

**INF.1**  
15 November 2004  
ENGLISH ONLY

**UNITED NATIONS STATISTICAL COMMISSION and ORGANISATION FOR ECONOMIC  
ECONOMIC COMMISSION FOR EUROPE COOPERATION AND DEVELOPMENT (OECD  
CONFERENCE OF EUROPEAN STATISTICIANS STATISTICS DIRECTORATE**

**Joint UNECE/OECD Work Session on Statistical Dissemination and Communication**  
(14-15 February 2005, Henley-on-Thames, United Kingdom)

### **INFORMATION NOTICE No.1**

At the invitation of the Government of the United Kingdom,  
the Work Session will be held at the Henley Management Centre in Henley-on-Thames (near London),  
United Kingdom from 14 to 15 February 2005.

#### **I. PURPOSE OF THE MEETING**

1. At its 2004 plenary session, the Conference of European Statisticians included the Work Session on Statistical Dissemination and Communication in its 2004-2005 meeting programme. At the kind invitation of the Office for National Statistics, United Kingdom, the meeting will be held from 14 to 15 February 2005 in Henley-on-Thames (near London, United Kingdom). The objective of the meeting is to exchange experience in statistical dissemination and communication and to collect and publish best practices, guidelines and recommendations on this topic. The study programme of the meeting will focus on strategic and management issues of statistical dissemination and communication.

2. The target audience of the meeting includes managers and experts in national statistical offices responsible for communication, media relations and dissemination, as well as preparing outputs for such dissemination.

#### **II. AGENDA OF THE MEETING**

3. The programme of the meeting will consist of the following substantive topics:

- (i) Reputation management for target audiences;
- (ii) Sketching out the future of statistical publications;
- (iii) How to train and educate statisticians to tell the story behind the numbers.

4. The meeting will also consider the preparation of the Guidelines on statistical commentary and stories, as a follow-up to the December 2003 UNECE Work Session on Dissemination of Statistical Commentary and Stories held in Geneva.

5. Detailed explanatory notes on the nature of topics (i) – (iii) are provided in Section V of this Information Notice.

#### **III. PARTICIPATION AND ACCREDITATION**

6. Representatives of all Member States of the United Nations and interested intergovernmental organizations are welcome to participate in the meeting. Participants representing non-governmental organizations in a consultative status with the United Nations Economic and Social Council may also attend. All participants must be accredited by the competent authorities of their country or international organization. All participants attending the meeting are requested to have a valid passport and, if required, a visa.

Applications for visas should be made as soon as possible to the Embassy of the United Kingdom in the country in which the participants reside, with a reference to the Joint UNECE/OECD Work Session on Statistical Dissemination and Communication. The statistical offices and international organizations should inform the UNECE secretariat **before 15 December 2004** whether their organization intends to participate at the meeting and/or submit a contribution on the topics mentioned above. Please indicate the topic to which the paper will refer as well as the *participant(s) name(s) and their contact data*.

7. Participants should complete the registration form, which can be found on the last page, and return it to both the UNECE Secretariat and ONS, United Kingdom **by 15 January 2005**.

#### IV. DOCUMENTATION, METHODS OF WORK AND OFFICIAL LANGUAGES

8. The working language of the work session is English. The documents may be submitted in any of the official languages of the UNECE (English, French, Russian), but no translation and interpretation facilities will be available.

9. For each substantive item on the agenda the session organizers will invite 2-3 speakers to write an **invited paper** and to present them at the meeting. All other participants are welcome to submit a **supporting paper** on any topic of the agenda. The supporting papers will be summarized by the discussants and the issues raised in them will also be discussed. The authors are requested to send an abstract or a short summary of the paper beforehand to allow the session organizers to plan efficiently their session (please see the deadlines below).

10. Authors of invited papers will have about 20 minutes per paper for the presentation. Authors of supporting papers may be given (time permitting) about 5 minutes to highlight the main issues raised in their papers. Presenters may use PowerPoint presentations, Adobe Acrobat full screen presentations or A4/letter transparencies. UNECE secretariat cannot provide translation of the presentations.

11. The following deadlines and requirements apply:

- The intention to submit a paper should be communicated to the UNECE Secretariat **by 15 December 2004**.
- The deadline for abstracts of invited papers is **15 December 2004** and for the abstracts of supporting papers **5 January 2005**.
- The papers, not exceeding 10 pages, should be sent electronically to the UNECE Secretariat by **15 January 2005 at the latest**.
- Documents should be submitted in MS Word and/or PDF formats. Templates in Word containing the header, document number and format will be sent to authors or may be requested by e-mail (diane.serikoff@unece.org).

12. Invited and supporting papers will be made available on the website of the UNECE Secretariat at the following location: **<http://www.unece.org/stats/documents/2005.02.dissemination.htm>**  
Delegates are encouraged to download the papers from the website and bring their own copies to the meeting. Documents posted on the website before the meeting will **not** be distributed in the conference room.

#### V. EXPLANATORY NOTES TO THE AGENDA

##### **Topic (i): Reputation management for target audiences**

Session Organizers: Helena Rafalowska and David Marder (ONS, UK)  
(e-mail: [david.marder@ons.gov.uk](mailto:david.marder@ons.gov.uk) and [helena.rafalowska@ons.gov.uk](mailto:helena.rafalowska@ons.gov.uk))

13. Almost every week the integrity of statistics produced by National Statistical Offices (NSOs) is questioned by politicians, pressure groups and the media. This session will look at examples of how NSOs have been attacked in this way and what the NSO's communication sections have done to counter the accusations. It will also look at how NSO communicators can be proactive in preventing such attacks, building up trust in nationally produced statistics and managing the reputation of the NSO particularly

within the media. We want NSOs to share their experiences of how to tackle this major issue; what ideas have worked in building trust; is there a legislative framework and has this helped or hindered the communicators; what are the easiest areas to score quick successes. The aim of the session is to look at reputation management through the eyes of communicators rather than chief executives so that we can provide a valuable set of tools and ideas to support the NSO and its management.

**Topic (ii): Sketching out the future of statistical publications**

Session Organizers: Toby Green and Eileen Capponi (OECD)  
(*e-mail: Toby.Green@oecd.org and Eileen.Capponi@oecd.org*)

14. The aim of the session is to learn more about the trends in the publishing of statistical books and compendia. For the purposes of this session, the definition of a statistical publication excludes titles that offer a complete, interactive dataset, such as online access to databases, data warehouses, etc., but it includes titles that have an analytical component. We will look at Yearbooks, Compendia etc. in any form: print, CD-Rom, and online. Invited papers will be sought from a specialist librarian, a statistical publisher and a bookseller of statistical publications as this will give insight into the three parts of the value/dissemination chain. Other topics for papers could be: managed decline or re-launch - what to do with mature titles that have been running for years but are losing their competitive edge; opportunities for new publication formulas; publications aimed at new audiences; will online editions replace the need for print; do CDs have a future as a dissemination medium; what do readers want, what do they need; who pays for online statistical publications - the authoring body or the reader?

**Topic (iii): How to train and educate statisticians to tell the story behind the numbers**

Session Organizer: Vicki Crompton (Statistics Canada)  
(*e-mail: vcrompton@statcan.ca*)

15. This session will address the challenges faced by statistical organizations in ensuring that statistical information is communicated effectively to a broad public audience. The focus of the session will be pragmatic - we want to discuss training approaches and programs that have been tried in different organizations, the extent to which these programs have been successful in developing the communications or "story telling" skills of statisticians and the key factors contributing to the success of such programs.

**VI. FURTHER INFORMATION**

15. For further information, please contact the following organizers:

<b>UNECE:</b>	Ms. Tiina Luige Statistical Division, United Nations Economic Commission for Europe Palais des Nations 1211-GENEVA 10, Switzerland Tel.: +41 22 917 1097 Fax: +41 22 917 0040 e-mail: tiina.luige@unece.org
<b>ONS, United Kingdom:</b>	Mr. David Marder Office for National Statistics 1, Drummond Gate LONDON SW1V 2QQ United Kingdom Tel.: +44 20 7533 5712 Fax.: +44 20 7533 5721 e-mail: david.marder@ons.gov.uk

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(14-15 February 2005, Henley-on-Thames, United Kingdom)

### REGISTRATION FORM

This form should be completed in duplicate by each participant  
and returned **by 15 January 2005**

**1 copy to:** Ms. Diane Serikoff  
Tel: +4122 917 2241  
Fax: +4122 917 0040  
E-mail: diane.serikoff@unece.org

**1 copy to:** Mr. David Marder  
Tel.: +44 20 7533 5712  
Fax. : +44 20 7533 5721  
E-mail: david.marder@ons.gov.uk

1. Surname (Family name):		Mr. ? Ms. ?	2. First name:	
3. Representing (country or organization):				
4. Official function (in home country):				
5. Mailing address:				
6. Tel. No.:		7. Fax No.:		
8. E-mail address:				
9. Please indicate topic ((i)-(iii)) and title, if you intend to present a paper:				
10. Date and time of arrival in Henley-on-Thames:		11. Date and time of departure from Henley-on-Thames:		
12. Special requirements:				

Date \_\_\_\_\_

Signature \_\_\_\_\_