

CONFERENCE OF EUROPEAN STATISTICIANS Expert Meeting on the Dissemination and Communication of Statistics 11-14 October 2021, Online

Session 1 06 September 2021

## **Editorial planning in Eurostat**

Baiba Grandovska (Eurostat) Baiba.GRANDOVSKA@ec.europa.eu

## Abstract

A few years ago, the publications programme of Eurostat covered books and news releases, planned separately. Today, the audience and channels are increasingly varied: social media posts, articles, visualisations, e-mails, presentations etc. This required a revamp of editorial planning, to make sure that the products complement each other, that we react timely and tailor the communication to the topic and target audiences. The presentation will explain how Eurostat organizes the editorial planning.

Keywords: Communication, editorial planning, publications, users, targeting

