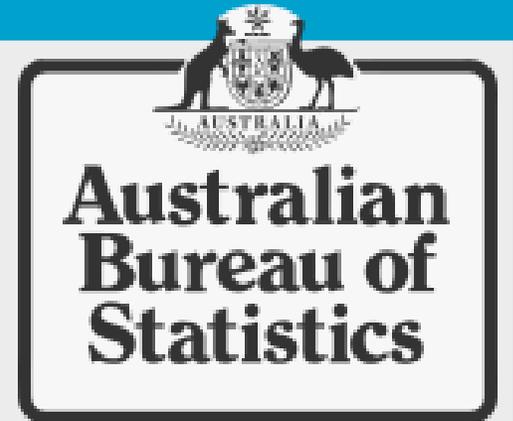


Australia: Building trust through communications

Keynote by **David Kalisch**

- 2016 Census: from paper to online submissions
- Crisis: platform out for some some days
- How did they overcome?

Question: To what extent is weariness by the general public with surveys and polls part of the problem? Is that detrimental for the reputation of ABS, NSI's in general?



Sweden: An outgoing expert personality

- Use a “brand platform” to improve policy and actions
- Define organizational personality to go from introvert to extravert
- *Question: Do you monitor and measure the brand awareness of Statistics Sweden, e.g. researchs over a longer periode of time with trend analysis? Did you find an increase of brand awareness with the general public?*



HLG-MOS: Thoughts on issue & crisis comms

- Use a “brand platform” to improve policy and actions



- Define organizational personality to go from introvert to extravert

- *Question: Are NSI's more vulnerable these days for attacks, negative framing than in the past and do you see as a result more incidents that create a negative impact with the general public, the media etc?*

US: Building a good reputation and avoid pitfalls

- Decentralized statistical system
- More pro-active crisis comms strategy
- Storytelling techniques introduced
- *Question: Especially in the US accusations of 'fake news' have hit official institutes and media with until now indisputable reputation of objectivity. Did this harm the reputation of BLS, or the statistical system in the US? How do you handle this?*



Germany: new trends in communications

- NSI's should strengthen their brand identities
- Meet needs of target groups, use dialogue
- *Question: About the influencers. What influencers in which parts of society are to your opinion interesting to target, and how would you do it? Do you make a distinction between different target audiences in society, do you search for influencers in those audiences and do you approach them in an active way?*



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