

**UNITED NATIONS STATISTICAL COMMISSION and  
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CONFERENCE OF EUROPEAN STATISTICIANS**

**UNECE Work Session on Statistical Dissemination and Communication**  
(12-14 September 2006, Washington D.C., United States of America)

Topic (i) Communicating effectively on the Web

**PERCEPTION, PROCESS, PERFORMANCE: WHAT WE NEED TO KNOW TO IMPROVE  
THE QUALITY AND USEFULNESS OF OUR WEB WRITING**

Presented by: Thom Haller  
Executive Director, Center for Plain Language  
Principal, Info.Design, Inc.

To display data effectively, we must have some understanding of visual perception. In this presentation, Thom will introduce us to some underpinnings of how humans experience online structure and content; and then lead us through a process for supporting those humans who visit our sites. He'll show how a user-focused framework can support us in making content decisions about what to leave in and what to take out. And he'll show us how we can link our writing to organizational measures of effectiveness so everyone can see the advantages of structure and clarity.

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**Thom Haller**, teacher, speaker, writer, and user-advocate teaches principles of performance-based information architecture and usability. He has more than 20 years experience developing communication products (technical, instructional and marketing materials) for government, associations, and business.

Thom is a noted facilitator and speaker. He has developed and run facilitator-led workshops for Federal agencies, associations, and corporations. As a speaker, he's served as a keynote for Society of Technical Communication, Federal Web Content Managers, IEEE, Association of Professional Communications and others. He is a frequent speaker at Internet Usability conferences.

Thom is founder and principal of Info.Design, Inc. (a consultancy and think tank dedicated to exploring strategies improving user experience). Thom and his team of colleagues help organizations learn the fundamentals of information structure and techniques for producing "performance-focused" content.

Thom teaches courses in user-focused design and structure. His academic work includes developing and presenting classes for The University of Maryland's Professional Writing Program, Johns Hopkins University School of Engineering, Georgetown University's Center for Professional Development (where Thom taught the course Visual Display of Information) and USDA Graduate School, where Thom received the prestigious USDA Faculty Excellence Award.

Thom serves as Executive Director for the Center for Plain Language. In this capacity he enrolls others in a mission to increase the usefulness and efficiency of government, legal, and business documents. Talk to Thom about becoming a member of the Center.