

## Call for Papers



2012 IAOS Conference

***Getting our messages across – Strategies and Best Practices  
to Ensure the Use of Statistics in Decision Making***

12–14 September 2012

Kiev, Ukraine

The International Association of Official Statistics (IAOS) Executive Committee is pleased to invite you to submit proposals for Conference papers and posters.

This Conference is co-hosted by the State Statistical Services, Ukraine and the IAOS.

The Conference, “Getting our messages across – Strategies and Best Practices to Ensure the Use of Statistics in Decision Making,” will focus on how statistical offices are ensuring that the key messages in their statistics are getting through to users and are adding value to decision making. In particular it will cover:

- Standards for statistical reporting and commentary writing: using plain and simple language;
- Statistical and graphical presentation techniques, including the use of trend analysis and data visualisation;
- Developments in the use of IT: the web, providing on-line analysis facilities for users, using metadata to improve searches; smart phones and devices
- Wikis and blogs;
- How third parties can add value;
- Marketing our statistics;
- Building relationships with customers, monitoring feedback and setting priorities; and
- Statistical literacy.

The Conference will have plenary sessions, panel discussions, invited papers sessions and contributed papers sessions, on topics related to one or more of the following themes:

- Statistical literacy;
- Statistical story telling;
- New information media;
- Enhancing access to information; and
- Marketing, promotion and customer focus.

There will also be sessions organised by the Standing Committee on Urban and Regional Statistics.

Abstracts, to be written in English, will be published in conference proceedings in English and Russian.

Kiev is a very beautiful city and the IAOS Executive Committee looks forward to seeing many of you there at the Conference. Further information about the Conference can be found on the conference website (<http://iaos2012.ukrstat.gov.ua/>).

You are invited to submit an abstract for a paper for the Contributed Paper Sessions or Poster Paper Sessions. Proposals should be less than one page, indicate which one of the five themes they refer to, and send to Ms Nataliia Berga at [N.Begma@ukrstat.gov.ua](mailto:N.Begma@ukrstat.gov.ua), on or before 31 December 2011. You will be advised on or before 31 March 2012 if your proposal will be included in the Scientific Program of the Conference. If so, you will be invited to submit the final paper.