

## **Money Talks: how to survive and thrive as a writer for central bankers and economists**

If you are a writer at a central bank or within the financial sector you ply your trade in a uniquely challenging environment. You know that no plumber, however skilled, can fix a liquidity crisis; you accept with a sigh that spoken-word speeches include copious footnotes; and you know (sort of) that the Dynamic Stochastic General Equilibrium model is a thing.

You are the alchemist who transforms abstract economic and financial concepts and trends into pocketbook wisdom, while ensuring messages have exactly the intended impact on audiences, without any surprise ticks upwards or downwards in financial markets.

No pressure.

And plus you're surrounded by economists, who, in the immortal words of former US president, Harry S. Truman, always have an 'other' hand.

At the end of this one-day workshop you will have practical ideas and skills to:

- Become a plain language champion in your workplace
- Write openers and closers to create context for the subject
- Remain creative in a risk-averse environment
- Develop a strong structure with lots of signposts
- Use storytelling, rhetorical tools, and visuals to explain economic trends
- Manage and create trust with your principals, subject matter experts, editors and translators

The workshop will be very interactive with lots of exercises and hands on work. Come prepared to discuss your own experiences as a writer and share your challenges and victories whether or not you work in a central bank or financial environment.

### **Who should attend?**

The workshop is designed for anyone who wants to improve their writing. The focus will be on the challenges of working in a central bank or financial institution, but all participants, regardless of where they work, will come away with skills and insight into how to wrestle complex and abstract subject matter to the ground in a way that connects with audiences.

### **Amélie Crosson**

Amélie Crosson has been a speechwriter and speechwriting trainer for more than 20 years. Based in Ottawa, Canada, she has written speeches in English and in French for central bankers, prime ministers, senators, cabinet ministers, and senior public servants. While working at the Bank of Canada she wrote a backgrounder on E-money that was cited as an example of good public sector communications in a textbook entitled, *Professional Communications in the Public Sector (2014)*.

Comments from participants of previous workshops

### **Geoffrey Robinson, Department of History, University of California (Los Angeles):**

*For graduate students about to embark on the next step in their careers, Amélie's workshop offered great tips and advice to communicate effectively as they prepared to transition from academia to the workplace.*

**Lovisa Stannow, Executive Director, Just Detention International**

*My team still talks about how fun and useful Amélie's plain language and speechwriting workshop was. Everyone enjoyed the exercises and examples and came away with much better writing and public speaking skills.*

**Organizer of an international training program for central bank communicators:**

*...the discussions following your talk were amongst the liveliest in the week and the delegates found the stories and discussions you raised of great interest.*