

# 2019 Workshop on the Dissemination and Communication of Statistics: Documents

2019 Workshop on the Dissemination and Communication of Statistics Documents Outcome Photos Steering Committee

Document.....	Date
<a href="#">Information Notice 1</a>	08.03. 2019
<a href="#">Information Notice 2</a>	31.05. 2019
<a href="#">Timetable</a>	16.04. 2019
<a href="#">Meeting report</a>	28.06. 2019
<a href="#">Evaluation report (draft)</a>	18.07. 2019



## Keynote and other presentations

Organizers:

<b>Welcome and Opening.</b> Taeke Gjaltema (UNECE) Dominik Rozkrut: President of Statistics Poland Gabrielle Beaudoin (Statistics Canada): Chair of the Workshop	Presentation
<b>KEYNOTE SPEECH: Innovative approach to communication. Adam Ryszewski (White Fox Company, Poland)</b>	Presentation

## Session 1: Internal Communication and Positioning of the Communication Department

Session Organizer: Lukasz Augustyniak (Eurostat)

1	<b>Internal communication and positioning of the communication department.</b> Suad Mubarak Al Absusalam and Suah Al Ruqaishi (GCCStat, Oman)	WP 1.1 abs.	Presentation
2	<b>Generating engagement by encouraging internal communications.</b> Rodrigo Nuñez (INEGI, Mexico)	WP 1.2 paper	Presentation
3	<b>Development of a Statistical CRM.</b> Jose Jabier Zurikarai (EUSTAT, Spain)	WP 1.3 paper	Presentation
4	<b>Strategic Communication Framework Phase 2.</b> Connie Graziadei (UNECE)	WP 1.4 abs.	Presentation
5	<b>Combining internal and external communications.</b> Lukasz Augustyniak (Eurostat)	WP 1.5 abs.	Presentation

## Session 2: Issue management and Participatory Activity

Session Organizer: Michael Levi (Bureau of Labor Statistics, USA)

1	<b>New Dwelling Completions - Communication Strategy.</b> Aidin Sheppard (Central Statistical Office, Ireland)	WP 2.1 abs.	Presentation
2	<b>Learning from the 2016 Australian Census and ensuring effective issues management during ABS' most challenging sensitive and divisive data collection.</b> Nick Stathis and <a href="#">Samantha Palmer</a> (Australian Bureau of Statistics)	WP 2.2 paper	Presentation
3	<b>Communication in times of Crisis Management.</b> Eran Ropalidis (Israel CBS)	WP 2.3 abs.	Presentation

## Session 3: Branding

Session Organizer: Kerstin Hänsel (Destatis, Germany)

2	<b>Eurostat's branding study: main conclusions and way forward.</b> Sybille Luhmann and <a href="#">Tim Allen</a> (Eurostat)	WP 3.1 abs.	Presentation
3	<b>The Way Forward: Re-establishing a Public Relationship.</b> Michael Jacino and <a href="#">Christine Léger</a> (Statistics Canada)	WP 3.2 abs.	Presentation with video
4	<b>Rebranding of public statistics - Statistics Poland case.</b> Karolina Dawdziuk (Statistics Poland)	WP 3.3 abs.	Presentation with video
5	<b>Developing, delivering, and evaluating key messages: A case study from the U.S. Bureau of Labor Statistics.</b> <a href="#">Michael Levi</a> and Megan Kindelan (U.S. Bureau of Labor Statistics)	WP 3.4 paper	Presentation

## Session 4: Tailored Communication Strategies and Frameworks

Session Organizers: Ellen Dougherty (Department of Agriculture, USA) and Terri Mitton (OECD)

1	<b>Strategic Communication Framework.</b> Elaine O'Mahoney (Central Statistical Office, Ireland)	WP 4.1 abs.   framework	Presentation
2	<b>Disseminating Statistical Data by Short Quantified Sentences of Natural Language.</b> Miroslav Hudec (University of Economics in Bratislava, Slovakia)	WP 4.2 paper	Presentation
3	<b>Localized Dissemination System.</b> <i>Serhat Atakul</i> (Turkish Statistical Institute)	WP 4.3 abs.	Presentation
4	<b>Censuses communication campaign. Communicate the new permanent population census. The Istat experience.</b> Micaela Paciello (Istat, Italy)	WP 4.4 paper	Presentation
5	<b>Digging deeper into web analytics. Getting google to work for statistics offices.</b> Mikel Bilbao (EUSTAT, Spain)	WP 4.5 paper	Live demonstration
6	<b>Guide to Talking About NASS.</b> Sue King (US Department of Agriculture)	WP 4.6 paper	Presentation

## Session 5: Tailoring Communication to a Specific Audience

Session Organizers: Aidin Sheppard (CSO, Ireland) and Elaine O'Mahoney (CSO, Ireland)

1	<b>Statistical literacy as a tool to attract audience starting from school: different audiences and different messages.</b> Patrizia Collesi and Roberta Roncati (Istat, Italy)	WP 5.1 paper	Presentation
2	<b>How to make statistics more appealing to entrepreneurs? – The Banco de Portugal communication experience.</b> Luís Campos and Lígia Nunes (Central Bank Portugal)	WP 5.2 abs.	Presentation
3	<b>Data journalists: what do they expect from statistical offices.</b> Baiba Grandovska (Eurostat)	WP 5.3 abs.	Presentation
4	<b>Statistical literacy for beginners: Tailoring statistical information to children.</b> Wendy Schelfaut (StatBel, Belgium)	WP 5.4 paper	Presentation

[Link to Workshop's page on the UNECE website](#)

