

UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE  
CONFERENCE OF EUROPEAN STATISTICIANS

**Expert Meeting on Dissemination and Communication of Statistics**  
11-13 October 2023, Lisbon, Portugal

VERSION:  
10 October 2023

## Timetable

### DAY 1 – Wednesday 11 October

<b>8:30</b>	<b>Opening of Meeting Room</b>
<b>9:30</b>	<b>Opening of the Meeting</b> – Maria João Zilhão (Statistics Portugal), Aeidin Sheppard (CSO Ireland, Expert Meeting Chair) and InKyung Choi (UNECE)
<b>Session 1: Building trust and brand</b> Co-chairs: Emily Liddel (U.S. Bureau of Labour Statistics) and Lukasz Augustyniak (Eurostat)	
<b>9:45</b>	<b>Introduction to Session</b> – Session Chairs
<b>9:50</b>	<b>Building Trust in Numbers and Communicating Statistics</b> – Suzanne Halls (Office for Statistics Regulation, UK)
<b>10:05</b>	<b>Increasing trust in official statistics in the Republic of North Macedonia</b> – Jasmina Gjorgjieva (State Statistical Office, Republic of North Macedonia)
<b>10:20</b>	<b>Q&amp;A</b>
<b>10:30</b>	<b>A wake-up call: Why we have to strengthen awareness about our mission</b> – Karen Longva and Kristin Goa (Statistics Norway)
<b>10:55</b>	<b>Q&amp;A</b>
<b>11:00</b>	<b>Break</b>
<b>11:20</b>	<b>Building trust through a layered communication strategy</b> – Wendy Schelfaut and Nicolas Duriau (Statistics Belgium)
<b>11:35</b>	<b>Cooperating with other institutions to increase trust in official statistics (and statistical literacy)</b> – Patrizia Collesi (Istat, Italy)
<b>11:50</b>	<b>Presenting iNews, an External Communication Product</b> – Maria Manuela Martins (Statistics Portugal)
<b>12:05</b>	<b>Q&amp;A</b>
<b>12:20</b>	<b>Lunch</b>

<b>13:45</b>	<b>BPstat: speaking official statistics with a stronger brand voice</b> – Lígia Nunes (Bank of Portugal)
<b>14:00</b>	<b>Defining a brand of a statistical institute - Experiences and lessons learned</b> – Hanna Ikäheimo (Statistics Finland)
<b>14:15</b>	<b>The Employer Branding</b> – Anna Borowska (Statistics Poland) and Aeidin Sheppard (CSO, Ireland)
<b>14:30</b>	<b>Q&amp;A</b>
<b>14:45</b>	<b>Discussion on Session 1</b>
<b>15:30</b>	<b>Break</b>
<b>Room documents for session 1</b>	
<b>#IstatNewsletter: how to increase audience and strengthen brand reputation</b> -Michela Troia (Istat, Italy)	
<b>Official Statistics in the Data Science Worldview: Actors and Stakeholders</b> - Rita Lima (Istat, Italy)	
<b>Session 2: Engaging with hard-to-reach audience</b> Co-chairs: Lígia Nunes and Luís Campos (Bank of Portugal)	
<b>15:50</b>	<b>Introduction to Session</b> – Session Chairs
<b>15:55</b>	<b>TurkStat Child</b> – Serhat Atakul (Turkish Statistical Institute, Türkiye)
<b>16:10</b>	<b>Towards a child-centered approach: Making a data literacy training journey</b> – Andrea Fernandez Conde (INEGI, Mexico)
<b>16:25</b>	<b>My life with statistics – statistical training for teenagers</b> – Marianne Mackie (Statistics Denmark)
<b>16:40</b>	<b>Q&amp;A</b>
<b>17:00</b>	<b>Closing of Day 1</b>
<b>19.00</b>	<b>Subscription dinner</b> (details will be communicated later)

**DAY 2 – Thursday 12 October**

<b>Session 2: Engaging with hard-to-reach audience (continue)</b> Co-chairs: Lígia Nunes and Luís Campos (Bank of Portugal)	
<b>9:00</b>	<b>Opening of Day 2 – Session Chairs</b>
<b>9:05</b>	<b>Engaging with hard-to-reach audience: young people and Statistics Finland – Mervi Ukkonen (Statistics Finland)</b>
<b>9:20</b>	<b>Reaching out to non-advanced users: Eurostat’s Education corner – Romina Brondino (Eurostat)</b>
<b>9:35</b>	<b>Q&amp;A</b>
<b>9:45</b>	<b>Discussion on Session 2</b>
<b>10:30</b>	<b>Group Photo</b>
<b>10:45</b>	<b>Break</b>
<b>Session 3: Innovation in communications</b> Co-chairs: Terri Mitton, Laura Belli and Vincent Finat-Duclos (OECD)	
<b>11:05</b>	<b>Introduction to Session – Session Chairs</b>
<b>11:10</b>	<b>From storytelling to scrollytelling – modern digital publications that strengthen and develop the data literacy of our users – Pedram Ghanfili and Urs Frei (FSO, Switzerland)</b>
<b>11:25</b>	<b>Data to see. Statistics to listen to. Video and audio to innovate digital and social communication of Italian National Institute of Statistics – Giovanni Prattichizzo and Cristiana Conti (Istat, Italy)</b>
<b>11:40</b>	<b>Q&amp;A</b>
<b>11:55</b>	<b>Invited presentation: From Data to Art – a journey into generative AI – Alexandra Neves (Microsoft)</b>
<b>12:30</b>	<b>Lunch</b>
<b>13:55</b>	<b>Results from the survey on the use of Generative AI for communication / Q&amp;A - Terri Mitton (OECD)</b>
<b>14:05</b>	<b>INSEE Chatbots: A new tool to help users – Vincent Lapegue (Insee, France)</b>
<b>14:20</b>	<b>Use of AI in Statistical Communication and Dissemination – Maulana Faris (Statistics Indonesia)</b>

14:35	Q&A
14:45	<b>Statistics rides Grand Depart</b> – Jose Jabier Zurikarai (Bask Statistical Institute, Spain)
15:00	<b>Shining a light on the population: Finding new ways to release the value of the 2021 Census</b> – Gerald Williams (ONS, UK)
15:15	<b>How a strong community and a user-centered design approach is key to .Stat Suite product excellence</b> – Laura Belli (OECD)
15:30	Q&A
15:45	Break
16:05	<b>"Making progress in communicating progress" Example of innovative approaches in communicating data and statistics for 2030 Agenda</b> – Olga Świerkot-Strużewska (Statistics Poland) and Carolina Fresta Santos (Statistics Portugal)
16:20	<b>How to reach the public with climate change-related statistics? Lessons learned from interviews with journalists in the UNECE region</b> – Malgorzata Cwiek (UNECE)
16:35	Q&A
16:45	<b>Discussion on Session 3</b>
17:25	<b>Closing of Day 2</b>
<b>Room documents for session 3</b>	
<b>THE NEW CONTACT CENTRE: a single portal for all Dissemination and Communication services of Istat</b> - Giulia Peci, Roberta Roncati and Maria Assunta Scelsi (Istat, Italy)	
<b>Modernizing data dissemination at Insee</b> -Nicolas Sagnes (Insee, France)	

**DAY 3 – Friday 13 October**

<b>Session 4: Measuring the effectiveness of communication</b> Co-chairs: Kerstin Hänsel (Destatis, Germany) and Ellen Dougherty (U.S. Department of Agriculture)	
<b>9:00</b>	<b>Introduction to Session – Session Chair</b>
<b>9:05</b>	<b>How to communicate effectively? Destatis experience with an integrated media monitoring system – Kerstin Hänsel (Destatis, Germany)</b>
<b>9:20</b>	<b>Measuring The Success of Communication Using Social Media Statistical Dashboards – Maulana Faris (Statistics Indonesia)</b>
<b>9:35</b>	<b>Practice what you preach: use statistics to make better decision – Leonardo Almeida (Bank of Portugal)</b>
<b>9:50</b>	<b>Q&amp;A</b>
<b>10:05</b>	<b>Break</b>
<b>10:25</b>	<b>Ensuring effective steering the dissemination function based on actionable monitoring – Susanne Taillemite (Eurostat)</b>
<b>10:40</b>	<b>How the OECD measures and evaluates the effectiveness of data dissemination – Stefano Contratto (OECD)</b>
<b>10:55</b>	<b>Q&amp;A</b>
<b>11:05</b>	<b>Discussion on Session 4</b>
<b>11:50</b>	<b>Future work priorities and summary of meeting</b>
<b>12:05</b>	<b>End of the Meeting</b>

**Meeting webpage**

<https://shorturl.at/ilrM7>
**Small group discussion**

<https://shorturl.at/qvFS2>
**Share tips and resources!  
(Slido)**

<https://shorturl.at/dhIrY>

