DAY 1 (Wednesday, June 29)

9:00	Registration
9:30	**Opening of the work session** (welcome speech, adoption of the agenda)
09:45	**Key Note Presentation.** **Public data online** Benjamin Yolken and Jachin Cheng (Google)
10:15	**Summary of Organization Reports** Vadim Isakov (UNECE)
10.30	**Making Data Meaningful: A Guide to Statistical Literacy** Vadim Isakov (UNECE)
10:45	**Coffee Break**
	SOCIAL MEDIA: SUCCESSES AND FAILURES
11:15	Introduction
11:30	**Is Twitter a Successful Channel to Users? A Case Study** Brian Costello (Ireland)
12:00	**Considerations for Interacting with Detractors on Your Social Media Properties** Stephen Buckner (U.S. Census Bureau)
12:30	**Lunch break**
14:30	**Digital Engagement: Two Case Studies From the UK** Matt Knight (United Kingdom)
15:00	**How Social Media Monitoring Can Help Corporate Communication – From Information Management to E-reputation Management** Nadine Jakobs (Germany)
15:30	**Online Engagement Gathering Feedback, Successes and Learning** Siu-Ming Tam (Australia)
16:00	**Coffee Break**
16:20	Discussion
16:50	Panel discussion (media representatives. TBC)
17:20	Small-group discussion
17:50	**End of Day 1**
18:30	**Dinner at the UN Beach Club**

DAY 2 (Thursday, June 30)

	GATHERING USER FEEDBACK
9:30	Introduction
9:40	**Customer Support – Using Everyday User Contacts to Improve Scb.se** Cecilia Weststdepartment Weststrom (Sweden)
10:10	**OECD's Approach to Building a User-centric Website** Terri Mitton (OECD)
10:40	**Gathering User Feedback Regarding Statistics Austria's Website** Beatrix Tomaschek (Austria)
11:10	**Coffee Break**
11:30	**User Satisfaction Survey at ROSSTAT** Andrey Maslyanenko (Russia)
12:00	**UNCTAD: Gathering User Feedback** Henri Laurencin (UNCTAD)
12:30	**Lunch Break**
14:00	Small-group discussion
14:30	**Statistics Explained. User Statistics via Piwik: Who is Looking?** Marc Debusschere (Eurostat)
15:00	Discussion
15:30	**Coffee Break**
	INTERNAL COMMUNICATION
15:50	Introduction
16:00	**Internal Communications: Introducing and Managing Change** France Mondoloni (Canada)
16:30	**A Good Product Needs Good Communication to Succeed** Wipada Soonthornsima (IMF)
17:00	**End of Day 2**

Day 3 (Friday, July 1)

	INTERNAL COMMUNICATION (CONTINUED)
	INTERNAL COMMUNICATION (CONTINUED)
09.30	**Writing Together for the Web** Maria Jesus Vinuesa Angulo (Spain)
10.00	**How to improve communication by the use of workshops - a case study** (Ulla Agerskov)
10:30	Discussion
11:00	**Coffee Break**
	EXTERNAL COMMUNICATION
11:20	**INEGI on Hand and the Segmentation of the Users** Alberto Ortega (Mexico)
11:50	**Who is in control of organizations' target groups?** Christine Uhlander Lindbom (Sweden)
12:20	**Lunch Break**
14:30	**Innovations in 2010 Census Communication Campaign** Alberto Ortega (Mexico)
15:00	Discussion
15:30	Small-group discussion on conclusions and future work
16:00	Adoption of the report
16:15	**Closing the work session**