

UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE
 CONFERENCE OF EUROPEAN STATISTICIANS
Expert Meeting on Dissemination and Communication of Statistics
 13-15 September 2022, online

Programme

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DAY 1 – Tuesday 13 September

Time (CET)	Title
13:00	Online room opens for testing and connecting
14:00	Welcome and HLG-MOS & Future work presentation - Taeke Gjaltema (UNECE)
<p>Session 1: Brand, Reputation, Trust – Who we are, What we stand for, Our place in society Session Organizers: Aeidín Sheppard (Central Statistics Office Ireland) and Kerstin Hänsel (Destatis, Germany)</p>	
14:15	Session Introduction - Session Organizers
14:25	The role of brand management, marketing and crisis communication for Statistical Organisations - Aeidin Sheppard (CSO Ireland)
14:40	Q&A
14:45	Statistics Sweden's brand platform revisited: results and next steps - Karin Hansson and Sara Brinkberg (Statistics Sweden)
15:00	Q&A
15:05	Brand Image in the new Data Ecosystem - Jose Jabier Zurikarai (Bask Statistical Institute, Spain)
15:20	Q&A

15:25	Social and Mass Media Engagement to Improve Statistical Business Process Literacy Evidence from Bali, Indonesia - I Gede Heprin Prayasta (BPS Statistics Bali) and Ni Gusti Putu Ayu Sri Lestari (BPS Statistics Indonesia)
15:40	Q&A
15:45	Break
16:00	Combating disinformation with statistics - Aki Harju (Statistics Finland)
16:15	Q&A
16:20	30 Years Fundamental Principles of Official Statistics - Olga Świerkot-Strużewska, Karolina Banaszek (Statistics Poland) and Fiona Willis-Nuñez (UNECE)
16:35	Q&A
16:40	Investigating the use of blockchain to authenticate data from the Statistics Canada website - Lillian Klein (Statistics Canada), Kathryn Fedchun (Carleton University) and Didem Demirag (Concordia University)
16:55	Q&A
17:00	General Discussion
17:15	Closing Day 1

DAY 2 – Wednesday 14 September

Time (CET)	Title
13:30	Online room opens for testing and connecting
Session 2: Market Research, Digital Marketing and Communication Strategies Session Organizers: Ellen Dougherty (U.S. Department of Agriculture), Terri Mitton (OECD) and Margarida Rosa (Statistics Portugal)	
14:00	Session introduction - Session Organizers
14:10	Feasibility study - How to better promote NASS products and services - Kristen Lenhardt (USDA)
14:25	Q&A
14:30	Statistic Canada’s Purpose-Based Engagement - Pamela O’Leary (Statistics Canada)
14:45	Q&A
14:50	Case study on the communication strategy for the first combined Census of the Republic of Argentina - Silvina Viazzi and Gonzalo Grandis (INDEC, Argentina)
15:05	Q&A
15:10	Media Campaign for the CBS and the Census - Eran Ropalidis (CBS, Israel)
15:25	Q&A
15:30	Break
15:45	Using Google Maps Review Data for BPS Statistics Indonesia Office Evaluation - Wiwin Srimulyani, Satria Bagus Panuntun, Maulana Faris, Setia Pramana (BPS Statistics Indonesia)
16:00	Q&A

16:05	Usability testing of Eurostat's statistical products: Opportunities & risk mitigation - Julia Urhausen (Eurostat)
16:20	Q&A
16:25	Human-centred design and usability analysis for Istat institutional web site - Michela Troia (Istat, Italy)
16:40	Q&A
16:45	Summarizing Indonesia through Official Statistics News (OSN) and Statistical Yearbook of Indonesia in Infographics - Syarif Adimira, Fransiska Vatma Paramita Esti Utami and Riza Ghaniswati (BPS Statistics Indonesia)
17:00	Q&A
17:05	General Discussion
17:20	Closing Day 2

DAY 3 – Thursday 15 September

Time (CET)	Title
13:30	Online room opens for testing and connecting
Session 3: Statistics Made Easy	
Session Organizers: Lukasz Augustyniak (Eurostat) and Emily Liddel (U.S. Bureau of Labor Statistics)	
14:00	Session introduction - Session Organizers
14:10	Increasing Local People Engagement in Statistics in the Era of the COVID-19 Pandemic Through Social Media. Study Case: Statistics of Bone Regency, Indonesia - Andhy Aryutama Kamase, Serra Pungkas Risantika and Maulana Faris (Statistics Indonesia)
14:25	Q&A
14:30	The Insee mobile application – a blast of stats at your fingertips ! - Françoise Auberger-Courtois and Céline Rouquette (Insee, France)
14:45	Q&A
14:50	Data Story Telling - Janice Keenan (Statistics Canada)
15:05	Q&A
15:10	Break
15:25	Making statistical information relevant for the young generations - Patrizia Collesi and Daria Squillante (Istat, Italy)
15:40	Q&A
15:45	Staflix: a Banco de Portugal's original series - Mafalda Sousa Trincão, Francisco Conceição, and Ana Francisco (Banco de Portugal)
16:00	Q&A

16:05	Building Big Data Literacy Through Digital Comic - Maulana Faris (BPS, Indonesia), Setia Pramana (BPS, Statistics Indonesia and STIS, Polytechnic of Statistics)
16:20	Q&A
16:25	Data Browser and MetaData Manager: the new dissemination platform for Istat aggregate data - Carlo Boselli (Istat, Italy)
16:40	Q&A
16:45	General Discussion
17:00	Future Work
17:15	Closing Workshop