

Work session on Statistical Output for
Dissemination to Information Media
(Voorburg, Netherlands, 25 - 27 September 2000)

Annotated agenda

Monday, 25 September

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| 10:00 - 10:15 | Opening of the session |
| 10:15 – 10:20 | Election of officers |
| 10:20 – 10:30 | Adoption of the agenda |
| Agenda item 1. | Media crises management |
| 10:30 – 11:15 | Working paper No. 9 – “Riding the crisis”, UK, Sweden and Germany |
| 11:15 – 11:30 | Coffee break |
| 11:30 – 12:00 | Working paper No. 12 – “When bad things happen to your Good Name”, U.S.A. and Israel |
| 12:00 – 13:00 | Discussion |
| 13:00 – 14:30 | Lunch |
| Agenda item 3. | How to build a corporate design as a modern information provider? |
| 14:30 – 14:45 | Working paper No. 3 – “Developing a new corporate design”, Germany |
| 14:45 – 15:00 | Working paper No.5 – “What methods can Statistical agencies use to..”, Italy |
| 15:00 – 15:15 | Working paper No. 8 – Luxembourg and Belgium |
| 15:15 – 15:30 | Coffee break |
| 15:30 – 16:30 | Working paper No. 18 – “The process and value of developing a corporate identity”, Switzerland, Belgium, Ireland, U.S.A., |
| 16:30 – 17:30 | Discussion |

Tuesday, 26 September

- Agenda item 2. Making use of new technological developments to better meet the needs of the media and get their feedback**
- Agenda item 5. Improving data sets and information released through the Internet to the media**
- 9:30 – 9:40 **Working paper No. 7** – “The new Eurostat web site”, Eurostat
- 9:40 – 9:50 **Working paper No. 8** – Luxembourg and Belgium
- 9:50 – 10:05 **Working paper No.11** – “Development of NCS web site using new technological developments”, Romania
- 10:05 – 10:20 **Working paper No. 13** – “For concepts and methods, click here”, Canada
- 10:20 – 10:40 **Working paper No. 19** – “Revising statistical information released to the media on Internet”, Canada, United States
- 10:40 – 10:55 Coffee break
- 10:55 – 11:10 **Working paper No. 16** – “Sharing Statistical Information over the Internet”, United Kingdom
- 11:10 - 11:30 "Usability testing to improve your Website", Energy Information Administration, United States
- 11:30 - 11:50 "Website usability. Surprising findings from the research", Bureau of Justice Statistics, United States
- 11:50 – 13:00 Discussion
- 13:00 – 14:30 Lunch break
- 14:30 – 14:45 **Working paper No. 14** – “The United States Census Experience”, U.S.A.
- 14:45 – 15:15 Discussion
- 15:15 – 15:30 Coffee break
- Agenda item 6. Future work**
- 15:30 – 16:30 Draft proposal of the Manual on best practices for dealing with the media
- Discussion

Wednesday, 27 September

- Agenda item 4. Costs and benefits to consider when planning to outsource public and media relations work**
- 9:30 – 9:50 **Working paper No. 10** – “Can a public relations firm help a statistical agency”, U.S.A. and Israel
- 9:50 – 10:05 **Working paper No. 15** – “Romanian NCS relation with the media and public...”, Romania
- 10:05 – 11:05 Discussion
- 11:05 – 11:20 Coffee break
- Open session**
- 11:20 – 11:30 **Working paper No. 4** – “New attitude of dissemination ...”, Czech Republic
- 11:30 – 11:40 **Working paper No. 2** – “Use of fundamental principles of information and dissemination” - Eurostat
- 11:40 – 11:50 **Working paper No. 6** – “The central database Tempo”, Romania
- 11:50 – 12:00 **Working paper No. 17** – “Statistics Sweden’s mass media policy”, Sweden
- 12:00 – 12:20 Discussion
- Agenda item 7. Other business**
- 12:20 – 12:30
- Agenda item 8. Adoption of the report**
- 12:30 – 13:00 Adoption of the report and closing of the meeting