

**Work Session on Statistical Output for  
Dissemination to Information Media**  
(Voorburg, Netherlands, 25-27 September 2000)

**INFORMATION NOTICE**

***I. BACKGROUND***

At the last meeting of the expert group in Perugia, Italy, the participants requested that the Conference continue to convene meetings at regular intervals of the group. This was seen as important because of the increased interaction of national statistical agencies with the media and the rapid development of the dissemination of statistics through Internet. Moreover, continuity was felt to be important for preparing the joint papers for the meeting.

***II. AIMS AND EXPECTED OUTCOME***

The aim of the group of experts is to look at the ways statistical offices deal with critical issues in their interactions with the media, discuss ways that available technological developments can be used to better meet the needs of the media, to examine how statistical agencies are organising their media relations work and building their image as information provider, and finally, what methods are used to improve the quality and utility of statistics released through Internet. The exchange of experiences, the discussion at the meeting and the collaborative efforts employed in preparing meeting outcomes will enable the group to draw conclusions about best practices and foster more effective relationships between statistical agencies and the information media.

***III. TIME AND PLACE OF THE MEETING***

At the invitation of Statistics Netherlands, the meeting this year will be held in Voorburg, **starting at 10:00 a.m. on Monday, 25 September 2000**. The meeting is scheduled to finish on Wednesday, 27 September by 4 p.m.

**The meeting will take place at:  
Statistics Netherlands  
Pr. Beatrixlaan 428, Voorburg**

***IV. MEETING PROGRAMME***

Five sessions of varying length are planned. It is expected that under each agenda item there will be at least one jointly prepared paper. The time allocated to each session will be determined by the number of other discussion papers submitted to the Secretariat before the meeting. The topics of the sessions will be as mentioned below, but the order of the sessions may change.

- (1) Media crises management
- (2) Making use of new technological developments to better meet the needs of the media and get their feedback
- (3) How to build a corporate design as a modern information provider?
- (4) Costs and benefits to consider when planning to outsource public and media relations work:

- (5) Improving data sets and information released through the Internet to the media:

Some time will also be set aside for participants who want to report on new developments in Internet dissemination in their offices and for a guest speaker who will be announced in due course. On the final day, future work of the Conference of European Statisticians, in the field of dissemination of statistical output to information media, will be discussed. Participants are asked to prepare proposals for the next meeting of the work session.

#### **V. PARTICIPATION**

In accordance with standard UN/ECE practice, national statistical offices and other national and international agencies involved in dissemination of statistical output in the ECE region are automatically invited. Other United Nations members are also welcome to participate.

#### **VI. DOCUMENTATION AND WORKING LANGUAGE**

As a work session, the meeting will be conducted in English without interpretation into French and Russian. As far as possible, contributed papers should be submitted in English, discussion documents prepared in one of the other official languages of the United Nations Economic Commission for Europe (French and Russian) should be accompanied by a short summary in English.

Documents for the Work Session should be submitted to the UN/ECE in electronic form (Microsoft Word, WordPerfect or RTF formats), preferably by e-mail to:

**lene.mikkelsen@unece.org**

**Invited papers and contributed documents should reach the ECE secretariat before Tuesday, 1 July 2000**

in order to guarantee their processing, reproduction, and dissemination before the meeting.

From August onwards the discussion documents will be made available on the UN/ECE website at: <http://www.unece.org/stats/>

Meeting documentation will only be forwarded by mail to participants who request so on the registration form.

#### **VII. ACCOMMODATION**

Statistics Netherlands will take care of the bookings in Voorburg according to your indications on the registration form.

|                          |                     |                     |
|--------------------------|---------------------|---------------------|
| HOTEL                    | Single Room         | Double Room         |
| <b>Mövenpick Hotel</b>   | <b>177 guilders</b> | <b>194 guilders</b> |
| Stationsplein 8          |                     |                     |
| 2275 AZ Voorburg         |                     |                     |
| Telephone: (31)703373737 |                     |                     |
| Telefax: (31)703373700   |                     |                     |

Please note: prices are per person/per day and include breakfast.  
Lunch and beverages during the meeting days will be offered by Statistics Netherlands.

### **VIII. ORGANISERS OF THE MEETING**

All queries concerning the local organisation and local conditions should be addressed to:

*Contact person: Ms. Petra Thomissen*

*Tel. +31-70-337-4816*

*Fax +31-70-337-5971*

*E-mail: [ptmn@cbs.nl](mailto:ptmn@cbs.nl)*

### **IX. SOCIAL ACTIVITIES**

Statistics Netherlands would like to offer all participants a welcome drink on Sunday, 24 September 2000, at the Mövenpick hotel.

Statistics Netherlands can also organise a guided tour to Madurodam, the world-famous miniature city on Tuesday, 26 September 2000. The cost for transport, visit and dinner in Madurodam will be around Dfl. 150,- (Euro 70) per person.

Participants interested in taking part in these events should indicate so on the participation form.

### **X. TRANSPORT and TRAVEL INFORMATION**

Travel to the hotel: Flights to the Netherlands arrive at Schiphol airport. Every ½hour a train departs from Schiphol to The Hague Central Station (CS). From there you take the train in the direction of Utrecht and get off at the first stop: Voorburg (4 minutes). On your right hand you see Hotel Mövenpick.

From the hotel to Statistics Netherlands: To go to Statistics Netherlands from Hotel Mövenpick you take bus 23 which departs in front of the hotel. Get off at bus stop Spinozalaan. From there it is a 7-minute walk to Statistics Netherlands.

The CBS will make sure that detailed maps with a route from the hotel to Statistics Netherlands will be available at the hotel when they host Sunday-evening welcome drink.

### **XI. Entry Visa**

Persons requiring an entry visa should obtain this from the diplomatic representation of the Netherlands in their country of residence **as early as possible**. Visa applications should refer to the **United Nations Economic Commission for Europe and the Work Session on Statistical Output for Dissemination to Information Media (Voorburg, Netherlands, 25-27 September 2000)**. If a formal invitation letter is required by the Embassy, this can be requested by the ECE secretariat.

**MEETING AND HOTEL REGISTRATION FORM**

for the UN/ECE Work session on  
**Statistical Output for Dissemination to Information Media**  
 (Voorburg, Netherlands, 25-27 September 2000)

This form should be filled in duplicate by each participant and returned  
**by 15 June, 2000 as follows:**

One copy to:

Ms. Lene MIKKELSEN  
 ECE Statistical Division  
 Palais des Nations  
 1211 Geneva 10  
 SWITZERLAND  
 Tel: (+41-22) 917 4113  
 Fax: (+41-22) 917 0040  
 E-mail: lene.mikkelsen@unece.org

One copy to:

Ms. Petra Thomissen  
 Statistics Netherlands  
 Postbus 4000  
 2270 JM Voorburg  
 The Netherlands  
 Tel: (+31-70) 337-4816  
 Fax: (+31-70) 337-5971  
 e-mail: [ptmn@cbs.nl](mailto:ptmn@cbs.nl)

**Kindly complete the form in typing or in block letters**

1. Surname (family name) (Mr./Ms.) .....
2. First name .....
3. Nationality .....
4. Title/post held .....
5. Professional address .....
- .....
- .....
- Telephone .....
- Fax .....
- E-mail .....
6. Arrival in Voorburg (date/time) .....
7. Departure from Voorburg (day/time/) .....
8. Accompanying persons (please specify number) .....

***I book my room from ...../...../..... to ...../...../..... in Hotel ,***

***Single: \_\_\_\_\_***

***Double: \_\_\_\_\_***

10. Please tick the box if you intend to participate in the welcome drinks and the tourist event

° Welcome drinks (Sunday, 24 September 2000)

° Excursion to Madurodam (Tuesday, 26 September 2000)

11. I have no access to the Internet and would like to receive the documentation by mail.  
 Please tick the box

Date.....

Signature .....