

WORKSHOP ON THE COMMUNICATION OF STATISTICS

27-29 April

Washington D.C., United States of America

DAY 1 – Monday 27 April

09:00	Registration	
09:30	Welcome and opening remarks	
09:45	Presentation of HLG Modernization Committee of Products and Sources	
	Session 1: Social Media Session organizer: Mr Lukasz Augustyniak, Eurostat	
10:00	Breathing life into your social media program: strategy, planning and experimentation Dale Sweetnam (<i>U.S. Energy Information Administration, United States</i>)	WP. 2
10:20	Twitter and other social media for official statistics: why, what and how François Brunet (<i>INSEE, France</i>)	WP. 3
10:40	Census of Agriculture –Social media data dissemination approaches Alex Minchenkov and Krissy Young (<i>United States Department of Agriculture</i>)	WP. 4
11:00	Coffee Break	
11:20	A strategic approach to social media strategy Ulla Agerskov (<i>Statistics Denmark</i>)	WP. 5
11:40	Small group discussions	
12:10	Presentation of discussion RESULTS	
12:30	Lunch Break	
	Session 2: Apps, APIs and Open Data Session organizer: Ellen Dougherty, United States Department of Agriculture	
14:00	Projects of open data for Official Statistics of Japan Toshihiko Akatani (<i>National Statistics Center, Japan</i>)	WP. 6
14:20	Russian official statistics in the open data context: achievements, challenges and future steps (<i>Rosstat, Russian Federation</i>)	WP .7
14:40	The Health Indicators Warehouse: balancing the need for accuracy with ability to create an open data and API accessible platform for United States federal health statistics Robin Pendley, Kate Brett and James M. Craver (<i>NCHS, United States</i>)	WP. 8
15:00	Coffee Break	
15:20	Hack for Sweden Sara Brinkberg (<i>Statistics Sweden</i>)	WP .9
15:40	Relational metadata for statistical data APIs Mark Elbert (<i>U.S. Energy Information Administration, United States</i>)	WP. 10
16:00	Targeted dissemination through reverse geocoding services Koketso Moeng (<i>Statistics South Africa</i>)	WP .11
16:20	Small group discussions	
16:50	Presentation of discussion RESULTS	
17:10	END OF DAY 1	

SOCIAL AGENDA:

Sunday 26 April- 7pm – Ice-breaker drink for the Communication Workshop

Tuesday 28 April - 7pm – Subscription dinner for both groups

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DAY 2 – Tuesday 28 April

Session 3: Digital Publishing of Statistics Session organizer: Terri Mitton, OECD		
09:30	Building a website, a digital publishing capability and a reputation Laura Dewis (<i>Office for National Statistics, United Kingdom</i>)	WP. 12
09:50	Web publishing of statistics: Statistics South Africa website Luxolo Lengs (<i>Statistics South Africa</i>)	WP .13
10:10	Census Explorer lets you map out neighbourhood statistics Michael C. Cook (<i>United States Census Bureau</i>)	WP. 14
10:30	Coffee Break	
10:50	Efficiency and effectiveness: the FAO Statistical Yearbook Amy Heyman, Markus Kainu and Filippo Gheria (<i>FAO</i>)	WP .15
11:10	Bringing OECD data to life Terri Mitton (<i>OECD</i>)	WP .16
11:30	Sweden in figures Sara Brinkberg (<i>Statistics Sweden</i>)	WP .17
11:50	Small group discussions	
12:20	Presentation of discussion RESULTS	
12:40	Lunch Break	
Session 4: Open session Session organizer: Kerstin Hänsel, DESTATIS		
14:10	The end of the Statistical Yearbook and the introduction of new products Martin Bajzelj (<i>Statistical Office of the Republic of Slovenia</i>)	WP .18
14:30	Experiences developing and using a writing style guide in a statistical agency Colleen Blessing (<i>U.S. Energy Information Administration, United States</i>)	WP .19
14:50	Attracting new audiences to statistical dissemination Chris Laevaert (<i>Eurostat</i>)	WP .20
15:10	Coffee Break	
15:30	Improving the customer experience with analytics Alexandra Figueroa (<i>United States Census Bureau</i>)	WP .21
15:50	Small group discussions	
16:20	Presentation of discussion RESULTS	
16:40	Presentation of the crosscutting task team on communication of modernization activities Aeidín Sheppard (<i>Central Statistics Office, Ireland</i>) and Maria-Luz Seoane (<i>UNECE</i>)	
17:00	END OF DAY 2	

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DAY 3 Wednesday 29 April- (Overlapping with Workshop on Data Collection)

09:00	Registration for Workshop on Data Collection	
09:30	Welcome and opening remarks Welcome address: Erica Groshen, Commissioner of United States Bureau of Labor Statistics	
09:50	Key note addresses: From Multiple Modes for Surveys to Multiple Data Sources for Estimates Connie Citro, Director of the United States Committee on National Statistics	
	Workshop on the Communication of Statistics Session 5: Building and Maintaining the Credibility of Official Statistics Session organizer: Michael Levi, United States Bureau of Labor Statistics	
10:30	Federal Statistical Office's reputation and acceptance by selected target groups Heidrun Stirner (<i>DESTATIS, Germany</i>)	WP. 22
10:50	Statistics user survey, experience of Central Bank of the Republic of Turkey Ahmet Tayyar Firat (<i>CBRT, Turkey</i>)	WP. 23
11:10	Coffee Break	
11:30	Maintaining credibility in an increasingly sceptical world Michael Levi, Morgan Earp and Daniell Toth (<i>United States Bureau of Labor Statistics</i>)	WP. 24
11:50	Small group discussions	
12:20	Presentation of discussion RESULTS	
12:40	Presentation of HLG Modernization Committee of Products and Sources	
13:00	Lunch Break	
14:30	Presentation of results of the survey of National Statistical Offices on communication and promotion activities Aeidín Sheppard (<i>Central Statistics Office, Ireland</i>)	
	Workshop on Data Collection Session 1a: Linking Data Collection and Communication Session organizer: Frances Comerford, Central Statistics Office, Ireland	
14:50	Focusing communication efforts to support high response Lise Rivais and France Bilocq (<i>Statistics Canada</i>)	<i>DCWP.1</i>
15:10	An opportunity for a better communication with the respondents François Brunet (<i>INSEE, France</i>)	<i>DCWP.2</i>
15:30	The Business Portal - an integrated system to collect data and communicate Natale Renato Fazio and Giulia Mottura (<i>ISTAT, Italy</i>)	<i>DCWP.3</i>
15:50	Coffee Break	
16:10	American Community Survey messaging and mail package Tasha Boone and Shelley Walker (<i>United States Census Bureau</i>)	<i>DCWP.4</i>
16:30	Small group discussions	
17:00	Presentation of discussion RESULTS	
17:20	Closing remarks on the Communication of Statistics	
17:40	End of workshop on the Communication of Statistics	
17:40	END OF DAY 3	