

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

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](#)

