentation: Why Communication Matters

Tugrul Vehbi, *Senior Economist, IMF*

- The role and design of forward-looking communication strategies
- Layers of communication strategy
- Examples

11:00 – 11:30

Coffee Break

11:30 – 12:30

IMF: What are your communication challenges?

- Roundtable discussion

12:30 – 13:30

IMF: Is there a problem with that communication? (Interactive plenary session with Mentimeter)

Tugrul Vehbi, *Senior Economist, IMF*

- Review of central bank communications
- Identifying problems

13:30 – 15:00

Lunch

15:00 – 16:00

IMF Lecture: Crisis Communication

Christoph Rosenberg, *Former Deputy Director, Communications Department at International Monetary Fund*

- Stages of crisis communication
- Strategies
- Case studies

16:00 – 16:30

Coffee Break

16:30 – 17:30

Open for presentations, debate: academics, practitioners.

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25
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09:00 – 10:00

Keynote Lecture “Central Bank Communication: Recent Changes and Current Challenges”

Michael McMahon, *Professor of Economics, Oxford University. Former Director of the CEPR Research Policy Network (RPN) on Central Bank Communication.*

10:00 – 10:30

Communication Policy at the IMF

Christoph Rosenberg, *Former Deputy Director, Communications Department at International Monetary Fund*

10:30 – 11:00

Coffee Break

11:00 – 13:30

Country Case Studies

ECB Monetary Policy Communication in a Changing World

Gabriel Glöckler, *Principal Adviser at DG Communication, ECB*

Banco de España Communication Policy

Nuria Horcajada, *Deputy Chief of the Communication Division, Banco de España*

Banco Central de Chile Communication Policy

Michel Moure, *Manager of the Institutional Affairs Division, Banco Central de Chile*

Bank of Canada Communication Policy

Louise Egan, *Director, Speechwriting and Policy Content, Communications Department*

13:30 – 14:00

Conclusions and Closing Remarks

14:00 – 16:00

Farewell Lunch