

CONFERENCE OF EUROPEAN STATISTICIANS

**Workshop on Statistical Data Dissemination and Communication**  
(The Hague, Netherlands, 5 – 7 October 2016)

**INFORMATION NOTICE No.1**

**I. PURPOSE OF THE WORKSHOP**

1. UNECE seminars and workshops on Statistical Data Dissemination and Communication have been organized at the request of the Bureau of the Conference of European Statisticians and in response to demand from members of the data dissemination community. The 2016 data dissemination and communication event will be a workshop, emphasizing participant involvement and interaction to the greatest extent possible. In addition to the more traditional presentations, the agenda of the workshop will again include target-driven small group discussions, practical demonstrations and short presentations. Delegates will be asked to contribute to the formulation of concrete proposals for internationally-coordinated work in the field of data dissemination and communication, contributing to the work programme of the Modernisation Committee on Products and Sources.

2. The 2015 workshop was held back-to-back with the workshop on Statistical Data Collection with a joint day covering topics of common interest. The two workshops were evaluated very positively and there was a strong wish among participants to continue this setup. The organizing committees for data collection and for statistical data dissemination and communication have therefore elected to hold their 2016 meetings back-to-back again. New in 2016 is a special event on the joint day where experts in data collection and in dissemination and communication will combine their expertise and compete in groups to create tangible outputs.

3. The target audience for the workshop includes senior and middle-level managers responsible for data dissemination and communication, across all statistical domains.

**II. AGENDA OF THE WORKSHOP**

4. The workshop will be hosted by Statistics Netherlands, and will take place at their offices at Henri Faasdreef 312, 2492 JP The Hague, Netherlands.

5. The first day of the workshop will be held jointly with the workshop on statistical data collection, which will take place at the same venue from 3 to 5 October. For further details, please refer to the information note of that workshop. Delegates are welcome to attend either or both of these workshops. Delegates who wish to participate in both workshops should register for both individually.

6. The programme of the workshop will consist of the following substantive topics:

- (i) Measuring the impact and effectiveness of dissemination and communication channels
- (ii) Gathering information about our users
- (iii) Towards a more data-literate society
- (iv) Embracing innovation - Digital publishing, open data and apps, data visualization and interactive tools
- (v) Communication with respondents and techniques to improve response rate

(vi) Interactive work session

7. Detailed explanatory notes on the nature and expected outcomes of these topics are provided in Section VI of this Information Notice.

### III. PARTICIPATION AND ACCREDITATION

8. Representatives of all Member States of the United Nations and of interested intergovernmental organizations are welcome to participate in the workshop. 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.**

9. All participants attending the seminar 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 Kingdom of Netherlands in the country in which the participant resides, with reference to the joint UNECE Workshop on Statistical Data Collection and Communication of Statistics. A letter to facilitate obtaining a visa can be requested from the UNECE secretariat.

10. Statistical offices and international organizations should inform the UNECE secretariat **by Friday 24 June 2016** if their organization intends to participate in the workshop.

11. **Participants should register online by Friday 22 July 2016** at <http://ow.ly/10fFki>

### IV. TRAVEL AND ACCOMMODATION

12. Participants and/or their offices are requested to make their own travel arrangements and hotel reservations. The UNECE secretariat regrets not being able to offer any financial assistance regarding travel and accommodation arrangements.

### V. CALL FOR PAPERS, METHODS OF WORK AND OFFICIAL LANGUAGES

13. Papers and presentations about any of the topics on the agenda are hereby requested. **Please take note of the deadlines and requirements explained below. For further details on the coverage of the topics, refer to section VI below.** The official language of the workshop is English. Contributions can include papers, presentations, demonstrations, posters and videos. Other forms of contribution may be proposed. *Full guidelines for contribution will be given following the acceptance of abstracts.* Please note that due to the nature of the workshop, it may not be possible to allocate time to all proposed contributions.

14. The following **DEADLINES** and requirements apply:

- A short **abstract** of the proposed contribution should be submitted to the UNECE secretariat by email to the UNECE secretariat, [heini.salonen@unece.org](mailto:heini.salonen@unece.org) and [taeke.gjaltema@unece.org](mailto:taeke.gjaltema@unece.org) as soon as possible and **by Friday 8 July 2016 at the latest**. Information about the selection of contributions for the workshop, guidelines on formatting, and a reminder of deadlines will be sent to authors by email.
- Any written **papers** must be received **by Friday 2 September 2016 at the latest**.
- Any **presentation** slides, videos or other electronic materials should be sent to the UNECE secretariat **by Friday 16 September 2016 at the latest**.
- Any equipment required for practical demonstrations must be provided by the participants.

15. Papers will be made available on the UNECE wiki space for Dissemination and Communication of Statistics at the following location: <http://www1.unece.org/stat/platform/x/awkpBw>. Presentations will be added to this site after the workshop. Presentations will not be made available to delegates before the meeting, unless requested by the presenters.

16. Participants are encouraged to download the papers from the website and, where feasible, to use electronic devices to read papers in order to minimise paper use. Documents posted on the website before the workshop will **not** be distributed in the conference room.

## **VI. EXPLANATORY NOTES TO THE AGENDA**

### **(i) Measuring the impact and effectiveness of dissemination and communication channels**

**Session Organizer:** Mr Michael Levi, Bureau of Labor Statistics, United States of America ([levi.michael@bls.gov](mailto:levi.michael@bls.gov))

17. National statistical agencies invest significant resources into making our products available to the end user community. Agency websites remain the most used portal through which users obtain access to statistical data and analysis, but videos, blogs, Twitter, Facebook and other emerging platforms have become increasingly valuable as means to reach both existing and new consumers. The more outreach methods an agency uses, however, the more already scarce resources become stretched. Thus, it is essential that we have sound evaluation criteria with which to assess the success of our efforts, so that we can perform cost-benefit analyses to determine where we need to focus on improving existing services, whether our improvements have borne fruit, and where we might simply terminate unproductive initiatives.

This session will focus on metrics and indicators for the web, social media, and other channels that go beyond traditional page views, counts of followers, or retweets, to measure the impact and effectiveness of our dissemination and communication platforms. Potential topics may include:

- Social media “engagement” measures: what are they, how useful are they?
- What are the most useful measures to assess video?
- What web metrics have agencies found of most use to drive actionable improvement?
- Comprehensive dashboards: experiences collecting measures of multiple channels and presenting them as a whole

### **(ii) Gathering information about our users**

**Session Organizers:** Ms Terri Mitton, OECD ([terri.mitton@oecd.org](mailto:terri.mitton@oecd.org)) and Ms Ulla Agerskov, Statistics Denmark ([uag@dst.dk](mailto:uag@dst.dk))

18. For statistical organizations to maximize impact and stay relevant, it is necessary to collect feedback from users and make improvements based on what is learned. Gathering information about our users helps us to understand who the users are and what are their tasks and goals. There are many techniques for gathering information about our users. Each has value in certain circumstances, and in many cases, we need multiple techniques to gain a comprehensive picture from a diverse set of users. In this session, we will reflect on best practices and lessons learned in this area. Potential topics may include:

- Who are the users? What kind of data products and services do they need? What are their expectations?
- What are the best ways to get consistent and high quality feedback from users?
- How do you research user needs? Which methods are most effective?
- How have you created opportunities for developing and strengthening your links with users?
- What are the ways to deal with online user feedback loops? How has your organization adapted to meet these needs?

- Experiences in the field of user interaction/collaboration from the early stage of the product development process.

**(iii) Towards a more data-literate society**

**Session Organizers:** Ms Kerstin Haensel, Federal Statistical Office, Germany ([kerstin.haensel@destatis.de](mailto:kerstin.haensel@destatis.de)) and Mr Lukasz Augustyniak, Eurostat ([Lukasz.Augustyniak@ec.europa.eu](mailto:Lukasz.Augustyniak@ec.europa.eu))

19. For today's societies, statistical literacy should be as important as the ability to read and write. Despite this fact, however, the ability of the public to interpret statistical figures correctly has diminished in recent years. At the same time, the use of statistics has been undergoing significant changes. With a large amount of commercial data providers available on the Internet, many users are unaware of the differences between official and private statistics. The core principles of official statistics, such as quality, confidentiality, accuracy and independence are not widely known by the members of the public. Particularly, younger generations have a different background and approach as far as their understanding of statistics is concerned. The open data and big data movements both show that the small world of official statistics could be transforming into a universe of available data. The session will explore some of the following questions:

- What can official statistical institutions do to deal with these trends and how can they stay relevant in the future?
- What role could they play in terms of educating scholars, students and the general public?
- How can we increase the awareness and importance of 'data quality' amongst younger users so that they turn to official, high-quality statistics?

Potential session topics may include:

- Cooperation projects with schools, universities and other educational institutions
- Websites and statistical information targeted at educational institutions, e.g. schools and universities
- Any applications that might help to improve statistical knowledge among users, e.g. explanatory videos, blogs, discussion boards and animated graphs
- Any other activities, which might lead to an increase in the level of user awareness of official statistics

**(iv) Embracing innovation - Digital publishing, open data and apps, data visualization and interactive tools**

**Session Organizer:** Ms Ellen Dougherty, Foreign Agricultural Service, United States Department of Agriculture ([Ellen.Dougherty@fas.usda.gov](mailto:Ellen.Dougherty@fas.usda.gov))

20. Continuous changes in technology have led to wholesale changes in how national statistical organizations disseminate data and communicate with their publics. The digital era has created new opportunities to engage citizens, foster collaboration, and expand innovative uses of official statistics; but at the same time it has posed many new challenges. As technology continues to evolve, so do the dissemination and communications practices and activities of the NSOs. Thus, this session is an opportunity to revisit several topics from previous work sessions, allowing presenters to share their latest successes and challenges. Potential topics may include:

- Digital publishing – successfully making the shift from print to online publications
- Multimedia – using video, audio, interactive content
- Data visualization – the latest tools and ideas for telling stories about statistics
- Open Data – the barriers and benefits of open data and/or dissemination via Application Program Interfaces (API)
- Apps – encouraging innovation and collaboration in development
- Remaining relevant – Demonstrating the continued value of the statistical organization in the open data era

**(v) Communication with respondents**

**Session Organizer:** Ms Frances Comerford, Central Statistics Office, Ireland ([frances.comerford@cso.ie](mailto:frances.comerford@cso.ie))

21. Effective communication is a cornerstone of many aspects of Data Collection. Communication with respondents is ultimately aimed at getting accurate, complete and timely responses. In this Session we will look at effective communication with respondents and how that communication can positively affect response rates and facilitate the successful management of a survey campaign. The Session will focus on different aspects of communication with respondents but in order to guide the presentations I have put together the following list of areas on which the focus of presenters would be of particular value:

- Relevance of survey outputs to business. An example would be how response rates increase if the respondent is made aware of the value of their response.
- Examples of survey communication strategies. How has the strategy increased response rates? How is the strategy monitored? What metrics are used?
- Incentives as a means to increase response rates. For example, would it work to provide respondents with value added content for submitting their data? What are the costs and benefits of such an approach?
- Measures we should focus on in order to get accurate, timely and complete responses.
- The use and effects of social media in survey communication.

**(vi) Making data collection and communication work: an interactive session**

**Session Organizers:** Steering Committees of both workshops.

22. An innovative interactive activity has been planned for this joint session between the Communication Workshop and the Data Collection Workshop. It will entail working in small groups to develop tangible outputs in the area of communication and data collection. Outputs will be judged by a panel of users and producers of statistics who will select the best product. Participants will receive more detailed information about topics and procedures before the workshop.

**VII. VENUE**

23. The workshop will take place at:  
Statistics Netherlands (CBS)  
Henri Faasdreef 312  
2492 JP The Hague  
The Netherlands

A second information notice will be issued and made available on the meeting website in due time, giving details for locating and entering the building, along with additional logistical information.

**VIII. FURTHER INFORMATION**

24. For further information, please contact:

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