

# **Policy Communication in EMU**

30 April 2014, Brussels

Salle Durieux, Charlemagne Building, Rue de la Loi 170, 1000 Brussels

## **DRAFT PROGRAMME**

**9.30 Introduction** by Declan Costello, Director Resources and Communication, DG ECFIN

**9.45 Session 1: Communicating the crisis to citizens: An assessment**

*Critically examines policy communication at various institutional levels during the crisis, with a particular emphasis on matters such as programme countries, firewalls and austerity*

**Moderator: Amadeu Altafaj (Cabinet of VP Rehn)**

Kick off presentation: Presentation of LSE project by lead researcher Max Hänska: *The Euro Crisis in the Press* (20 mins)

Udo Bullmann (MEP) tbc

Anthony Gooch (OECD)

Fabian Zuleeg (European Policy Centre)

John Wyles (ECO – European Communications)

**11.45 *Coffee***

**12.00 Session 2 (Part 1): When and why do financial markets listen to policymakers?**

*Investigates the changed relationship between euro area policymakers and financial markets: Despite becoming co-dependent since the crisis, their relationship remains uneasy*

**Moderator: tbc**

Kick off presentation: Philip Mohl (ECFIN): *Review of EMU communication studies* (15 mins)

Peter Ehrlich (ECB)

Rebecca Christie (Bloomberg)

Carlos Egea (Morgan Stanley)

Simon Nixon (Wall Street Journal)

**13.00 *Lunch***

**14.30 Session 2 (Part 2): When and why do financial markets listen to policymakers?**

*Continued*

**15.30 Strengthening policy communication in a complex institutional landscape**

*Looks ahead to a new Parliament and College in drawing lessons for more effective and coherent policy communication in EMU matters*

**Moderator: Stephen Fidler (Wall Street Journal)**

Carsten Pillath (European Council)

Graham Bishop ([grahambishop.com](http://grahambishop.com))

Mujtaba Rahman (Eurasia Group)

**17.30 Event ends**