

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
Information Notice 1	08.03. 2019
Information Notice 2	31.05. 2019
Timetable	16.04. 2019
Meeting report	28.06. 2019
Evaluation report (draft)	18.07. 2019



Keynote and other presentations

Organizers:

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

Session 1: Internal Communication and Positioning of the Communication Department

Session Organizer: Lukasz Augustyniak (Eurostat)

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

Session 2: Issue management and Participatory Activity

Participatory exercise

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

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

Session 3: Branding

Session Organizer: Kerstin Hänsel (Destatis, Germany)

2	Eurostat's branding study: main conclusions and way forward. Sybille Luhmann and Tim Allen (Eurostat)	WP 3.1 abs.	Presentation
3	The Way Forward: Re-establishing a Public Relationship. Michael Jacino and Christine Léger (Statistics Canada)	WP 3.2 abs.	Presentation with video
4	Rebranding of public statistics - Statistics Poland case. Karolina Dawdziuk (Statistics Poland)	WP 3.3 abs.	Presentation with video
5	Developing, delivering, and evaluating key messages: A case study from the U.S. Bureau of Labor Statistics. Michael Levi 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	Strategic Communication Framework. Elaine O'Mahoney (Central Statistical Office, Ireland)	WP 4.1 abs. framework	Presentation
2	Disseminating Statistical Data by Short Quantified Sentences of Natural Language. Miroslav Hudec (University of Economics in Bratislava, Slovakia)	WP 4.2 paper	Presentation
3	Localized Dissemination System. <i>Serhat Atakul</i> (Turkish Statistical Institute)	WP 4.3 abs.	Presentation
4	Censuses communication campaign. Communicate the new permanent population census. The Istat experience. Micaela Paciello (Istat, Italy)	WP 4.4 paper	Presentation
5	Digging deeper into web analytics. Getting google to work for statistics offices. Mikel Bilbao (EUSTAT, Spain)	WP 4.5 paper	Live demonstration
6	Guide to Talking About NASS. 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	Statistical literacy as a tool to attract audience starting from school: different audiences and different messages. Patrizia Collesi and Roberta Roncati (Istat, Italy)	WP 5.1 paper	Presentation
2	How to make statistics more appealing to entrepreneurs? – The Banco de Portugal communication experience. Luís Campos and Lígia Nunes (Central Bank Portugal)	WP 5.2 abs.	Presentation
3	Data journalists: what do they expect from statistical offices. Baiba Grandovska (Eurostat)	WP 5.3 abs.	Presentation
4	Statistical literacy for beginners: Tailoring statistical information to children. Wendy Schelfaut (StatBel, Belgium)	WP 5.4 paper	Presentation

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

