
Information Notice No.1

I. DATE AND LOCATION

1. The 2023 UNECE Expert Meeting on Dissemination and Communication of Statistics, hosted by the Statistics Portugal, will take place in person in Lisbon, Portugal from 11-13 October 2023.

II. PURPOSE AND TARGET AUDIENCE

2. In today's rapidly changing world, statistical organisations are facing increasingly complex challenges in effectively disseminating and communicating data. With the continuous emergence of new technologies and platforms, the growing need to provide the right data product to the right people in a timelier manner as well as the rising competition from private data providers, statistical organisations must adapt quickly to continue serving their critical role as providers of official statistics that are fundamental to informed decision-making in society.

3. The Expert Meeting on Dissemination and Communication of Statistics aims to bring together experts from around the world to exchange their experiences and lessons learned from these challenges. The target audience of the expert meeting includes senior and middle-level managers responsible for data dissemination and communication, across all statistical domains.

III. AGENDA

4. The programme of the expert meeting will consist of the following substantive sessions:

Session 1: Building trust and brand

Official statistics' producers have an important responsibility to support and empower policymakers, businesses, citizens and all other groups of data users, so that they can make informed decisions in their professional and private lives. This responsibility will only grow in the future, as the number of private data providers increases and the spread of disinformation continues to affect private lives and political debates.

Our trust and brand are built and maintained by many small actions over time. As Warren Buffet said, "*It takes 20 years to build a reputation and 5 minutes to ruin it*". As we look over the landscape of the populace getting their information not just from the news, but also from self-proclaimed experts on social media channels, how do statistical organisations build and maintain their trust? To what extent does the responsibility for clarifying incorrect interpretations lie with the data producers? How do statistical organisations counteract these developments?

The topic of the session is an opportunity to share and reflect on organisational strategies and experiences in building brand and maintaining trust. Potential topics may include:

- Bolstering data literacy;
- Increasing transparency;
- Combatting disinformation;
- Building networks and partnerships to increase trust;
- Any other best practices.

Session 2: Engaging with hard-to-reach audience

One of the most significant challenges in statistical communication is reaching audiences that are hard to engage. These audiences may include groups that are skeptical of data and statistics, people that consider statistics irrelevant, groups that have limited access to statistical information or have different cultural or

language backgrounds. Overcoming these challenges is crucial for ensuring that statistical communication is effective and that audiences can make informed decisions based on data.

This session will explore the challenges of engaging with hard-to-reach audiences in statistical communication and strategies for overcoming them. Topics that will be covered in the session include:

- Identifying hard-to-reach audiences and their information needs;
- Understanding the barriers to effective communication with these audiences;
- Developing strategies for overcoming these barriers, including relate statistics to people's lives or interests, the use of plain language, visual aids, gamming and storytelling;
- Best practices for communicating statistical information to audiences with diverse cultural and language backgrounds;
- Evaluating the effectiveness of communication strategies and adapting them for different audiences.

Session 3: Innovation in communications

Innovation in communication is crucial in today's ever-changing world. The proliferation of new communication platforms and the speed of technological change present challenges for statistical organisations to keep pace and effectively communicate with a host of audiences. To address this, statistical organisations must continuously innovate and create user-centric websites and statistical products. Partnerships with third-party companies can provide access to expertise, technology, and innovation. Moreover, providing accessible tools such as APIs and open data can empower users to access and utilise statistical data effectively.

This session will explore how statistics organisations can improve user experience, form strategic partnerships, and provide accessible tools to promote innovation in communication and dissemination of statistical information. Topics that will be covered in the session include:

- Innovative data communication products;
- Approaches to improving user experience;
- Emerging tools and methods to present statistical content;
- Partnerships to promote innovation in communication and dissemination of statistics;
- Providing accessible tools such as APIs and open data to empower users;
- Practical insights and tips.

Session 4. Measuring the effectiveness of communication

In the private sector, the effectiveness of communication strategies can often be measured in concrete terms – i.e., customers gained or value of sales. But since there is no commercial interest in the public sector statistical community, how do we define success? What do we mean by effectiveness? How do we identify objective metrics and repeatable measurements to assess our return on investment?

This session is an opportunity to share and reflect on communication evaluation strategies and experiences. Possible topics include:

- Case studies of communication strategies that have proven successful – or ones that have been abandoned due to proven poor performance;
- Defining success criteria for communication initiatives and refining the metrics over time;
- Media monitoring systems;
- Useful tools to track customer interest, usage and redistribution rates;
- Dashboards and key metrics to evaluate the success of digital communications (e.g., web, social media);
- How insights gained from measurement and analytics have impacted your communication strategy (e.g., creation or deletion of channels, (re)targeting of audiences).

5. In addition to the traditional presentations, the meeting will include interactive elements, such as live polls, topic-driven small group discussions, and a panel discussion.

6. The Organisation Committee of the meeting will make the final decision in regard to the acceptance of proposals for contributions. The Organisation Committee consists of the following members:

- Kerstin Haensel, DESTATIS, Germany;

- Aeidin Sheppard, Central Statistics Office, Ireland;
- Lígia Nunes and Luís Campos, Bank of Portugal;
- Ana Margarida Rosa, Statistics Portugal;
- Emily Liddel, U.S. Bureau of Labor Statistics;
- Ellen Dougherty, U.S. Department of Agriculture;
- Lukasz Augustyniak, Eurostat;
- Terri Mitton and Vincent Finat-Duclos, OECD.

IV. PARTICIPATION AND ACCREDITATION

7. Representatives of all Member States of the United Nations and of interested international organisations are invited to the meeting. Participants representing non-governmental organisations 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 organisation.

8. All participants attending the workshop 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 Portugal in the country in which the participant resides, with a reference to the 2023 Expert Meeting on Dissemination and Communication of Statistics. A letter to facilitate obtaining a visa can be requested. A letter to facilitate obtaining a visa should be requested by 28 July 2023 from the Statistics Portugal contact person (see Section VII).

9. Participants should register online by **27 September 2023** by following the link: <https://indico.un.org/e/DissComm2023>.

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

10. Participants are strongly encouraged to consider submitting an abstract that summarises the content of their proposed contribution. These should be covering one or more of the topics of the expert meeting programme. All contributions should be submitted in English only. Information about the selection of contributions for the expert meeting, guidelines on formatting, and a reminder of deadlines will be sent to authors by email. Please note that due to the nature of the expert meeting, it may not be possible to allocate time to all proposed contributions.

11. The following **deadlines** and requirements apply (further instructions will be shared when the abstract is accepted):

- A short abstract of the proposed contribution should be submitted as soon as possible and by **12 May 2023** at the latest. Please use the following link to submit your abstract: <https://forms.office.com/e/0nTD6umTaz>;
- A written paper must be submitted by **28 July 2023** at the latest;
- Presentation slides, videos or other electronic materials should be submitted by **27 September 2023** at the latest.

12. Papers will be made available on the wiki space for Dissemination and Communication of Statistics before the meeting at the following location: <https://statswiki.unece.org/x/V4JPFw>. Presentations will also be added to the UNECE website after the expert meeting: <https://unece.org/statistics/events/DissComm2023>.

VI. VENUE

13. The workshop will take place in Lisbon, Portugal. A second information notice will be issued and made available on the meeting website in due time, giving details for location along with additional logistical information.

VII. FURTHER INFORMATION

14. For further information you may contact the following organisers:

Statistics Portugal

Ms. Ana Margarida Rosa (margarida.rosa@ine.pt)

United Nations Economic Commission for Europe:

Ms. InKyung Choi (choii@un.org)

Ms. Tetyana Kolomiyets (tetyana.kolomiyets@un.org)

DEADLINES

12 May 2023	Abstract or proposal for intended contribution submission
28 July 2023	Paper submission
27 September 2023	Presentation or other material to be presented submission
27 September 2023	Registration
11-13 October 2023	Expert Meeting