

## **Workshop on Statistical Data Dissemination and Communication**

25-27 June 2018, Cork, Ireland

7 December 2017

### **Information Notice No. 1**

#### ***I. PURPOSE AND TARGET AUDIENCE OF THE WORKSHOP***

1. The 2018 Workshop on Statistical Data Dissemination and Communication will be held at CSO Ireland, Cork, Ireland. It will take place on 25-27 June 2018, starting at 09:00 am on Monday, and ending by 01:00 pm on Wednesday.
2. The focus of the workshop will be on cutting edge ideas, new trends, experiments, and approaches in the areas of statistical data dissemination and communication. In addition to the traditional presentations, the agenda of the workshop will include target-driven small group discussions, a practical exercise, and a panel discussion. Delegates will be asked to contribute to the development of internationally-coordinated work in the field of data dissemination and communication.
3. The target audience of the workshop includes senior and middle-level managers responsible for data dissemination and communication, across all statistical domains.

#### ***II. AGENDA OF THE WORKSHOP***

4. The programme of the workshop will consist of the following substantive topics:

##### **(i) Communications environment**

Official statistics are operating in a competitive and challenging environment. Defining the role and position of National Statistics Offices (NSOs) in the post truth environment and developing a robust social media profile are essential to maintaining the relevance of official statistics. This session will seek to answer the following questions:

- 1) How do NSOs maintain the trust of respondents and users?
- 2) What is the role of a statistical office in the world of "alternative facts" and how to respond to the misuse of official statistics?
- 3) How to develop suitable messaging campaigns that convey the message adequately, fulfil a useful purpose and yet do not over simplify or dumb down the information?
- 4) How to develop new ways of communicating statistical outputs centred on compelling and engaging content, headlines, and posts?

##### **(ii) Strategic communications**

The practice of communications is a relatively new field for many NSOs. With limited resources and in an increasingly competitive environment, however, communications can no longer be viewed as a 'nice to have' but as a 'must have'. NSOs must build internal expertise in the field of communications. This session will look at how to develop strategic communications and will focus on the following questions:

- 1) How do we create sustainable communications systems, processes, and skills that will ensure a consistently high quality of communications between the NSO and its stakeholders?
- 2) What new skills are required among staff across NSOs? How do we build a network of professional communications experts working within the official statistics domain?
- 3) What do we know about the public perception of our organization? What level of trust is bestowed upon our products? What is the perceived value-added of our NSO? What could be improved?
- 4) What are our key performance indicators related to access (who access, their satisfaction levels, etc.)?
- 5) How are we measuring and evaluating the effectiveness of communications strategies against defined goals and objectives?

### **(iii) Broadening the target audience**

Modern communications facilitate communication amongst peers (both ‘one to one’ and ‘many to many’). This has particular relevance for the world of official statistics where communication and dissemination have traditionally focused on the expert user. There is now a growing onus on NSOs to communicate with citizens and improve statistical literacy across all audience cohorts. This session will look at:

- 1) What statistical outputs are of interest to citizens?
- 2) How do we communicate in a style that reaches relevant target audiences?
- 3) What platforms are best to communicate to an audience that prefers sound bites and simpler, faster communications?
- 4) The importance of ‘statistical storytelling’ or ‘narrative’.

### **(iv) Issue management**

Effective communication strategies need to include a well-prepared and active response plan for crises, where “crisis” can be defined as a significant event that prompts substantial, often sustained, news coverage and public scrutiny and has the potential to damage the organization’s reputation and image. A crisis could be precipitated by an emergency or a controversy. Issues of interest in this session include:

- 1) What events need to be considered? What are the similarities and differences in how an NSO might respond? Can one plan cover all these scenarios?
- 2) Crisis communications roles and responsibilities from planning and approval to taking action as a crisis unfolds and post-event follow-up. Who needs to be involved and what authority do they need to have?
- 3) Plan development and assessment. How does an NSO develop, test, evaluate, and refresh their plan?

5. In addition to the four sessions, the workshop will include a panel discussion, which will focus on communication strategies developed and followed by international statistical organisations.

### III. PARTICIPATION AND ACCREDITATION

6. Representatives of all Member States of the United Nations and of interested intergovernmental organizations are welcome to 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.**

7. All participants attending the workshop are requested to have a valid passport and, if required, a visa. Applications for visas should be made as soon as possible to the Embassy of Ireland in the country in which the participant resides, with a reference to the 2018 Workshop on Statistical Data Dissemination and Communication. A letter to facilitate obtaining a visa can be requested from the UNECE secretariat.

8. Statistical offices and international organizations should inform the UNECE secretariat by **Friday 16 March 2018** if their organization intends to participate in the workshop.

9. **Participants should register online by 20 April 2018 by following the link:**  
<http://ow.ly/F6nc30gZTPB>

### 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 four session 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.

10. The following **deadlines** and requirements apply:

- (i) 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) with cc to [therese.lalor@unece.org](mailto:therese.lalor@unece.org)) as soon as possible and by **Friday 6 April** 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.
- (ii) Any written papers must be received by **Friday 25 May** at the latest.
- (iii) Any presentation slides, videos or other electronic materials should be sent to the UNECE secretariat by **Friday 8 June** at the latest.
- (iv) Any equipment required for practical demonstrations must be provided by the participant.

11. Papers will be made available on the wiki space for Dissemination and Communication of Statistics before the workshop at the following location: <https://statswiki.unece.org/x/RQGSCQ>. Presentations will also be added to the UNECE web site after the workshop: <http://www.unece.org/index.php?id=47582>.

Presentations will not be made available to delegates before the meeting, unless requested by the presenters.

12. 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.

#### **IV. VENUE**

13. The workshop will take place at:

Clayton Hotel Cork City  
Lapps Quay  
Cork, Ireland  
T12 RD6E

[www.claytonhotelcorkcity.com](http://www.claytonhotelcorkcity.com)

14. 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.

#### **V. FURTHER INFORMATION**

15. For further information, please contact:

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