



12<sup>th</sup> European Conference on Quality in Official Statistics (Q2026)  
Training course on  
“Statistics that Shape the Future through Dissemination and Communication”

**Trainers:** Professor Leo Mršić, PhD *Professor of Algebra, Bernays University*

Professor Zdravko Kunić, PhD *Assistant Professor of Algebra, Bernays University*

**Course description:** This workshop offers a hands-on, collaborative experience aimed at improving how statistical data is communicated to diverse audiences. Participants will work in small groups to analyse a real-world case study, identifying key objectives, target audiences, suitable communication channels, and tailored messaging strategies. The focus is on applying theoretical concepts to practical scenarios, encouraging creative thinking and peer exchange.

After completing their group work, participants will present their findings and proposed strategies to the full cohort. These presentations foster a rich dialogue, allowing everyone to learn from different approaches and perspectives. Trainers will provide personalized feedback, highlighting strengths and offering constructive suggestions to refine each group's work.

The workshop concludes with a structured wrap-up session to consolidate learning. Trainers will summarize key insights and best practices, while participants reflect on their takeaways and discuss how they plan to apply new skills in their professional roles. An open Q&A provides space for deeper exploration, and final remarks offer guidance for continued growth in the field of statistical communication.

**Main goals:**

- ✓ Enhance understanding of the role of dissemination and communication
- ✓ Equip participants with frameworks and best practices
- ✓ Develop skills in case-based problem solving (during practical part of the workshop, participants will work on a single detailed case study to ensure deeper understanding and better knowledge absorption. Each group will approach the same statistical release from the perspective of different audiences (media, policymakers, general public), enabling rich comparison and discussion. The hands-on segment will make use of Tableau Prep/Desktop/Online helping participants



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### Training course on

“Statistics that Shape the Future through Dissemination and Communication“

(prototype messages, visuals, and dissemination strategies in a structured and collaborative environment)

- ✓ Improve presentation and communication capabilities
- ✓ Foster interactive learning and peer exchange
- ✓ Build confidence in designing user-focused dissemination strategies
- ✓ Ensure readiness for practical application

#### Target audience:

Professionals involved in the communication and dissemination of official statistics, including:

Statisticians & Data Analysts producing outputs for public or policy use; Communication Officers & Dissemination Specialists planning outreach strategies; Press Officers, Editors & Publication Managers creating user-friendly content (e.g. articles, reports, infographics); Policy Advisors & Strategic Planners using data to inform decisions and engage stakeholders; Researchers & Academics focused on applied statistics and public engagement; Other Statistical Professionals aiming to present complex data clearly and effectively

#### Laptop

Yes, participants will receive detailed environment setup instructions prior to the course

**Max no. of participants** of 35

#### Data & Tools

All datasets (including statistical tables and boundary files) and software environments will be defined, version controlled, and distributed to attendees before the training, ensuring everyone works with the same inputs and configurations.

#### Suggested reading:

[Eurostat Communication Strategy 2025-2029](#)  
[Strategic Communications Framework for Statistical Institutions by UNECE](#)  
[Preparing a Statistics Communication Strategy by UNECE](#)  
[Dissemination and Communication Wiki by UNECE](#)  
[Dissemination of Official Statistics by the United Nations Statistics Division](#)