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)