

**91<sup>st</sup> DGINS CONFERENCE**  
**“The Challenge of Communicating Statistics”**

**26<sup>th</sup> – 27<sup>th</sup> MAY 2005**  
**EIGTVEDS PAKHUS, COPENHAGEN, DENMARK**

**Thursday, 26<sup>th</sup> May 2005**

**9.00 – 9.20      Opening session**

Bendt BENDTSEN, Minister of Economic and Business Affairs  
Jan PLOVSING, Director-General, *Statistics Denmark*

**9.20 – 9.50      Keynote address**

Henning CHRISTOPHERSEN,  
former Vice-President of the European Commission

**9.50 – 11.00      Session 1 – PROFESSIONAL USER REQUIREMENTS OF STATISTICAL DISSEMINATION**

*Chair:* Luigi BIGGERI, President, *ISTAT, Italy*

**1.1**    Ulrik NØDGAARD, Deputy Permanent Secretary, *Ministry of Economic and Business Affairs, Denmark*  
“What is important when using official statistics in government analysis?”

**1.2**    Steven KEUNING, Chief Statistician, *ECB*  
”Meeting user’s demands for truly European Statistics”

*Discussant:* Heinrich BRÜNGGER, Director, *UNECE Statistical Division*

**11.00 – 11.30      Coffee break**

**11.30 – 12.45      Session 2 – RESEARCHER REQUIREMENTS OF STATISTICAL DISSEMINATION**

*Chair:* Carmen ALCAIDE GUINDO, President, *INE, Spain*

**2.1**    Pedro DÍAZ MUÑOZ, Director, *Eurostat*  
”Disseminating statistics to the Research Community”

**2.2**    Niels PLOUG, Research Director, *The Danish National Institute of Social Research*  
”European data sources – an opportunity and a challenge”

**2.3**    Svante ÖBERG, Director-General, *Statistics Sweden*  
“National Statistical Systems and Researchers”

*Discussant:* Ullrich HEILEMANN, Vice-President of CEIES

**12.45 – 14.15      Lunch break**

**14.15 – 15.30**      **Session 3 – NON-PROFESSIONAL USER REQUIREMENTS OF STATISTICAL DISSEMINATION**

**Chair:** Tadeusz TOCZYNSKI, President, *Central Statistical Office of Poland*

**3.1**    Aija ZIGURE, President, *Central Statistical Bureau of Latvia*  
"Focusing on non-professional data users"

**3.2**    Michel GLAUDE, Director, *Eurostat*  
"After the 'Free Dissemination', an integrated Strategy of Communication"

**3.3**    Gunnar SAHLIN, National Librarian, *Sweden*  
"Official statistics – can they be used more efficiently?"

**Discussant:** Hallgrímur SNORRASON, Director, *Statistics Iceland*

**15.30 – 16.00**      **Coffee break**

**16.00 – 16.45**      **PRESENTATION OF THE DANISH STATISTICAL SYSTEM**

Jan PLOVSING, Director-General, *Statistics Denmark*

**18.30**              **Social activities (Official dinner at "Louisiana Museum of Modern Art" with guided tour through the exhibitions)**

9.45 - 11.15

**Session 4 – DISSEMINATION TO THE NEWS MEDIA**

***Part 4.1: Expectations of the news media***

**4.1.1** Jim SAFT, *Reuters*

“The needs of the media in covering official statistics”

***Part 4.2: The national statistical institutes and the requirements of the news media***

***Chair:*** José MATA, President, *INE, Portugal*

**4.2.1** Len COOK, Director, *ONS, United Kingdom*

“The challenge of communicating statistics”

**4.2.2** Leif BECK FALLESEN, Editor-in-chief, *Dagbladet Børsen, Denmark*

”21<sup>st</sup> Century statistics please - From counting pigs to measuring knowledge”

***Discussant:*** Péter PUKLI, President, *Hungarian Central Statistical Office*

11.15 – 11.45

**Coffee break**

11.45 – 12.45

**ROUND TABLE – “TO WHICH EXTENT ARE THE NSI’S READY TO MEET THE FUTURE CHALLENGES OF DISSEMINATION?”**

***Chair:*** Donal GARVEY, Director-General, *Central Statistics Office, Ireland*

***Participants:*** Günther HANREICH, Director-General, *Eurostat*

Johann HAHLN, President, *Statistisches Bundesamt, Germany*

Heli JESKANEN-SUNDSTRÖM, Director-General, *Statistics Finland*

Irena KRIZMAN, Director-General, *Statistical Office of the Republic of Slovenia*

Gosse VAN DER VEEN, Director-General, *CBS, Netherlands*

12.45 – 13.00

**CLOSING SPEECH**

Jan PLOVSING, Director-General, *Statistics Denmark*