



***World Statistics Day — October 20, 2010
Celebrating the Many Achievements of Official Statistics
at Statistics Canada***

Activities

World Statistics Day Celebration for Employees

- a) Distribution of coffee, tea and hot chocolate in the lobby of the three buildings (in the morning, from 7:00 a.m. to 9:15 a.m.)

- b) Celebration in the Simon Goldberg Conference Center
 - 1:00 Launch of the video “*We are Statistics Canada*”

 - 1:10 Openings remarks by Wayne R. Smith, Chief Statistician

 - 1:25 Representative from the National Bureau of Statistics of China

 - 1:40 to 2:20 Panel of experts. Topic: Statistics Canada’s contribution to the social and economic sectors, both at home and internationally, and the importance of official statistics in a democratic society.

 - 1:40 Peter Hall, Vice-President and Chief Economist, Export Development Canada

 - 1:55 Bruce Little, author, former Special Advisor to the Governor of the Bank of Canada, and former Economics Writer for The Globe and Mail

 - 2:10 Questions from the audience



- 2:20 Launch of the video *“Statistics Canada: An Employee Perspective”*
- 2:30 Closing remarks
- 2:35 Coffee/tea and cake served to Statistics Canada employees
- c) Note of appreciation from the Chief Statistician (email to all staff)
- a) Article in @StatCan
- b) Posters and banners placed in the three buildings

World Statistics Day Information for Canadians
“Thank you Canada for your contribution to official statistics”

On the Statistics Canada website

- a) Banner on the Statistics Canada home page (linking to content described below)
- b) Note of appreciation from the Chief Statistician
- c) Historical backgrounder note
- d) Article in the Media Room
- e) Launch of “We are Statistics Canada” general video
- f) Launch of 1-minute clips of employees describing their work (focus on core values of service, integrity and professionalism)
- g) Link to the United Nations site for World Statistics Day

On other sites

- h) Social media releases (Twitter messages)