

UNECE Work Session on the Communication of Statistics (30 June – 2 July 2010, Paris, France)

PROVISIONAL AGENDA AND TIMETABLE

The work session will be held at OECD Conference Centre, Paris, starting on 30 June at 9:30am.

Start time		Document reference
	Day 1 - Wednesday 30 June	
8.30	Registration	
	OPENING OF THE WORK SESSION	
9.30	Welcome and adoption of the agenda Opening speech by Anthony Gooch, Director of the OECD Public Affairs and Communications Directorate	
9.45	KEY NOTE LECTURE - From an organization-centric to a customer-centric website Gerry McGovern (Customer Carewords)	WP 2
10.30	“Ice-breaker” exercise (including coffee)	
11.00	Summary of the organizational reports Vadim Isakov (UNECE)	WP 3
11.10	GETTING THE NUMBERS ACROSS IN WAYS THAT EXTERNAL AUDIENCES UNDERSTAND Session organizers: Toby Green and Rory Clarke (OECD)	
11.15	Making statistics easily accessible to journalists Donald Pena (Spain)	WP 4
11.35	Lost in statistics? Kerstin Hänsel (Germany)	WP 5
11.55	Profile and infotainment Rune Stefanson (Denmark)	WP 6
12.15	Discussion	
12.45	<i>Lunch break</i>	
14.15	A new web tool for users seeking U.S. state-based health data Jeffrey Lancashire (U.S. National Center for Health Statistics)	WP 7
14.35	Weaving data into information networks used by scholars, researchers and students Toby Green (OECD)	WP 8
14.55	Discussion	
15.20	MANAGING CREDIBILITY IN GOOD TIMES AND IN BAD Session organizers: Michael Levi (U.S. Bureau of Labor Statistics) and Kenneth C. Meyer (U.S. Census Bureau)	
15.25	Lockups, slapdowns and building trust in official statistics Siu-Ming Tam (Australia)	WP 19
15.45	<i>Break</i>	
16.05	Reputation, trust and statistics Fride Eeg-Henriksen (Norway)	WP 20
16.25	Handling errors and corrections Cecilia Weström (Sweden)	WP 21
16.45	The Odyssey of Greek public finance statistics Timothy Allen (Eurostat)	WP 22
17.05	Discussion	
17.45	End of Day 1	
18.00	Social cocktail at OECD	

Start time	Day 2 - Thursday 1 July	Document reference
9.00	Opening speech by Martine Durand, Director of the OECD Statistics Directorate	
9.10	MANAGING COMMUNICATION Session organizers: Frances Comerford (Ireland) and Heath Jeffries (United Kingdom)	
9.15	Assessing the quality of communication in statistics: the application of a model Filomena Maggino (University of Florence, Italy)	WP 13
9.35	A strategy for the dissemination of statistical information: the Kazakhstan experience Nagima Kozhakhmetova (Kazakhstan)	WP 14
9.55	Facilitating access to international statistics Daniel O'Donnell (Germany)	WP 15
10.15	Discussion	
<i>10.40</i>	<i>Break</i>	
11.00	Joint presentation of official statistics to the media Ida Repovz Grabnar (Slovenia)	WP 16
11.20	2010 Census integrated communications campaign Joanne Dickinson (U.S. Census Bureau)	WP 17
11.40	Discussion	
<i>12.00</i>	<i>Lunch break</i>	
13.30	Small-group discussion	
14.15	IMPROVING OUTREACH USING WEB 2.0, SOCIAL MEDIA AND MULTIMEDIA Session organizers: Colleen Flannery (U.S. Census Bureau) and Colleen Blessing (U.S. Energy Information Administration)	
14.20	Simon Rogers (UK Guardian) Facts are Sacred: can newspapers give data back to the people	WP 9
14.40	Win-win collaboration... When IT and communications partnered to promote the 2010 Census Lisa Wolfish (U.S. Census Bureau)	WP 10
15.00	Statistics Explained: reaching new audiences Marc Debusschere (Eurostat)	WP 11
15.20	Discussion	
<i>15.40</i>	<i>Break</i>	
	Panel discussion on new experiments Michael Levi (U.S. Bureau of Labor Statistics) – Web chats at the U.S. Bureau of Labor Statistics Judy Moester, Corien Oms and Paul Branz (Netherlands) – How to get young people involved in statistics	WP 12
16.00	Anu Ots (Estonia) – Social media or how to promote statistical literacy in the 21 st century Verena Hirsch (Switzerland) – Using multimedia and the web to look back on 150 years of statistics in Switzerland Simon Rogers (UK Guardian) - Readers and reporters collaborate: crowdsourcing to enhance stories	SP 1
17.00	End of Day 2	
17.15	Depart from OECD for the Seine river dinner cruise	
18.15	Optional Seine river dinner cruise Contact Suite Voyages (hotels@suitevoyage.fr) to make your booking by Friday 25 June	

Start time	Day 3 - Friday 2 July	Document reference
9.00	Presentation of "Making Data Meaningful Part 3: A guide to communicating with the media" Anne-Christine Wanders (UNECE)	WP 23
9.15	INTERNAL COMMUNICATION AND TRAINING Session organizers: Leon Oestergaard (Denmark) and Gabrielle Beaudoin (Canada)	
9.20	Maximizing employee engagement in an era of change Gabrielle Beaudoin (Canada)	WP 24
9.40	Communicating a vision to staff Lukasz Augustyniak (Eurostat)	WP 25
10.00	Improving internal communication at Statistics Sweden Christine Uhrlander Lindbom (Sweden)	WP 26
10.20	Discussion	
10.40	<i>Break</i>	
11.00	Why do statisticians need a web editorial style guide? Colleen Blessing (U.S. Energy Information Administration)	WP 27
11.20	Statistics Explained - Introducing a new internal approach to dissemination Ulrich Wieland (Eurostat)	WP 28
11.40	Discussion	
12.00	<i>Lunch break</i>	
13.30	Small-group discussion on conclusions and future work	
14.15	OPEN DISCUSSION Facilitators: Leon Oestergaard (Denmark) and Heath Jeffries (United Kingdom)	
15.00	Final conclusions	
15.15	Adoption of the report	
15.30	CLOSING OF THE WORK SESSION	