

## Workshop on Statistical Data Dissemination and Communication

25-27 June 2018, Cork, Ireland

WP.1  
18 June 2018

### DAY 1 – Monday 25 June

09:00	Registration for the Workshop	
09:30	<b>Welcome and Opening</b> Remarks from Pádraig Dalton, Director General of CSO Ireland and UNECE	
	<b>Session 1: Communications Environment</b> Session Organizer: Terri Mitton (OECD)	
10:00	<b>Key takeaways from the OECD conference on “Providing facts where opinions are formed: the role of official statistics in an evolving communication society”</b> Martine Zaida ( <i>OECD</i> )	WP. 1-1
10:20	<b>Testing a new approach to reach millennials</b> Lila Turenne ( <i>Statistics Canada</i> )	WP. 1-2
10:40	<b>How can we ensure that good quality statistics will crowd out low quality data?</b> Per Nymand ( <i>European Central Bank</i> )	WP. 1-3
11:00	Coffee Break	
11:20	<b>Role of statistics in the world of alternative facts – lessons to learn and main future steps – Statistics Finland case</b> Hannele Orjala ( <i>Statistics Finland</i> )	WP. 1-4
11:40	<b>The impact of the public environment on survey participation – A case study from the 2016 Census</b> Gabrielle Beaudoin ( <i>Statistics Canada</i> )	WP. 1-5
12:00	Small group discussions	
<b>12:30</b>	<b>Lunch Break</b>	
14:00	<b>Keynote speech: Trustworthy communication of numbers and evidence</b> David Spiegelhalter ( <i>Winton Centre for Risk and Evidence Communication</i> )	
	<b>Session 2: Strategic Communications</b> Session organizers: Kerstin Hänsel (Destatis, Germany) and Lukasz Augustyniak (Eurostat)	
15:00	<b>Towards a new communication strategy for Statistics Belgium</b> Wendy Schelfaut ( <i>Statistics Belgium</i> )	WP. 2-1
15:20	<b>Strategic development of communication at Statistics Finland</b> Mervi Ukkonen ( <i>Statistics Finland</i> )	WP. 2-2
15:40	<b>Understanding our impact</b> Martin Nicholls ( <i>ONS, United Kingdom</i> )	WP. 2-3
16:00	Coffee Break	
16:20	<b>How do we reach the general public without losing our credibility?</b> Martin Bajzelj ( <i>Statistical Office of Slovenia</i> )	WP. 2-4
16:40	<b>The way Mexican society perceives INEGI</b> Silvia Marroquin ( <i>INEGI, Mexico</i> )	WP. 2-5
17:00	Small group discussions	
<b>17:30</b>	<b>Closing Day 1</b>	

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### DAY 2 – Tuesday 26 June

09:00	<b>Opening day 2 and recap day 1</b>	
	<b>Session 2: Strategic Communications cont'd</b> Session organizers: Kerstin Hänsel (Destatis, Germany) and Lukasz Augustyniak (Eurostat)	
09:10	<b>Branding of official statistics in the European Statistical System: what do the users tell us?</b> Christine Kormann, Baiba Grandovska ( <i>Eurostat</i> )	WP. 2-6
09:30	<b>A brand for the Central Statistics Office; Developing the visual identity and the strategic importance of developing brand awareness across key audiences</b> Aeidin Sheppard ( <i>CSO Ireland</i> )	WP. 2-7
09:50	<b>Strategic internal communication</b> Fiona Herdman-Smith ( <i>Eurostat</i> )	WP. 2-8
10:10	Coffee Break	
10:30	<b>Internal Communication as a strategic tool</b> Cristiana Conti ( <i>ISTAT, Italy</i> )	WP. 2-9
10:50	<b>Issue management and crisis communications</b> Michael Levi ( <i>Bureau of Labor Statistics, USA</i> )	WP. 2-10
11:10	<b>We tried hard, we got little. Things that didn't work, but won't stop us from trying</b> Mikel Bilbao ( <i>EUSTAT – Basque Statistics Office, Spain</i> )	WP. 2-11
11:30	Small group discussions	
<b>12:00</b>	<b>Lunch Break</b>	
13:30	<b>ShowMeData – first hackathon in Statistics Poland</b> Łukasz Nowak ( <i>Statistics Poland</i> )	
13:50	<b>European Statistics Competition video presentation</b> Christine Kormann ( <i>Eurostat</i> )	
	<b>Special event:</b> Session Organizers: The Disscomm Steering Committee	
14:10	<b>Introduction</b>	
14:30	<b>Team work</b>	
16:00	Coffee Break	
16:20	<b>Reporting back and vote for winner</b>	
16:50	<b>Announce winner</b>	
<b>17:00</b>	<b>Closing Day 2</b>	

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## DAY 3 – Wednesday 27 June

09:00	<b>Opening day 3 and recap day 2</b>	
	<b>Session 3: Broadening the Target Audience</b> Session organizer: Gabrielle Beaudoin (Statistics Canada)	
09:10	<b>Personas: Their purpose, creation, and use</b> Michael Levi ( <i>Bureau of Labor Statistics, USA</i> )	WP. 3-1
09:30	<b>Official statistics and social media: a challenge for NSIs to better communicate with all audience cohorts: Istat case history</b> Giulia Peci, Anna Tononi and Michela Troia ( <i>ISTAT, Italy</i> )	WP. 3-2
09:50	<b>Engaging with users to improve the dissemination of European statistics</b> Julia Urhausen ( <i>Eurostat</i> )	WP. 3-3
10:10	Coffee Break	
10:30	<b>Realities and Visions of Statistics Dissemination. Numbers for EMOJI Generation</b> Raimonda Keburė ( <i>Statistics Lithuania</i> )	WP. 3-4
10:50	<b>The development of Citizen Focused Products in the Central Statistics Office, Ireland</b> Ken Kennedy ( <i>CSO Ireland</i> )	WP. 3-5
11:10	<b>Dissemination and Communication in the Digital Age: The Israeli Case - 70 Years of Official Statistics</b> Eran Ropalidis ( <i>Central Bureau of Statistics, Israel</i> )	WP. 3-6
11:30	Small group discussions	
12:00	Summary of group discussions and voting round	
12:30	<b>Closing of Workshop</b>	

## SOCIAL AGENDA:

Sunday 24 June at 8pm - Ice-breaker drinks at the Old Town Whiskey Bar at the Bodega

Monday 25 June at 8pm - Cork city walking tour

Tuesday 26 June at 7pm - Subscription dinner at Isaac's