



**Web Communications in Asia-Pacific Central Banks
Hong Kong SAR, 22-23 March 2007
Round Room, 56/F, Two IFC**

PROGRAMME

Wednesday 21 March 2007

19:00 *Welcome dinner*
Venue: "Hutong", 28/F, One Peking Road, Tsimshatsui
(Assembly at the Island Shangri-La Hotel lobby at 18:30)

Thursday 22 March 2007

08:30 Pickup from Island Shangri-La Hotel to Two IFC
(Assembly at hotel lobby)

08:45 – 09:00 *Welcome coffee and pastries (Venue: Upper West Room, next to Round Room)*

09:00 – 09:45 Opening address, welcome and general remarks
- Introduction of the meeting and its objectives
- Introduction of participants and their expectations

09:45 – 10:45 Round-table: central bank web communications in its second decade
- Participants' commentaries on current web communications trends and challenges in their central banks

10:45 – 11:15 *Coffee break*

11:15 – 12:30 Central bank web communications in its second decade: challenges and risks
- Challenges for meeting users' needs, monitoring performance and managing risks (Paul Barry, Reserve Bank of Australia [RBA])
- Participants discuss best practices across the central banking community

12:30 – 14:00 *In-house buffet lunch (Venue: Upper West Room)*

14:00 – 15:00 Central bank web communications in its second decade: team work
- Web work is team work: Public Information in cooperation with IT, Library, Research and Statistics (Christine Sommo, Federal Reserve Bank of New York [FRBNY])

15:00 – 15:45 RSS feeds and RSS-CB
- Introducing RSS and RSS-CB: what it is, where it is used, how it works (Paul Asman, FRBNY)

15:45 – 16:15 *Tea break*

16:15 – 17:15 RSS and RSS-CB in central banks
- Business cases for RSS-CB: why is it important to you (Brent Eades, Bank of Canada)
- Peer support in adopting RSS-CB: tools, advice and documentation to make starting easier (Steven Bagshaw, BIS)

17:15 – 18:00 Panel discussion: From human-readable websites to information retrieval by people and machines (Moderator: Brent Eades, Bank of Canada)



18:00 Meeting adjourned. Transfer from Two IFC to Island Shangri-La Hotel

19:30 *Dinner*

*Venue: "Zen & L16", G/F, Peak Galleria, the Peak
(Assembly at the Island Shangri-La Hotel lobby at 19:00)*

Friday 23 March 2007

08:30 Pickup from Island Shangri-La Hotel to Two IFC
(Assembly at hotel lobby)

08:45 – 09:00 *Welcome coffee and pastries (Venue: Upper West Room)*

09:00 – 09:45 Collaborative work in and among central banks: wikis and blogs

- Wikis and closed user groups: collaboration to create the RSS-CB specification, (Brent Eades, Bank of Canada)
- Does central bank blogging work? (Nik Ahmad Rozaidi, Bank Negara Malaysia; Christine Sommo, FRBNY)

09:45 – 10:30 Impact of Google on central bank web communications

- It is not who we are but what we do: website usability redefined by Google (Brent Eades, Bank of Canada; Timo Laurmaa, BIS)
- Discussion on changing user expectations (all participants)

10:30 – 11:00 *Coffee break*

11:00 – 12:30 Trends in presenting statistical data on central bank websites

- The importance of data; tools and methodology for presenting it (Paul Barry, RBA)
- Different tools for different audiences: how the New York Fed delivers data (Paul Asman, FRBNY)
- Experiences with and requirements for data on the web (discussion by all participants)

12:30 – 14:00 *In-house buffet lunch (Venue: Upper West Room)*

14:00 – 15:00 Asian research networks: search for communication solutions

- What do Asian research networks need? (Jacob Gyntelberg, BIS)
- Making the case for RSS-CB (Steven Bagshaw, BIS)

15:00 – 15:45 Asian research networks: next steps for web solutions

- Demonstration of alternatives with or without RSS-CB (Timo Laurmaa, BIS)

15:45 – 16:15 *Tea break*

16:15 – 17:15 Central bank cooperation – where next?

- Panel discussion on requirements, solutions and next steps (Moderator: Paul Barry, RBA)

17:15 – 18:00 Closing session: Summary of discussions and way forward

18:00 End of the meeting. Transfer from Two IFC to Island Shangri-La Hotel