
Information Notice No.1

I. DATE AND LOCATION

1. The 2021 UNECE Expert Meeting on Dissemination and Communication of Statistics will be hosted by Statistics Portugal. It will take place in Lisbon on 13-15 October 2021, starting at 09:00 am on Wednesday, and ending by 01:00 pm on Friday.

Due to the ongoing COVID-19 pandemic it is uncertain if the expert meeting can be organized in-person in Portugal. By the end of August, a final decision will be made taking into account the overall situation in the UNECE region. In case an in-person event is not possible, it will be changed into an online (only) meeting in the same week.

II. PURPOSE AND TARGET AUDIENCE

2. The focus of the meeting 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 meeting will include target-driven small group discussions and interactive activities. Delegates will be asked to contribute to the development of internationally-coordinated work in the field of data dissemination and communication. The COVID-19 pandemic has led to an unprecedented acceleration of change and new products. The need for reliable up-to-date statistics relevant for making decisions have become even more apparent due to the pandemic. To face these challenges, share experiences, seize the opportunities and discuss how we can build a legacy of permanent improvement in how we disseminate and communicate our statistics, UNECE is organizing the Expert Meeting on Dissemination and Communication of Statistics.
3. The target audience of the expert meeting includes senior and middle-level managers responsible for data dissemination and communication, across all statistical domains.

III. AGENDA

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

- (i) **Reaching potential audiences: broadening audiences**

Statistical organizations are operating in a competitive and evolving communications environment. Time, attention, and relevance have become scarce resources, making it vital that we strengthen our ability to communicate effectively with diverse and expanding audiences. A statistical organization needs a practical plan for how to find and reach broader audiences. To do this successfully, we must better understand who the audiences are, what kinds of information they are seeking, and how they prefer to receive that information.

This session will focus on strategies and experiences in promoting statistical organizations' work to reach diverse and non-traditional audiences. We are particularly interested in case studies focused on lessons learned in this area.

Potential topics may include:

- Carrying out audience research and segmentation
- Strengthening brand and presence online
- Tailoring products and messages effectively

- Increasing engagement and dialogue with audiences
- Partnerships and alliances with outside organizations that reach or represent non-traditional audiences
- Marketing and advertising strategies for diverse audiences

(ii) **Employee engagement and involvement**

An inspired and motivated workforce may be the decisive element that enables a statistical organization to achieve its mission. According to Gallup: "Compared with disengaged teams, engaged teams show 24% to 59% less turnover, 10% higher customer ratings, 21% greater profitability, 17% higher productivity, ..., 70% fewer safety incidents and 41% less absenteeism." To achieve such outcomes, effective internal communication is critical. Even the most compelling vision for the development and growth of a statistical organization cannot inspire or motivate employees unless it is shared with every staff member in a form that resonates with them both individually and collectively.

Statistical organizations' data users and respondents will be better served and will place higher value on our products and services, if their contact is with well-informed and motivated staff. Thus it makes sense for statistical organizations to train and use our staff as communications-savvy ambassadors.

This session will focus on strategies and experiences in engaging our employees and encouraging these engaged employees to promote the work of our organizations.

Potential topics may include:

- Developing mission, vision, and values statements that are meaningful to staff
- Building a credible employee engagement program
- Recovering from management-staff dysfunction
- Promoting top-down, bottom-up, and peer-to-peer interaction within our organizations
- Training all staff in basic communications skills
- Empowering employees to be ambassadors
- Maintaining Employees engaged and involved working from home

(iii) **Communication on the fast track**

Society is currently going through fundamental changes, that have become crucial for official institutions. Digitalisation and communication -multiplied through social media are forces transforming the ways of data dissemination and institutional presentation. Communication strategies can help to navigate through the wind of change, but still new thoughts, skills, and working processes are needed to keep up with these changes.

The session covers topics such as:

- Communication and social media strategies
- Experience in dealing with an increasing number of communication channels
- Transformation from print to digital forms of publication
- Further development of employees to digital communicators
- Agility and hierarchical cooperation
- How to get Statisticians in line with new communication channels

(iv) **Measuring the effectiveness of communications**

In the private sector, communications strategies have at least one obvious evaluation criterion: Is the increase in revenue that can be attributed to communications activities greater than the cost of those activities? In the public sector statistical community, however, we have no comparable single measure of value. How do we define success in our world? What do we mean by effectiveness? How do we identify objective metrics and reproducible measurements to evaluate our return on investment?

This session is an opportunity to share and reflect on organizational strategies and experiences on the theme of evaluating communications. We are particularly interested in case studies focused on lessons learned in this area.

Potential topics may include:

- Case studies of communications strategies that proved their worth – or, of particular interest, that were abandoned due to demonstrable poor performance
- Defining success criteria for communications initiatives and refining the metrics over time
- Using measurement results to make the business case for an agency project or investment
- Useful tools to track customer interest, usage, and redistribution rates
- How these metrics have affected your current communication strategy (for example creation or deletion of channels, (re)targeting of audiences, insights extracted from analytics)
- Dashboards and main metrics used within your organization to evaluate success of digital communication (this can include strategies for paid media, social media analytics, digital analytics)

5. In addition to the sessions based on the submitted contributions, the event will include small group discussions on lessons learned and to identify topics for future work as well as a participatory interactive exercise on how failures can be turned into problem solving and learning experiences.

6. The Steering Committee of the meeting will make the final decision in regards to the acceptance of proposals for contributions. The Steering Committee consists of the following members:

- Kerstin Haensel, DESTATIS, Germany
- Aeidin Sheppard and Elaine O'Mahoney, Central Statistics Office, Ireland
- Lígia Nunes and Luís Campos, Bank of Portugal
- Ana Margarida Rosa, Statistics Portugal
- Emily Liddel, U.S. Bureau of Labor Statistics
- Ellen Dougherty, U.S. Department of Agriculture
- Lukasz Augustyniak and Colin Stewart, Eurostat
- Terri Mitton, OECD

IV. PARTICIPATION AND ACCREDITATION

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

8. All participants attending the expert meeting 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 Portugal in the country in which the participant resides, with a reference to the 2021 Expert Meeting on Dissemination and Communication of Statistics. A letter to facilitate obtaining a visa can be requested from the International Cooperation Department of Statistics Portugal: rec@ine.pt

9. Participants should register online by 10 September 2021 by following the link: <https://forms.office.com/r/GyEQ9zmJ8Z>.

V. TRAVEL AND ACCOMMODATION

10. 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.

VI. CALL FOR PAPERS, METHODS OF WORK AND OFFICIAL LANGUAGES

11. Participants are strongly encouraged to consider submitting an abstract that summarises the content of their proposed contribution. These should be covering one or more of the topics of the expert meeting programme. All contributions should be submitted in English only. Information about the selection of contributions for the expert meeting, guidelines on formatting, and a reminder of deadlines will be sent to

authors by email. Please note that due to the nature of the expert meeting, it may not be possible to allocate time to all proposed contributions.

12. The following **deadlines** and requirements apply:
- (i) A short abstract of the proposed contribution should be submitted through the meeting registration form (see further below) or by email to the UNECE secretariat, , taeke.gjaltema@un.org and tetyana.kolomiyets@un.org as soon as possible and by **Wednesday 30 June 2021** at the latest.
 - (ii) Any written papers must be received by **Wednesday 15 September 2021** at the latest.
 - (iii) Any presentation slides, videos or other electronic materials should be sent to the UNECE secretariat by **Wednesday 15 September** at the latest.
 - (iv) Any equipment required for practical demonstrations must be provided by the participant.

13. Papers will be made available on the wiki space for Dissemination and Communication of Statistics before the meeting at the following location: <https://statswiki.unece.org/x/EgHUE>. 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. Presentations will also be added to the UNECE website after the expert meeting. Presentations will not be made available to delegates before the meeting, unless provided by the presenters themselves.

VII. VENUE

14. The expert meeting will take place in Lisbon, Portugal. A second information notice with practical information will be shared with registered participants and on the meeting website in due time.

VIII. FURTHER INFORMATION

15. For further information you may contact the following organisers:

Secretariat United Nations Economic Commission for Europe:

Taeke Gjaltema, tel: +41 22 917 1272, email: taeke.gjaltema@un.org

Tetyana Kolomiyets, tel: +41 22 917 4150, email: tetyana.kolomiyets@un.org

Host Statistics Portugal:

Margarida Rosa, tel.: + 351 218 426 228, email: margarida.rosa@ine.pt

DEADLINES

30 June 2021	Abstract or proposal for intended contribution
15 September 2021	Registration
15 September 2021	Paper or detailed abstract if no paper is provided
15 September 2021	Presentation or other material to be presented (draft)
1 October 2021	Final versions of presentations
13-15 October 2021	Expert Meeting