

Conference of European Statisticians

Sixty-sixth plenary session

Geneva, 18–20 June 2018

Seminar II: Getting our message across: Strategic reflections on modernizing statistical communication

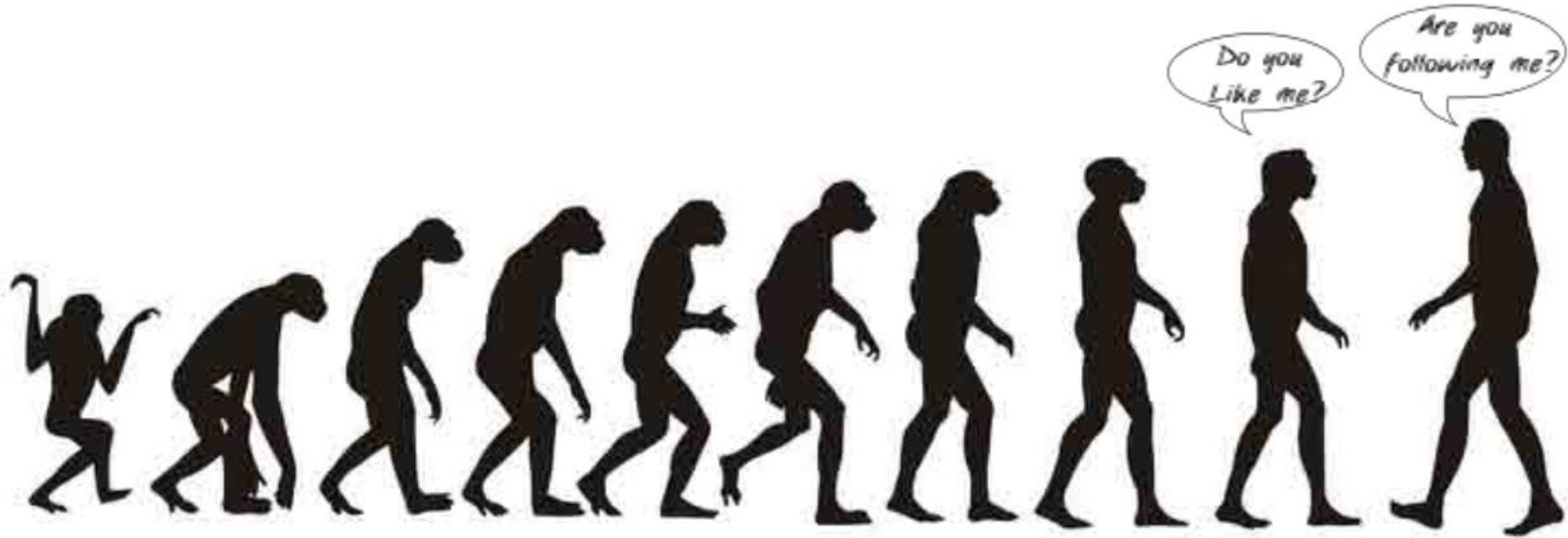


Getting our message across: Strategic reflections on modernizing statistical communication



The new era

- Information and Communication Technology



In our era...

- Everyone is a statistician



How do we remain relevant

- Getting our message across



Where do we start..

- Who are we, and how we modernize our image..



Where do we start

- Modernize our image by creating brands



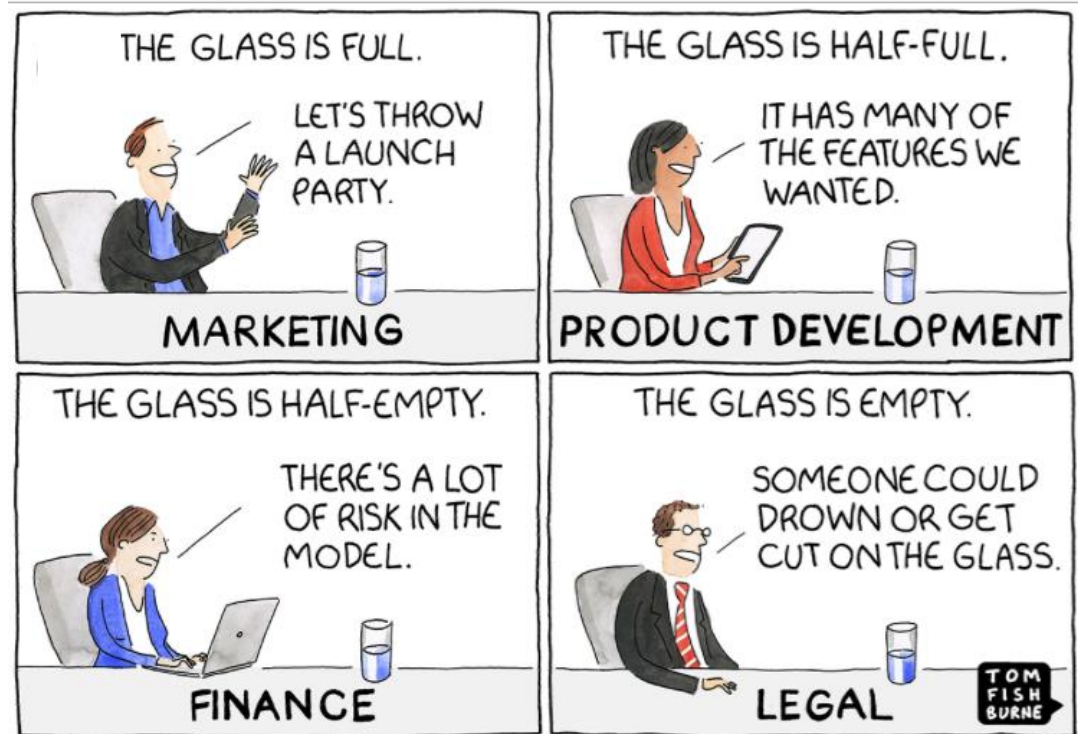
How do we modernize our products

- We tell stories



Our Challenge

- Raise our capacities



Communication leads to community, that is, to understanding, and mutual valuing.

- Rollo May (American Psychologist)

We are a community full of individuals who want to be different, stand out, yet belong. We speak in numbers, yet tell the same story, and it is the story of Everything.

- Delina Ibrahimaj 😁



NEXT



SESSION 1 – Strategic Communications

- Introduction by Session Organizer – Jelena Markovic, Montenegro
- Keynote speech – Mike Ackermans, Statistics Netherlands
- Key issues identified in papers and comments by countries and organizations who prepared papers OECD, Statistics Belgium, Norway, Croatia, Eurostat – Julio Santaella, Mexico
- General discussion
- Summary of the session

SESSION II: Communication crises – issue and reputation management

- Introduction by Session Organizer - Mike Ackermans, Netherlands
- Keynote speech – David Kalisch, Australian Bureau of Statistics
- Key issues identified in papers and comments by countries and organizations – papers from Germany, United States, Australia, Sweden - Mike Ackermans, Netherlands
- Summary of the session
- Conclusions and recommendations for follow-up work – Delina Ibrahimaj, General Director Albania



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