

CONFERENCE OF EUROPEAN STATISTICIANS

**Workshop on Statistical Data Dissemination and Communication**  
(Geneva, Switzerland, 28-30 June 2017)

**INFORMATION NOTICE No.1**

**I. PURPOSE OF THE WORKSHOP**

1. The Workshop on Statistical Data Dissemination and Communication will take place at the Palais des Nations, Geneva, Switzerland on 28-30 June 2017. In addition to the traditional presentations, the agenda of the workshop will include target-driven small group discussions, practical demonstrations and short presentations. Delegates will be asked to contribute to the development of internationally-coordinated work in the field of data dissemination and communication.
2. The target audience for the workshop includes senior and middle-level managers responsible for data dissemination and communication, across all statistical domains.

**II. AGENDA OF THE WORKSHOP**

3. The focus of the workshop will be on cutting edge ideas, new trends, experiments and approaches in the areas of data dissemination and communication.
4. The programme of the workshop will consist of the following substantive topics:
  - (i) Strategic communication planning
  - (ii) Measuring success and impact of communication programs (key performance indicators, web and social media analytics, measurement strategies)
  - (iii) Visions in data dissemination (e.g. open data, automated processes, strategies)
  - (iv) Novel uses of social media (new channels, strategies, emerging trends)
  - (v) Publishing and promoting digital content (automated publications, tools)
  - (vi) Presenting data in a simple way / Data visualisations (including geospatial data and maps)
  - (vii) Audience segmentation, personas and tailoring messages
  - (viii) Press and news media: adapting to today's media landscape

**III. PARTICIPATION AND ACCREDITATION**

5. Representatives of all Member States of the United Nations and of interested intergovernmental organizations are welcome to participate in the workshop. Participants representing non-governmental organizations in a consultative status with the United Nations Economic and Social Council may also attend. **All participants must be accredited by the competent authorities of their country or international organization.**
6. All participants attending the seminar are requested to have a valid passport and, if required, a visa. Applications for visas should be made as soon as possible to the Swiss Embassy in the country in which the participant resides, with reference to the UNECE Workshop on Statistical Data Dissemination and Communication. A letter to facilitate obtaining a visa can be requested from the UNECE secretariat.

7. Statistical offices and international organizations should inform the UNECE secretariat **by Friday 24 March 2017** if their organization intends to participate in the workshop.

8. **Participants should register online by Friday 21 April 2017** by following the link <http://ow.ly/pkUd305VVSj>

#### IV. TRAVEL AND ACCOMMODATION

9. Participants and/or their offices are requested to make their own travel arrangements and hotel reservations. The UNECE secretariat regrets not being able to offer any financial assistance regarding travel and accommodation arrangements.

#### V. CALL FOR PAPERS, METHODS OF WORK AND OFFICIAL LANGUAGES

10. Papers and presentations about any of the topics on the agenda are hereby requested. **Please take note of the deadlines and requirements explained below.** The official language of the workshop is English. Contributions can include papers, presentations, demonstrations, posters and videos. Other forms of contribution may be proposed. *Full guidelines for contribution will be given following the acceptance of abstracts.* Please note that due to the nature of the workshop, it may not be possible to allocate time to all proposed contributions.

11. The following **DEADLINES** and requirements apply:

- A short **abstract** of the proposed contribution should be submitted by email to the UNECE secretariat, [heini.salonen@unece.org](mailto:heini.salonen@unece.org) and [taeke.gjaltema@unece.org](mailto:taeke.gjaltema@unece.org) as soon as possible and **by Friday 7 April 2017 at the latest.** Information about the selection of contributions for the workshop, guidelines on formatting, and a reminder of deadlines will be sent to authors by email.
- Any written **papers** must be received **by Friday 2 June 2017 at the latest.**
- Any **presentation** slides, videos or other electronic materials should be sent to the UNECE secretariat **by Friday 16 June 2017 at the latest.**
- Any equipment required for practical demonstrations must be provided by the participants.

12. Papers will be made available on the wiki space for Dissemination and Communication of Statistics before the workshop at the following location: <http://www1.unece.org/stat/platform/x/LOWcBw>. Presentations will also be added to the UNECE web site after the workshop: [http://www.unece.org/index.php?id=44218#/#/](http://www.unece.org/index.php?id=44218#/). Presentations will not be made available to delegates before the meeting, unless requested by the presenters.

13. Participants are encouraged to download the papers from the wiki and, where feasible, to use electronic devices to read papers in order to minimise paper use. Documents posted on the wiki before the workshop will **not** be distributed in the conference room.

#### VI. VENUE

14. The workshop will take place at:  
Palais des Nations  
8-14, Avenue de la Paix  
CH-1211 Geneva 10  
Switzerland

15. A second information notice will be issued and made available on the meeting website in due time, giving details for locating and entering the building, along with additional logistical information.

## **VII. FURTHER INFORMATION**

16. For further information, please contact:

Ms Heini Salonen  
Statistical Division, United Nations Economic Commission for Europe  
Palais des Nations  
1211 Geneva 10  
Switzerland

Tel: +41 22 917 6081  
Fax: +41 22 917 0040  
email: [heini.salonen@unece.org](mailto:heini.salonen@unece.org)

Mr Taeke Gjaltema  
Statistical Division, United Nations Economic Commission for Europe  
Palais des Nations  
1211 Geneva 10  
Switzerland

Tel: +41 22 917 1272  
Fax: +41 22 917 0040  
email: [taeke.gjaltema@unece.org](mailto:taeke.gjaltema@unece.org)