

WORK SESSION ON THE COMMUNICATION OF STATISTICS

18-20 June
Geneva, Switzerland

DAY 1

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| 9:00 | Registration |
| 9:30 | Opening remarks Lidia Bratanova, Director, UNECE Statistical Division |
| 10:00 | Key note address Georges-Simon Ulrich, Director General, Swiss Federal Statistical Office |
| | Session 1. Statistical Literacy Session organizers: Corien Brouwer and Kerstin Haensel |
| 10:30 | Statistics and schools <i>Beatrix Tomaschek (Austria)</i> |
| 11:00 | Meeting the Information Needs of News Media to Increase Citizens' Understanding of Statistical Findings <i>Gabrielle Beaudoin (Canada)</i> |
| 11:30 | Coffee Break |
| 12:00 | Census at School – Food Preference Survey <i>Suzanne King (U.S. Department of Agriculture)</i> |
| 12:30 | Statistics in Schools: Using Real Life Data to Increase Statistical Literacy Among Students <i>Kendall Johnson (U.S. Census Bureau)</i> |
| 13:00 | Lunch Break |
| 14:30 | Statistical literacy <i>Raul Cisneros (U.S. Census Bureau)</i> |
| | Session 1. Statistical Literacy (cont.) |
| 15:00 | How to reach the young <i>Chantal Melser (Netherlands)</i> |
| 15:30 | School corner – statistics and statistical data can be comprehensible to everyone <i>Līga Reinfeldē (Latvia)</i> |
| | Session 2: Communication with respondents and evaluation of communication campaigns Session organizers: Frances Comerford and Ellen Dougherty |
| 16:00 | Communicating the NSO value proposition – ensuring that official statistics is a well recognized brand <i>Corien Brouwer (Netherlands)</i> |
| 16:30 | The reason of success or attempt of analysis <i>Elena Dunaeva and Ekaterina Nikulina (Russian Federation)</i> |
| 17:00 | Small group discussions on sessions 1 and 2 |
| 17:30 | Feedback from group discussions |
| 18:00 | END OF DAY 1 |

DAY 2

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| | Session 3: Quick wins on low and zero budget Session organizer: Lukasz Augustyniak |
| 9:30 | Gathering user insight, building relationships and sharing good practice <i>Jamie Jenkins & Tegwen Green (Office for National Statistics, UK)</i> |
| 10:00 | Another “quick win” or what we did next <i>Timothy Allen (Eurostat)</i> |
| 10:30 | Statistical Pills <i>Maria-Jesús Vinuesa Angulo (Spain)</i> |
| 11:00 | Coffee Break |
| 11:15 | Increasing Twitter click-throughs with images <i>Michael Levi (U.S. Bureau of Labor Statistics)</i> |
| | Session 4: Good practices in electronic publications Session organizers: Michael Levi and Terri Mitton |
| 11:45 | Electronic Publications: Developments in the Swiss Federal Statistical Office <i>Armin Grossenbacher (Switzerland)</i> |
| 12:15 | Lunch Break |
| 13:30 | United Nations World Statistics Pocketbook <i>Heather Page (United Nations Statistics Division)</i> |
| 14:00 | Statistics Explained: 5 years after opening, where are we? <i>Fabienne Montaigne (Eurostat)</i> |
| 14:30 | Moving to interactive electronic publications: challenges and opportunities <i>Vadim Isakov (United Nations Economic Commission for Europe)</i> |
| 15:00 | Coffee Break |
| 15:15 | Best practices of the State Statistical Committee Republic of Azerbaijan in the field of preparation of electronic publication <i>Azar Ahmadov (Azerbaijan)</i> |
| 15:45 | Statistics – simple talk about complex matters or visualization as a tool of official statistics popularization <i>Elena Dunaeva and Ekaterina Nikulina (Russian Federation)</i> |
| 16:15 | Small group discussions on sessions 2 and 3 |
| 17:15 | Feedback from group discussions |
| 17:45 | END OF DAY 2 |
| 19:00 | Dinner at the UN Beach Club |

DAY 3

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| | Producing electronic publications. Practical tools. |
| 9:30 | Jamie Jenkins (United Kingdom) |
| 10:00 | Vadim Isakov (United Nations Economic Commission for Europe) |
| 10:30 | Dominic Thomas (Switzerland) |
| 11:00 | Michael Levi (United States of America) |
| 11:30 | Adoption of the final report of the meeting |
| 11:45 | Closing remarks |
| 12:00 | End of work session |