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## Information Notice 1

### I. PURPOSE AND TARGET AUDIENCE OF THE WORKSHOP

1. The 2019 Workshop on Statistical Data Dissemination and Communication will be hosted by Statistics Poland. It will take place in Gdańsk on 12-14 June 2019, starting at 09:00 am on Wednesday, and ending by 01:00 pm on Friday.
2. The focus of the workshop will be on cutting edge ideas, new trends, experiments, and approaches in the areas of statistical data dissemination and communication. In addition to the traditional presentations, the agenda of the workshop will include target-driven small group discussions, a practical exercise, and a panel discussion. Delegates will be asked to contribute to the development of internationally-coordinated work in the field of data dissemination and communication.
3. The target audience of the workshop includes senior and middle-level managers responsible for data dissemination and communication, across all statistical domains.

### II. AGENDA OF THE WORKSHOP

4. The programme of the workshop will consist of the following substantive topics:

- (i) **Issue management**

Within the broader context of a strategic communications framework, it is critical to remember that sometimes things go wrong. All statistical organizations encounter challenging issues and sudden crises. The purpose of crisis and issue management is to mitigate the damage that adverse events may trigger by ensuring that statistical organizations are well prepared to respond to problems publicly, in a timely and appropriate manner.

Challenging events can originate within the statistical organization, or externally. Many of these events will require coordinated responses from multiple areas within the statistical organization. Staff in information technology, statistical methods, administration, security, etc. may have significant roles to play. In some circumstances, a business continuity team may be assigned overall responsibility. In all cases, however, corporate communications will be vital.

This session covers case studies or papers on key successes and failures in issue management, lessons learned, strategies and policies and the internal/external impact of how the issue was handled.

Topics requiring issue management could include:

- Statistical issues—estimation errors, methodological shortcomings, stakeholders challenging data (e.g., affected groups disagree with organization's estimates)

- Corporate issues—conflict of interest, incompetence, unwise public statement by an employee (especially on social media)
- Continuity issues—system failures (e.g., website down), severe weather events, cyberattacks, and violence in or near the worksite
- Security issues—confidentiality breaches
- Reputational attacks—allegations of bias, distortion and fake news
- Political interference (real or perceived)—premature disclosure of data by political actors, pressure to change or reschedule releases, and national or international political instability

## (ii) **Internal communication and positioning of the communication department**

Strong internal communication is crucial for developing trust and a positive working environment within an organization. It has a direct impact on employee engagement, the organizational culture and productivity.

When information is shared within an organization and flows freely up, down and horizontally, employees are aware of organizational changes and the context of management decisions. This encourages a feeling of 'ownership' and being a member of a larger team. In turn, this contributes to job satisfaction and overall engagement, improving employee retention.

Following the suggestions of the participants of the 2018 Workshop on Dissemination and Communication, the 2019 workshop will again share examples of best practice and lessons learned in the area of internal communication. In this session we would like to hear about and discuss issues of interest to many of us, which might include:

- Experience in building a strong internal communication function enhancing staff engagement in your organization
- Examples of best practice that can be shared with others to encourage the communication flow, including easily implementable solutions
- Examples of internal communication strategies that have promoted culture change within an organization
- Examples of challenges in effective organizational communication, including failed initiatives
- Approaches used to convince senior management of the importance of efficient internal communication and examples of good practice of how top-down communication and two-way dialogue started to flow
- Experience in strengthening the position of the communication department inside the statistical organization

## (iii) **Tailoring communication to the audiences**

Statistical organizations are operating in a competitive and challenging communications environment. Time, attention, and relevance have become scarce resources, making it vital that we strengthen our ability to communicate directly and effectively with diverse and expanding audiences.

One of the keys to effective communication is the ability to tailor your communication to your audience – but to do this successfully you must first have a handle on who those audiences are, what kinds of information they are seeking, and how they prefer to receive that information.

How can statistical organizations better understand their audiences and then customize their communications accordingly? Some issues of interest (examples of lessons learned from experiences and case studies) include:

- Gathering audience input through surveys, focus groups, advisory panels, and other means
- How to segment audiences and develop personas
- Tailoring products and messages effectively
- Measuring success and impact

#### (iv) **Branding**

Statistical organizations are affected by the rapidly changing communication environment. Communication is no longer restricted to disseminating facts. Given new opportunities for direct dialog with our customers – such as through social media – we also send messages that build a corporate image: our brand. A brand is much more than a logo, a visual identity, or a tagline. It is how an organization lives its values and how it is presented to and perceived by the public.

A mature brand is part of an organization's DNA. It is the cohesive thread that runs through an organization's strategies, objectives and core purpose. A strong, developed brand should be omnipresent and should represent the organization's personality, identity, and reputation. To stakeholders, a successful and distinguished brand heralds quality and elicits trust. With that comes loyalty.

How do statistical organizations establish and maintain their brand? Some issues of interest (case studies would be great!) include:

- How can statistical organizations define their desired brand?
- What does a branding or re-branding initiative involve? How can a statistical organization determine whether the resource expenditure is cost-effective?
- How can a statistical organization test the effectiveness of its brand?
- How can a statistical organization embed its brand in the communications strategy, marketing strategy, customer engagement and staff engagement?

5. In addition to the four sessions, the workshop will include small group discussions, a participatory exercise, and a panel discussion. The panel discussion will focus on communication strategies developed and applied by international statistical organizations.

### **III. PARTICIPATION AND ACCREDITATION**

6. Representatives of all Member States of the United Nations and of interested intergovernmental organizations are welcome to the workshop. Participants representing non-governmental organizations in a consultative status with the United Nations Economic and Social Council may also attend. **All participants must be accredited by the competent authorities of their country or international organization.**

7. All participants attending the workshop are requested to have a valid passport and, if required, a visa. Applications for visas should be made as soon as possible to the Embassy of Poland in the country in which the participant resides, with a reference to the 2019 Workshop on Statistical Data Dissemination and Communication. A letter to facilitate obtaining a visa can be requested from Ewa Bandurska from the International Cooperation Department of Statistics Poland ([E.Bandurska@stat.gov.pl](mailto:E.Bandurska@stat.gov.pl)).

8. Participants should register online by 17 April 2019 by following the link: <https://uncdb.unece.org/app/ext/meeting-registration?id=90tue5>.

#### IV. TRAVEL AND ACCOMMODATION

9. Participants and/or their offices are requested to make their own travel arrangements and hotel reservations. The UNECE secretariat regrets not being able to offer any financial assistance regarding travel and accommodation arrangements.

#### V. CALL FOR PAPERS, METHODS OF WORK AND OFFICIAL LANGUAGES

10. Papers and presentations about any of the four session topics on the agenda are hereby requested. The official language of the workshop is English. Please take note of the deadlines and requirements explained below. Contributions can include papers, presentations, demonstrations, posters and videos. Other forms of contributions may be proposed. Full guidelines for contributions will be given following the acceptance of abstracts. Please note that due to the nature of the workshop, it may not be possible to allocate time to all proposed contributions.

11. The following **deadlines** and requirements apply:

- (i) A short abstract of the proposed contribution should be submitted by email to the UNECE secretariat as soon as possible and by **Wednesday 20 March** at the latest. Information about the selection of contributions for the workshop, guidelines on formatting, and a reminder of deadlines will be sent to authors by email.
- (ii) Any written papers must be received by **Wednesday 15 May** at the latest.
- (iii) Any presentation slides, videos or other electronic materials should be sent to the UNECE secretariat by **Wednesday 15 May** at the latest.
- (iv) Any equipment required for practical demonstrations must be provided by the participant.

12. Papers will be made available on the wiki space for Dissemination and Communication of Statistics before the workshop at the following location: <https://statswiki.unece.org/x/T4CnD>. Presentations will also be added to the UNECE website after the workshop. Presentations will not be made available to delegates before the meeting, unless requested by the presenters.

13. Participants are encouraged to download the papers from the wiki and, where feasible, to use electronic devices to read papers in order to minimise paper use. Documents posted on the wiki before the workshop will not be distributed in the conference room.

#### IV. VENUE

14. The workshop will take place in Gdańsk, Poland. A second information notice will be issued and made available on the meeting website in due time, giving details for location along with additional logistical information.

## FURTHER INFORMATION

15. For further information, please contact:

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## DEADLINES

20 March 2019	<b>Abstract</b> or proposal for intended contribution
17 April 2019	<b>Registration</b>
15 May 2019	<b>Paper</b> or detailed abstract if no paper is provided <b>Presentation</b> or other material to be presented (draft)
3 June 2019	Final versions of presentations
12-14 June 2019	Workshop