

UNECE Work Session on Statistical Dissemination and Communication (13-15 May 2009, Warsaw, Poland)

PROVISIONAL AGENDA AND TIMETABLE

The workshop will be held at the Hotel Mercure, Warsaw, starting on 13 May at 9:30 a.m.

Start time	Day 1: Wednesday 13 May	Document reference
	OPENING OF THE WORK SESSION	
9.30	Welcome and adoption of the agenda Opening speech by Jozef Olenski, President of the Central Statistical Office of Poland	
9.45	Summary of the organizational reports Anne-Christine Wanders (UNECE)	WP 2
9.55	“Ice-breaker” exercise	
10.25	MANAGING COMMUNICATION AND CREDIBILITY Session organizer: Leon Østergaard (Denmark)	
10.30	A new directive, a new opportunity: How the Office of Management and Budget (OMB) directive expands communication at the National Center for Health Statistics Megan Cox (U.S. National Center for Health Statistics)	WP 3
10.55	<i>Break</i>	
11.15	Developing and implementing a new web governance model for the U.S. Energy Information Administration Gina Pearson (U.S. Energy Information Administration)	WP 4
11.40	A new way of working with the website at Statistics Sweden Christine Uhrlander Lindbom (Sweden)	WP 5
11.55	The shoe problem - and what we are doing to prevent it Cecilia Westström (Sweden)	WP 6
12.10	Discussion	
12.45	<i>Lunch break</i>	
14.00	Adaptability of Polish Official Statistics information system in terms of crisis Marek Cierpial-Wolan (Poland)	WP 7
14.15	Presenting and communicating statistics: principles, components and quality assessment Filomena Magginos (Italy)	WP 8
14.30	Development of strategic communication plan Jonathan Massey-Smith (Canada)	WP 9
14.45	Discussion	
15.30	<i>Break</i>	
15.50	TO CHARGE OR NOT TO CHARGE Session organizer: Petteri Baer (UNECE)	
15.55	Dissemination policies in the European Statistical System Marc Debusschere (Eurostat)	WP 10
16.20	Informing the nation – open access to statistical information in Australia Siu-Ming Tam (Australia)	WP 11
16.45	Discussion	
17.30	End of Day 1	
19.30	Optional dinner	

Start time	Day 2: Thursday 14 May	Document reference
9.00	Overview of the Style Guide on the Presentation of Statistics Anne-Christine Wanders (UNECE)	WP 24
9.15	IMPROVING INTERNAL COMMUNICATION: WORKING BETTER TOGETHER Session organizers: Frances Comerford (Ireland) and Michael Levi (U.S. Bureau of Labor Statistics)	
9.20	Creating an organizational culture for working better together Jessica Gardner (UNECE)	WP 17
9.45	Statistics Explained – a new way of collaboration Ulrich Wieland (Eurostat)	WP 18
10.10	<i>Break</i>	
10.30	STATEC's program to improve internal communication Guy Zacharias (Luxembourg)	WP 19
10.55	Boosting communication among statisticians in Europe Annika Østergren Pofantis (Eurostat)	WP 20
11.20	Discussion	
12.00	<i>Lunch break</i>	
13.15	Small-group discussion	
14.00	WORKING WITH THE MEDIA Session organizers: David Marder (United Kingdom) and Kenneth C. Meyer (U.S. Census Bureau)	
14.05	The relationship between official statistics and the media – information service, confrontation and the domain of cooperation Wieslaw Lagodzinski (Poland)	WP 13
14.30	Measuring press citations of individual news releases and publications Anders Tystrup (Denmark)	WP 16
14.55	Discussion	
15.20	<i>Break</i>	
15.40	Lithuanian Media Survey 2008 results and follow-up activities Audronne Miskiniene (Lithuania)	WP 15
16.05	Proactive media – working with the BBC David Marder (United Kingdom)	WP 12
16.30	Discussion	
17.00	End of Day 2	

Start time **Day 3: Friday 15 May**

Document
reference

**9.00 EDUCATION AND OUTREACH STRATEGIES FOR COMMUNICATING WITH
HARD-TO-REACH RESPONDENTS**

Session organizer: Colleen Flannery (U.S. Census Bureau)

9.05 **Using a diversified communications campaign to target diverse audiences**
Ellen Dougherty (U.S. Department of Agriculture, National Agricultural Statistics
Service) WP 21

9.30 **Improving response on the United States Economic Census through
communication, coordination and outreach** WP 22
Robert Marske (U.S. Census Bureau)

9.55 **When census memories are tied to Christmas Eve only** WP 23
Michael Neutze and Thomas Vieweg (Germany)

10.20 Discussion

11.00 Break

11.20 Small-group discussion on conclusions and future work

12.00 Lunch break

13.15 Open discussion
Facilitators: Leon Østergaard and David Marder

14.00 Final conclusions

14.30 Adoption of the report

15.00 CLOSING OF THE WORK SESSION

15.30 Optional free guided tour of Warsaw