

Workshop on good practices for dissemination of official statistics

Doha, 2 – 4 February 2003

Annotated Work Programme

Session 1: Dissemination Practices in the ESCWA Countries

An overview will be given of statistical dissemination and marketing practices of countries in the region, based on information obtained from a questionnaire that has been circulated.

Session 2: Disseminating statistics with IT

This session will deal with the various ways in which modern information and communications technology (including the Internet) can be used for the dissemination and marketing of statistics.

- The role of IT in disseminating statistics. Focusing on user needs and expectations

Session 3: Customers: Reaching, Servicing, and Learning

When statistical offices want to reach out to the users of statistics, an obvious first step is to identify who the users (including potential users) are. Secondly, it requires sustained efforts to find out what the users need in terms of content, formats and delivery modes.

Session 4: The private sector and the government as users

Almost without exception, the government is the most important user of official statistics. However, the requirements of different ministries and organizations within the broad government sector are heterogeneous. The private sector, in a broad sense, is another important user category. Within this sector, there is also a wide variety of needs.

- The government: key user and stakeholder - statistics as a public good
- The private sector: a market with specific requirements

Session 5: Media policy

The media are an important ally of statistical offices in disseminating statistical information to a broad range of users. For the general public, the press (including television and radio) is by far the most important channel to keep informed. Therefore, statistical offices must do their utmost to work together with the media, taking their special needs into account as much as possible.

- Development of a Media Policy
- Implementation of a Media Policy

Session 6: Country specific issues