

## **WORKSHOP ON STATISTICAL DATA DISSEMINATION AND COMMUNICATION**

28-30 June 2017, Geneva, Switzerland

9 March 2017

### **Tentative agenda**

1. On Tuesday 27 June in the evening, the Steering Committee of the Workshop will organize ice-breaker drinks for the participants. Time and location to be confirmed.
2. The Workshop will begin on Wednesday 28 June at 09:00 CET.
3. The agenda of the Workshop will consist of the following items:
  - Strategic communication planning
  - Measuring success and impact of communication programs (key performance indicators, web and social media analytics, measurement strategies)
  - Visions in data dissemination (e.g. open data, automated processes, strategies)
  - Novel uses of social media (new channels, strategies, emerging trends)
  - Publishing and promoting digital content (automated publications, tools)
  - Presenting data in a simple way / Data visualisations (including geospatial data and maps)
  - Audience segmentation, personas and tailoring messages
  - Press and news media: adapting to today's media landscape
4. The Workshop will end on Friday 30 June at 12:30 CET.