## UNECE Work Session on the Communication of Statistics
(June 27-29, Geneva, Switzerland)

### DAY 1
Wednesday, June 27

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>9:00</td>
<td>Registration</td>
</tr>
<tr>
<td>9:30</td>
<td>Opening of the work session</td>
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<tr>
<td>9:45</td>
<td>Key Note Presentation. <strong>Data for Larger Audiences</strong></td>
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<tr>
<td></td>
<td>Benjamin Wiederkehr (datavisualization.ch)</td>
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<tr>
<td>10:30</td>
<td>Summary of Organization Reports</td>
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<td>Vadim Isakov (UNECE)</td>
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<td>10:45</td>
<td><strong>Coffee Break</strong></td>
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### Session 1: MEASURING EFFECTIVENESS OF COMMUNICATIONS

**Session organizers:** Ellen Dougherty and Michael Levi

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>11:15</td>
<td>Introduction</td>
</tr>
<tr>
<td>11:25</td>
<td>Engaging with the Media - Showing Its Value</td>
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<td>David Marder (ONS)</td>
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<td>11:45</td>
<td>Knowing your users patterns for enhancing the accessibility of statistics</td>
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<td>Per Nymand (ECB)</td>
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<tr>
<td>12:05</td>
<td><strong>2011 Population and Housing Census communications campaign and measuring its effectiveness</strong></td>
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<td>Aira Veelma (Estonia)</td>
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<td>12:30</td>
<td>Lunch break</td>
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14:00 Small Group discussions

14:30 General discussion

### Session 2: BUILDING CREDIBILITY

**Session organizers:** Heath Jeffries and Terri Mitton

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>15:00</td>
<td>Introduction</td>
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<tr>
<td>15:10</td>
<td><strong>A Proactive Media Strategy for Official Statistics</strong></td>
</tr>
<tr>
<td></td>
<td>Heath Jeffries (ONS)</td>
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<tr>
<td>15:30</td>
<td><strong>Coffee Break</strong></td>
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</tbody>
</table>
15:50 Improving Data Transparency and Accessibility by Enabling Third-Party Innovation
Stephen Buckner (U.S. Census)

16:10 Cooperation and Communication with Mass Media
Elena Dunaeva (ROSTAT)

16:30 Using Short Stories, Video Summaries and Infographics to Build Credibility in Statistics
Jamie Jenkins (ONS)

16:50 Small Group discussions

17:10 General discussion

17:30 End of Day 1

19:00 Dinner at the UN Beach Club
Session 3: NEW WAYS OF ENGAGING AUDIENCES
PART I

Session organizers: Kerstin Haensel

9:30 Introduction

9:40 Wikidata - Social Media Meets Open Data
Christoph Bergmann and Daniela Schungel (DESTATIS)

10:00 Social Media: Recent Developments and Changes
Corien Ooms (Netherlands)

10:20 General discussion
10:40 Coffee Break

NEW WAYS OF ENGAGING AUDIENCES
PART II

Session organizers: Frances Comerford and Corien Ooms

11:10 Introduction

11:20 From app of the day to yesterday's news.
Christine Uhrlander (Sweden)

11:40 Engaging with citizens via “Your Better Life Index”
Vincent Finat-Duclos (OECD)

12:00 Revolution in the communication
Eduardo Gracida (INEGI)

12:10 General discussion
12:20 Lunch Break

14:00 Introducing web-tv on the homepage of Statistics Denmark
Marianne Mackie and Helle Holm (Denmark)

14:20 findicator.fi – the society at large. An example of co-operative service development
Heli Mikkela (Finland)

14:40 Small Group discussions
15:10 General discussion
16:00 End of Day 2
DAY 3  
Friday, June 29

INTERNAL COMMUNICATION

Session organizer: Lukasz Augustyniak

9:30  Introduction

9:40  Internal communication at the corporate level  
Cecilia Westsrom (Sweden)

10:00  Beyond Intranet and newsletter  
Lukasz Augustyniak (Eurostat)

10:20  A Case Study for Developing an Employee Driven Communications Plan to Modernize the Agency, Build Credibility and Engage Stakeholders.  
Sue duPont (USDA)

10:40  General discussion

11:00  Coffee Break

11:20  General Discussion on the work session (questions to the authors, general comments)  
11:50  Exercise on suggestions for future work/topics  
12:20  Adoption of the report

12:30  Closing the work session