

WORKSHOP ON STATISTICAL DATA DISSEMINATION AND COMMUNICATION

28-30 June 2017, Palais des Nations, Salle XI

WP.1

27 June 2017

DAY 1 – Wednesday 28 June

09:00	Registration for the Workshop	
09:30	Welcome and Opening	
09:40	Presentation by the Dissemination and Communication Steering Group Michael Levi (<i>US Bureau of Labor Statistics, Disscomm Steering Group</i>)	
	Session 1: Strategic communication planning Session Organizers: Ulla Agerskov and Gabrielle Beaudoin	
10:00	Telling Canada's story in numbers Kenza Bouchaara (<i>Statistics Canada</i>)	WP. 1-1
10:20	Preparing a statistics communication strategy Per Nymand-Andersen (<i>European Central Bank</i>)	WP. 1-2
10:40	Coffee Break	
11:00	CRM at Statistics Finland – platform for stakeholder data and relationship management Susanne Hellman-Ketola (<i>Statistics Finland</i>)	WP. 1-3
11:20	Pilot dissemination of experimental statistics: strategic communication issues Christine Kormann (<i>Eurostat</i>)	WP. 1-4
11:40	Making sense of central bank data – The Banco de Portugal's experience in communicating statistics Luís de Carvalho Campos (<i>Bank of Portugal</i>)	WP. 1-5
12:00	Small group discussions	
12:30	Lunch Break	
	Session 2: Data visualisations Session organizer: Gabrielle Beaudoin	
14:00	Shedding light on people's perceptions of income inequality in an innovative way Martine Zaida (<i>OECD</i>)	WP.2-1
14:20	Sharing: a solution to digital challenges Louise Corselli-Nordblad and Chris Laevaert (<i>Eurostat</i>)	WP.2-2
14:40	Visualizations – an integrated part of the digital communication strategy Per Nymand-Andersen (<i>European Central Bank</i>)	WP.2-3
15:00	Coffee Break	
15:20	GIS – new possibilities for enhancing the usability of statistics Gita Burokaitė (<i>Statistics Lithuania</i>)	WP.2-4
15:40	NordMap – web-mapping tool for the Nordic Region Shinan Wang and Pipsa Salolammi (<i>Nordregio</i>)	WP.2-5
16:00	Small group discussions	
16:45	Closing Day 1	

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DAY 2 – Thursday 29 June

09:30	Opening day 2 and recap day 1	
	Session 3: Measuring success and impact of communication programs Session Organizer: Michael Levi	
09:40	Web Search Statistics: Identifying and Satisfying User Needs Kathrin Kohlert (<i>Destatis, Germany</i>)	WP.3-1
10:00	Measuring success of Eurostat social media activities Baiba Grandovska (<i>Eurostat</i>)	WP.3-2
10:20	Measurement of communication at Statistics Finland Mervi Ukkonen (<i>Statistics Finland</i>)	WP.3-3
10:40	Coffee Break	
11:00	Measuring success in social media and communication activities for non-expert users Teresia Dunér (<i>Statistics Sweden</i>)	WP.3-4
11:20	Evaluation of Society's Interest in the Official Statistics and Calculation of the Society's Interest Index Laima Grižaitė (<i>Statistics Lithuania</i>)	WP.3-5
11:40	Small group discussions	
12:10	Lunch Break (Group Photo)	
13:40	Would you like to take part in the European Statistics Olympics!? Maria J. Vinuesa (<i>National Statistical Institute of Spain</i>)	WP.E
	Session 4: New ways with new(s) media Session Organisers: Lukasz Augustyniak and Kerstin Hänsel	
14:00	Making greater impact with an earlier release time Kathrine Remers Hanssen (<i>Statistics Norway</i>)	WP.4-1
14:20	Reaching new audiences - The ESS experience on Facebook Maja Islam (<i>Eurostat</i>)	WP.4-2
14:40	Innovation in the use of social media by national statistical offices Vienie Botha (<i>Statistics South Africa</i>)	WP.4-3
15:00	Coffee Break	
15:20	Israel Statistics in the New Media world Osnat Sharabi (<i>Central Bureau of Statistics, Israel</i>)	WP.4-4
15:40	Media coverage analysis as a tool to measure PR performance Sanda Rieksta (<i>Central Statistical Bureau of Latvia</i>)	WP.4-5
16:00	What the media asked for... Tim Allen (<i>Eurostat</i>)	WP.4-6
16:20	Small group discussions	
17:00	Closing Day 2	

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DAY 3 – Friday 30 June

09:00	Opening day 3 and recap day 2	
	Session 5: Visions in data dissemination Session organizer: Terri Mitton	
09:10	Imagining next-generation statistical news releases Michael Levi (<i>US Bureau of Labor Statistics</i>)	WP.5-1
09:30	Integrating Data Collections with Open Data Resources: a communication-centred approach Thomas Bourke (<i>European University Institute</i>)	WP.5-2
09:50	Making data transparent and accessible Nana Aslamazishvili (<i>National Bank of Georgia</i>)	WP.5-3
10:10	Disseminating Government Data Effectively in the Age of Open Data Mirvat Sewadeh (<i>United States Department of Agriculture</i>)	WP.5-4
10:30	Coffee Break	
10:50	Improving User Experience through Simplicity Marie-Claire Sodergren and Weichen Lei (<i>International Labour Organization</i>)	WP.5-5
11:10	Modernisation of digital asset architecture for online dissemination Nicolas P. Ruetschi and Rolf M. Duffner (<i>Swiss Statistical Office</i>)	WP.5-6
11:30	Small group discussions	
12:00	Summary of group discussions and voting round	
12:20	Closing of Workshop	

SOCIAL AGENDA:

Tuesday 27 June - 6pm – Ice-breaker

Wednesday 28 June - 7pm – Subscription dinner