

Side event

52th Session of the United Nations Statistical Commission

SNA communication strategy

9:00 EST, Monday, 22 February 2021

Webinar

Organized by:

Intersecretariat Working Group on National Accounts and Task Team on Communication

Communication is a very important topic when it comes to presenting statistical information, making sure that a wide range of users properly understand the results, grab the full extent of their analytical usefulness, and draw the right conclusions.

Although the brand recognition of the System of National Accounts (SNA) is perceived to be strong it is evident that it is not effectively communicated. There is a need for presenting and communicating the SNA in different ways to enhance the full extent of its analytical usefulness, its quality, its scope, comparability through time and across countries, and policy applications are maximized. In addition, the terminology and presentation of the SNA needs to be reviewed and where required updated to better reflect and align with the language of business, governments and citizens. For this purpose, a communication task team was established as a joint task team by the Advisory Expert Group, the ISWGNA and the Committee on Balance of Payments Statistics to contribute to the work related to the updating of the 2008 SNA and BPM6.

This event will outline the early work undertaken by the communication task team on the development of recommendations and tools aimed at improving the way macroeconomic statistics and accounts are communicated and presented to a diverse set of users. Specifically, how the task team is exploring better ways to communicate the quality and quantity of national accounts information in a way and language that will maximize its use and usefulness.

Agenda

Chair:

Herman Smith, UNSD

Speakers:

Sanjiv Mahajan, UK ONS;

Eric Metreau, WB; and

Jim Tebrake, IMF.

To register for the event please complete the registration form available at: [SNA Communication registration](#)