

Work Session on the Communication of Statistics

May 27-29

Berlin, Germany

DAY 1 – Monday, May 27

8:15 **Registration**

9:00 **Opening of the work session:**

Steven Vale, Head of Statistical Information and Methodology Unit, UNECE

Sibylle von Oppeln-Bronikowski, Head of Department Strategy, International Relation, Research, Communication, DESTATIS

9:30 **Key Note Presentation:**

Measuring Communication Starts with Defining Objectives

Prof. Dr. Christopher Storck, Managing Director at Hering Schuppener

10:15 **Claudia Brunner**, Head of division, Information Point Berlin, DESTATIS

10:30 **Guest presentation:**

CountryData. Using SDMX to Exchange MDG Data Between National Statistical Offices and International Agencies

Abdulla Gozalov (UNSD)

11:00 **Coffee Break**

Session 1: MOVING FROM PRINTED TO ELECTRONIC PUBLICATIONS

Session organizers: Frances Comerford and Heath Jeffries

11:20 Introduction

11:30 **Moving Data for Development Online**

Sabrina Juran (UNFPA)

11:45 **Short Video Statements on Statistics**

Ida Repovž Grabnar (Slovenia)

12:00 **Developing a Digital Mindset: The Transition from Print to Web Publishing**

Laura Dawis (ONS)

12:15 Discussion

12:30 **Lunch Break**

Session 2: CHANGES IN COMMUNICATION

Session organizers: Ellen Dougherty and Corien Ooms

13:30 Introduction

13:45 **Using Graphics and Video to Communicate, Monitor Their Effectiveness and Sharing on News Channel**

Jamie Jenkins (ONS)

14:00 **Data Visualisation for the Citizen User: Making Better Graphics Quicker**

Alan Smith (ONS)

- 14:15 **Engaging New Audiences While Improving the Dissemination of UIS Education Data**
Jennifer Morrow, UNESCO Institute for Statistics
- 14:30 **Statistics Canada Engages Online with Canadians**
Chantal Riel (Canada)
- 14:45 **Mobile Devices and Infostream: Challenge for Websites**
Armin Grossenbacher (Switzerland)
- 15:00 **Changes in Communications: Experience of National Statistics Office of Georgia**
Boris Ezugbaia and Mariam Kavelashvili (Georgia)
- 15:15 **End of Day 1**

DAY 2 – Tuesday, May 28

Session 2: CHANGES IN COMMUNICATION (Continued)

Session organizers: Ellen Dougherty and Corien Ooms

- 9:00 **Launching a New Digital Transformation and Data Dissemination Strategy**
Stephen L. Buckner, U.S. Census Bureau
- 9:15 Discussion
- 9:45 Small groups discussions on sessions 1 and 2

10:30 Coffee Break

Session 3: UNDERSTANDING AND RESPONDING TO USER NEEDS

Session organizer: Terri Mitton

- 11:00 Introduction
- 11:10 **Understanding User Needs - Challenges and Solutions**
Dr. James Tucker (NSO)
- 11:25 **Ten Recommendations to Collect Feedback from Users**
François Brunet (France)
- 11:40 **What Users Want: Experience of “Statistics of Russia”**
Alina Ignatenko (Russia)
- 11:55 **OECD’s Approach to Understanding User Needs**
Terri Mitton (OECD)
- 12:10 **Lunch Break**
- 13:00 **Optional workshop on visualization of statistics**
Jamie Jenkins (ONS)
- 13:45 **Stakeholder Engagement - the UK’s Office for National Statistics experience**
Heath Jeffries (ONS)
- 14:00 **Experiences in Soliciting and Incorporating Feedback from Diverse Data Users and Providers**
Suzanne King (U.S. Department of Agriculture)
- 14:15 **Enhancing User Value of Macroeconomic and Financial Statistics**
Johan Mathisen (IMF)

14:30 Discussion

15:00 **Coffee Break**

Session 4: GOOD PRACTICES IN COMMUNICATING METHODOLOGY

Session organizer: Michael Levi

15:30 Introduction

15:40 **Fishing for sweets: Communicating the methodology for measuring census coverage**
Alan Smith (ONS)

15:55 **Improvements in Communicating Methodology in Statistics Denmark**
Ulla Agerskov (Denmark)

16:10 **Independence and equal treatment policy in Statistics Norway: Principles, realities and challenges**
Fride Eeg-Henriksen (Norway)

16:25 **Definitions and explanations on the Statistics Sweden website**
Karen Anderberg (Sweden)

16:40 Discussion

17:10 Small groups discussions on sessions 3 and 4

18:00 **End of Day 2**

DAY 3 – Wednesday, May 29

Session 5: FUTURE IDEAS IN COMMUNICATION

Session organizer: Lukasz Augustyniak and Kerstin Haensel

9:00 Introduction

9:10 **Making the European Statistical System visible**
Lukasz Augustyniak (Eurostat)

9:25 **Getting the internal right is key to getting the external right – right? A case study on Statistics New Zealand's staff engagement around the largest transformation programme for 40 years**
Denise Mackay (New Zealand)

9:40 **Making an impact: the power of communications**
Per Nymand (European Central Bank)

9:55 **Future Ideas in Communication of China Official Statistics**
Hui Dong (China)

10:10 **Humanising senior management – Eurostat Advent's calendar, a successful tool for internal communication**
Tim Allen and Philippe Bautier (Eurostat)

10:25 **Innovation and collaboration tools for internal communications**
Pascale Therriault (Canada)

10:40 **Collaborating with our information users through high added value delivering information processes**
Eduardo Gracida (Mexico)

10:55 Discussion

11:30 **Coffee Break**

12:00 Small groups discussions on session 5

12:30 Suggestions for future work

13:00 Adoption of the report

13:15 Closing remarks

13:30 **End of work session**