Communication on central bank statistics: unlocking the next level

Joint Irving Fisher Committee and Banco de Portugal conference

19 and 20 September 2022, Lisbon

Background

This is not a conference to convince you that statistical communication is part of the data value chain. This is a conference for those who believe that helping people using and understanding data will empower them. We will not review the importance of converting data into infographics nor how central bank statistics are crucial for policy makers. We will instead debate how to unlock the next level of being influent in society by communicating statistics in an impressive and valuable way. We will share central banks' achievements and discuss how to unlock new channels, targets and contents. We will also have a debate on using plain language to engage the public at large and applying web analytics services for a continuous assessment of communication initiatives.

The Conference is organised jointly by the Irving Fisher Committee on Central Bank Statistics (IFC) and Banco de Portugal. It will take place in Lisbon on 19-20 September 2022. Due to some possible travel limitations it will be organised as a combined in-person | online conference.

Call for contributions

The agenda of the conference will cover six topics. If you have a good story to share on how your central bank is developing the statistical communication function, we encourage you to focus on **topics 1 to 4** and to attend the conference in person.

Topic 1 | Unlocking the function: where to start?

This topic aims to share central banks' experience on how to start a statistical communication function in terms of targets, channels, and contents. What are the main challenges and how to overcome them?

Topic 2 | Unlocking new channels

During the last years, central banks started exploring new channels to communicate statistics, namely, social media, video or podcasts. This topic aims to share experience on: (i) how to choose the right channel for different targets and different contents; (ii) how to design a communication strategy dedicated to these new channels; and (iii) how to create good content for them.

Topic 3 | Unlocking new targets

Central banks are also communicating to new targets, in particular non-specialized audiences: firms, teachers, students and the general public. This topic aims to share experience on: (i) how to reach and engage with different targets; (ii) how to produce relatable content to them; (iii) how to identify their needs and level of satisfaction; (iv) how to design a communication strategy addressing the public at large.

Topic 4 | Unlocking new skills

As the relevance of the communication function increases, who should be in charge of it? What are the possible organizational arrangements for the involved teams? What should be their size and composition? Should central banks invest in people with different skills (marketing, social media, digital content) and/or intensify staff training?

A discussion panel and a keynote speaker will cover, respectively, **Topic 5 - Using plain language to enhance statistical literacy** - and **Topic 6 - Using web analytics services.**

Please send the title and abstract of your presentation to BPstatistics@bportugal.pt and IFC.secretariat@bis.org by the end of June 2022. Authors of accepted presentations will be notified by 18 July 2022. Presentations are expected by 2 September 2022.

Key dates

- High-level agenda for the conference: 16 May 2022
- Abstract submission: up to 30 June 2022 cob
- Acceptance notification: 18 July 2022
- Registration for the conference: 16 May to 26 August 2022
- Submission of presentations: up to 2 September 2022 cob
- Conference: 19-20 September 2022