



Istituto Nazionale di Statistica

Actions planned for the event within ISTAT strategy

In line with its communication strategy, activities and projects, Istat is planning the following initiatives for the World Statistics Day:

1. Institutional activities

- Message from the President of the Republic, Giorgio Napolitano, which deserves special focus for the underlying authority and its strong resonance;
- The Minister for Public Administration, should convey messages on the day of 20 October to central and local Governments. The sponsorship of the Minister should serve to break through in the administrators, who are mostly closed to the enhancement of statistical skills of their staff;
- High level conference in Istat headquarters, in cooperation with the Italian Society of Statistics. Outstanding representatives of public institutions and social parties as well as researchers and statisticians will be invited for the success of the event;
- In collaboration with CRUI (Conference of Rectors of Italian Universities) celebrations of the World Statistics Day should be held also within Universities.

2. Web-activities

- The World event should be advertised through a banner hyperlinked to on the various Sistan (National Statistical System) websites. A special page should be created on Istat website where all initiatives organised for this occasion are listed and commented. Such activity involves low costs and gives good results in terms of visibility;
- A competition entitled "Statistics Is ..." will be held on Twitter for the best definition of "Statistics." The channel, which is characterized by the possibility to publish short messages (maximum 140 characters), ensures multi-way access (web, phone, portable devices) and thus the possibility to reach different targets. The brevity of the messages facilitates both user participation and management of the competition by Istat. The prize giving ceremony can take place within the National Conference of Statistics (December 2010);
- Testimonials will be recruited who through the net (Youtube) will make statistics widespread not only among specialists;

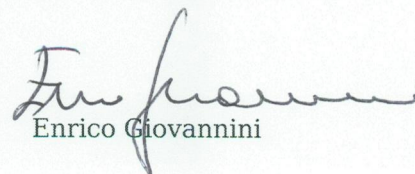
3. Dissemination activities for users

- Covering the main front of Istat building with a curtain/video to witness the day. A feasibility study is being carried out in view of the costs involved in this operation (sponsorships might be considered).

4. Employees' proposals

- BarCamp on the theme "Sharing statistical data & knowledge", will be organized by Istat researchers on their blog. It will be focused on how Statistics and Information Technology can contribute to innovate the way of sharing statistical data and information.

Sincerely yours,



Enrico Giovannini