

## Working Group meeting on the Guide on Statistical Storytelling

(A side-meeting to the Work Session on Statistical Dissemination and Communication, 14-15 February 2005, Henley-on-Thames, United Kingdom)

**Time: Wednesday, 16 February 2005 10:30 – 14:30**

**Place: Office for National Statistics, 1, Drummond Gate, Pimlico, London SW1V2QQ**  
(transport from the Henley Management Centre to the ONS in London will be organised by ONS).

1. The aim of the meeting is to discuss the preparation of a compendium of examples of statistical stories and a short Guide on statistical storytelling, as a follow-up to the Work Session on Dissemination of Statistical Commentary and Stories (Geneva, 4-5 December 2003).
2. The meeting is mainly intended for a small group of people who participated in the 2003 December meeting and would like to contribute to the Guide. However, it is open to all participants of the Work Session on Statistical Dissemination and Communication (14-15 February 2005, Henley-on-Thames) who would like to attend.
3. The Guide is planned to be short (a few pages) providing general guidance on what is a statistical story, how to prepare it, what to avoid, etc. It is expected that most of the contents will be developed on the spot as a result of brainstorming. The draft developed at the meeting will be circulated for additional comments afterwards with the expectation to have it finalised by end of March 2005.
4. The Guide will be accompanied by a set of stories from different statistical offices. Some examples were collected at the December 2003 meeting on dissemination of statistical commentary. However, **participants are asked to send more examples of what they consider good statistical stories to the ECE secretariat by 7 February** at the latest (e-mail: [tiina.luige@unece.org](mailto:tiina.luige@unece.org)).
5. The finalized Guide will be made available on the UNECE Statistical Division's website: <http://www.unece.org/stats/publ.htm>
6. Preliminary agenda of the meeting:
  - (i) Introduction;
  - (ii) Review of examples of statistical stories;
  - (iii) Contents of the Guidelines on Statistical Storytelling (a proposed outline will be circulated before the meeting);
  - (iv) Brainstorming on recommendations for statistical storytelling;
  - (v) Timetable and tasks for finalizing the Guide.