Second international workshop on
Central bank regional network surveys
6–7 October 2011, Zurich

Programme

Wednesday, 5 October

18.00
Informal dinner
Restaurant Swiss Chuchi, Hotel Adler, Rosengasse 10, Zurich

Thursday, 6 October

08.30-09.00 30’ Registration and coffee
Metropol restaurant & conference centre, Fraumünsterstrasse 12, Zurich

09.00-09.10 10’ Welcome address
Philipp M. Hildebrand, Chairman of the Governing Board, Swiss National Bank (SNB)

09.10-09.20 10’ Introduction to the workshop
Attilio Zanetti, Head of economic analysis, SNB

Session 1: Regional network surveys and sampling issues

09.20-09.40 20’ 1.1: SNB’s current practices: rationale and open questions
Attilio Zanetti, Head of economic analysis, SNB

09.40-10.25 45’ 1.2: Sampling: theoretical aspects
Daniel Assoulin, Statistical method unit, Swiss Federal Statistical Office (SFSO)

10.25-10.40 15’ Discussion

10.40-11.00 20’ Break
<table>
<thead>
<tr>
<th>Time</th>
<th>Duration</th>
<th>Session/Activity</th>
<th>Speaker/Title</th>
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<tbody>
<tr>
<td>11.00-11.45</td>
<td>45'</td>
<td>1.3: Evaluation of current SNB practices</td>
<td>Jean-Pierre Renfer, Statistical method unit, SFSO</td>
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<td>11.45-12.15</td>
<td>30'</td>
<td>Discussion</td>
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<td>12.30-13.45</td>
<td>75'</td>
<td>Lunch</td>
<td>Metropol restaurant</td>
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<td>13.45-14.05</td>
<td>20'</td>
<td>1.4: Sampling: the experience of the European Central Bank</td>
<td>Magnus Forsells, Senior Economist, Euro Area Macroeconomic Developments,</td>
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<td>Directorate General Economics</td>
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<td>14.05-14.25</td>
<td>20'</td>
<td>1.5: Sampling: the experience of the Reserve Bank of Australia</td>
<td>Kathryn Davis, Senior Economist, Economic Analysis Department</td>
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<td>15.10-15.45</td>
<td>35'</td>
<td>Discussion</td>
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<td>15.45-16.05</td>
<td>20'</td>
<td>Break</td>
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<td><strong>Session 2: Surveys as a tool for empirical social research</strong></td>
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<td>16.05-16.25</td>
<td>20'</td>
<td>2.1: Conducting surveys: a view from the front line</td>
<td>Markus Zimmerli, Regional delegate for the region of Zurich, SNB</td>
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<td>16.25-17.10</td>
<td>45'</td>
<td>2.2: The science of conducting surveys: issues from an empirical social</td>
<td>Prof. Axel Franzen, Executive Director, Institute of Sociology (IoS), University of Berne</td>
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<td>research perspective</td>
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<td>17.10-17.40</td>
<td>30'</td>
<td>Discussion</td>
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<td>18.30-19.30</td>
<td>60'</td>
<td>Guided city tour</td>
<td>Meeting point: lobby of hotel Seehof (Seehofstrasse 11) resp. lobby of Hotel Opera (Dufourstrasse 5)</td>
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<td>19.30</td>
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<td>Dinner at Zunfthaus zur Waag</td>
<td>Münsterhof 8, Zurich</td>
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Friday, 7 October

08.15-08.45  30'  Coffee

08.45-09.45  60'  2.3: Evaluation of SNB questionnaire and comparison with other central banks
                   Prof. Axel Franzen, Executive Director, IoS

09.45-10.05  20'  2.4: Surveys: the experience of the Bank of Canada
                   Lise Pichette, Principal Researcher, Economic Analysis, Regional Analysis Division

10.05-10.25  20'  2.5: Surveys: the experience of the Federal Reserve Bank of New York
                   James Orr, Assistant Vice President and Function Head, Research and Statistics Group, Regional Analysis Function

10.25-10.45  20'  Break

10.45-11.05  20'  2.6: Surveys: the experience of the Bank of Israel
                   Yigal Menashe, Senior Economist, Research Division

11.05-12.00  55'  Discussion

12.00-13.15  75'  Lunch
                   Metropol restaurant

Session 3: Conducting interviews: challenges and opportunities

13.15-14.00  45'  3.1: Interviewing techniques
                   Silvana Leasi, Advisor qualitative survey methodology, GfK Switzerland research institute

14.00-14.20  20'  3.2 Conducting interviews: the experience of the Bank of England
                   Thomas Belsham, Agents Coordinator, Inflation Report and Bulletin Division

14.20-14.40  20'  3.3: Conducting interviews: the experience of Norges Bank
                   Bjørn-Erik Orskaug, Senior Economist, Economics Department

14.40-15.15  35'  Discussion

15.15-15.35  20'  Break

15.35-16.15  40'  Summing up: what have we learnt? Outlook: next steps

16.15  End of workshop