I. PURPOSE OF THE MEETING

1. At its 2009 plenary session, the Conference of European Statisticians included the Work Session on the Communication of Statistics in its 2009-2010 meeting programme. At the kind invitation of the Organisation for Economic Co-operation and Development (OECD), the meeting will be held from 30 June to 2 July 2010 in Paris, France.

2. The objective of the meeting is to exchange experiences and best practices on the communication and dissemination of statistics. The meeting will address the challenges faced by statistical organizations to communicate effectively with all their audiences and stakeholders. Attention will be focused on how to get the numbers across in clear and meaningful ways, managing the credibility of the organization, managing communication, improving communication within the organization, and using Web 2.0, social media and multimedia to improve communication with target audiences.

II. AGENDA OF THE MEETING

3. The programme of the meeting will consist of the following substantive topics:

   (i) Getting the numbers across in ways that external audiences understand
   (ii) Managing credibility in good times and in bad
   (iii) Managing communication
   (iv) Internal communication and training
   (v) Improving outreach using Web 2.0, social media and multimedia

4. Detailed explanatory notes on the nature of topics (i) – (v) are provided in Section VII below. A detailed agenda will be prepared in May and published on the meeting website (www.unece.org/stats/documents/2010.06.communication.htm).

III. PARTICIPATION AND ACCREDITATION

5. The target audience of the meeting includes managers and experts responsible for communication and media relations in national and international statistical organizations.

6. Representatives of all Member States of the United Nations and interested intergovernmental organizations are welcome to participate in the meeting. All delegates must be accredited by the competent authority of their country or international organization. All delegates attending the meeting are requested to have a valid passport and, if required, a visa. Applications for visas must be made as soon as possible to the Embassy of France in the country in which the delegates reside, with reference to the UNECE Work Session on the Communication of Statistics.
IV. REGISTRATION AND CALL FOR PAPERS

7. Delegates should complete the registration form sent with this notice and return it to the UNECE Secretariat (anne-christine.wanders@unece.org) by 31 March 2010. All participants are asked to provide a brief written report (2-4 pages) on the topics to be discussed at the meeting. Refer to paragraphs 12-13 below for more information.

8. Papers and presentations about any of the topics on the agenda are hereby requested. Participants intending to submit a paper should take note of the deadlines and requirements in paragraphs 14-16 below.

V. ACCOMMODATION

9. Delegates are requested to make their own accommodation arrangements. Information about accommodation options in Paris can be found on the website of the OECD Conference Centre at: www.oecd.org/conferencecentre. Further information about the meeting venue will be provided in a second information notice to be published on the meeting website (www.unece.org/stats/documents/2010.06.communication.htm) during March 2010.

VI. DOCUMENTATION, METHODS OF WORK AND OFFICIAL LANGUAGES

10. The working language of the meeting will be English and all documents should be submitted in English.

11. Meeting documents will be made publicly available on the website of the UNECE Secretariat at: www.unece.org/stats/documents/2010.06.communication.htm. Delegates are encouraged to download the papers from the website (available from early June) and bring their own copies to the meeting. Written papers posted on the website before the meeting will not be distributed in the conference room.

Reports from all participating agencies

12. Each participating organization is requested to provide a brief written report (2-4 pages) on the current situation and issues in their office regarding each of the meeting topics. These reports will not be presented or explicitly discussed during the meeting, but will be collated into a booklet and provided to all delegates as background information. They will also be valuable in assisting the session organizers to develop their sessions and guide the discussion.

13. A template for these reports is attached. They should be submitted to the UNECE Secretariat by 30 April 2010 via email to anne-christine.wanders@unece.org.

Call for papers to be presented at the meeting

14. The following deadlines and requirements apply to the submission of papers and associated presentations:

- The intention to submit a paper should be communicated to the UNECE Secretariat by 31 March 2010 by completing the relevant section of the registration form.
- Final papers should be emailed to anne-christine.wanders@unece.org at the UNECE Secretariat by 30 April 2010 at the latest.
- Authors who intend to present their written papers are invited to email their on-screen presentations to anne-christine.wanders@unece.org by 18 June 2010 so they can be installed on the projection equipment. Presentations will not be made available to delegates before the meeting, unless requested by the presenters.

15. Papers should be submitted in Microsoft Word or Rich Text File formats. The UNECE Secretariat will send each author a template containing the header, document number and format. The recommended length for each paper is up to five pages of text (3 000 words).
16. Authors of papers will be allocated time to give a presentation on their paper, highlighting the main issues. The length of time for this presentation will be confirmed by the session organizer after the abstract has been received. PowerPoint presentations or Adobe Acrobat full screen presentations may be used.

VII. EXPLANATORY NOTES TO THE AGENDA

17. Topic (i): Getting the numbers across in ways that external audiences understand

Statistical organizations are faced with the challenge of reaching many target audiences with varying degrees of statistical literacy. Improving communication with external audiences therefore relies on identifying the different audience groups and developing strategies for each, so that they can better understand statistical information. This session will focus on best practices and case studies that have helped external users find, understand and use statistical information.

Potential topics may include:
- Providing resources that support teaching, learning and research;
- Interacting with education systems to increase statistical literacy;
- Using popular ‘third party’ websites to target particular audiences;
- Creating alternative services to reach new audiences;
- Interacting with scholarly publishing systems to increase discoverability and usage of statistics among scholars and high-level students;
- Building relationships with users, through teachers’ associations, librarians and journalists.

18. Topic (ii): Managing credibility in good times and in bad

The reputation of a statistical organization is one of its most valuable assets. Our effectiveness depends to a great degree on the public’s trust in our accuracy, impartiality and reliability. We build credibility over time by establishing relationships – explicit or implicit – and repeated fruitful interactions with customers.

Trust carries us through normal times, but is particularly important when things go wrong. In the event of a crisis, it is essential that statistical organizations communicate effectively with the media and the public at large. Any hint of an attempt to play down the importance of the crisis or the significance of the error can cause substantial and long-lasting damage.

This session is an opportunity to share and reflect on organization strategies and experiences on the theme of credibility, drawing on both our successes and our failures. We are particularly interested in case studies focused on lessons learned on this subject.

Potential topics may include:
- Best practices for establishing relationships of mutual trust with the media;
- Techniques to emphasize accuracy, impartiality, and reliability;
- Best practices for releasing statistical revisions to improve data quality;
- Recovering from mistakes caused by flawed communications;
- Crisis communications regarding technical matters, such as significant estimation or calculation errors;
- Crisis communications regarding non-technical matters, such as accusations of bias, impropriety or breaches of confidentiality;
- Advanced planning for crisis communications.

19. Topic (iii): Managing communication

Managing communication is a vital part of running a successful and vibrant organization. In this session, we would particularly welcome papers which would illustrate how organizations have managed communication while dealing with difficult budgetary constraints. Papers dealing with the broader issues of managing communication are also very welcome.
The challenges faced to effectively communicate with a wide variety of users and ways of measuring success should provide the background for some interesting presentations.

Potential topics may include:

- Showing the skills and competencies needed to manage effective communication;
- Using best practice examples of managing communication in organizations to show how challenges were met;
- Explaining how changes were made which improved communication and access to information;
- Highlighting ways in which a budget has been spent differently in 2009, compared with 2008, in order to maximize communications.

20. **Topic (iv): Internal communication and training**

Effective internal communications is key to the success of any organization. It plays a vital role in helping an organization achieve its objectives and is the foundation for a dynamic and interesting workplace where informed employees are motivated and committed to excellence. Good internal communications is particularly important in implementing change and promoting engagement within an organization.

This session deals with the unique challenges and issues faced by statistical organizations in the area of internal communications. This includes not only communications between management and staff, but also between subject matter units and communications staff. The session examines some of the tools and best practices used to improve communications within statistical organizations, including training to develop communications skills among staff. It will focus on practical examples and case studies to illustrate how internal communications can be strengthened.

Potential topics may include:

- Tools and best practices for internal communication;
- Communication between managers and employees;
- Communicating with subject matter divisions;
- Creating understanding of good communication;
- Training staff to develop communication skills.

21. **Topic (v): Improving outreach using Web 2.0, social media and multimedia**

This session will define and discuss emerging digital communications techniques and tools, such as social media, Web 2.0, and multimedia, and share creative ways and success stories about how they can be used to improve the way we communicate with our audiences. Dynamic digital communications have increasingly been used effectively by government organizations to disseminate content and engage users. These tools help website visitors, potential respondents to surveys, and data consumers more easily access, understand and use data to complete their critical tasks.

What are current best practices for Online Press Rooms and how are these being transformed through social and multimedia? How can we use customer surveys, personas and customer feedback to determine which audiences would use and benefit most from these types of new communication tools? How do we determine if the new tools are being used, are effective and are targeted to the right audiences?

Potential topics may include:

- Best practices in social media;
- Social media policies and procedure;
- Developing and implementing a social media strategy;
- Integrating social / digital media into traditional media relations activities;
- Monitoring and measuring Web 2.0 activities;
- Designing an Online Press Room that reporters will use;
- Personas, surveys and feedback.
VIII. FURTHER INFORMATION

22. For further information, please contact:

**UNECE:** Ms. Anne-Christine Wanders
Statistician, Statistical Information Section
Statistical Division, United Nations Economic Commission for Europe
Palais des Nations
1211 GENEVA 10, Switzerland
Tel.: +41 22 917 4159
Fax: +41 22 917 0040
E-mail: anne-christine.wanders@unece.org