

# The European Union's IPA 2013 Programme

“Support to the Improvement of Statistical Information System” - Albania

Europe Aid/136334/IH/SER/AL

Service contract no. (CRIS) AL/IPA2013/03

Output 3.2.3.2\_Periodic training module for journalists

Output 3.2.3.3\_Internal communication, public communication and  
public relations for personnel

Output 3.2.3.5\_Training sessions on official statistics for  
stakeholders

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# TRAINING MODULES on COMMUNICATION

Output 3.2.3.2\_Periodic training module for **journalists**

Output 3.2.3.3\_Internal communication, public communication and  
public relations for **personnel**

Output 3.2.3.5\_Training sessions on official statistics for **stakeholders**

# TRAINING the media on Official Statistics



# TRAINING the media on Official Statistics

## What

- Periodic Training sessions for the media, to **explain how official statistics** are produced, interpretation of data, importance of statistics, etc.

## Why

- Journalists must **be aware and updated** with the statistical system of the country, and most importantly how to **properly interpret** them in order to avoid misleading public opinion.

## Who

- **INSTAT team**, as the coordinator of the Albanian Statistical System, shall organize periodic **trainings for the media**, to continuously improve the journalists' knowledge on official statistics.

## Where

- **INSTAT premises**, the new Training Center

## When

- **4 times a year**, (at the end of the 3<sup>rd</sup> month of every quarter year)

# TRAINING the media on Official Statistics

## Topics

### Session 1

- The ASS and its history
- Changes in Law
- New Products

### Session 2

- Progress towards EU standards
- Hot Topics
- New Products

### Session 3

- What users want!
- Hot Topics
- New Products

### Session 4

- Reading Statistics
- Using Statistics
- Hot Topics



# TRAINING the media on Official Statistics

## Workplan & Timetable sample

Activity Description	Responsible Dept./Person	Deadline
<b>Media Training – Session 1</b>	<b>PDIU</b>	<b>30 May 2018</b>
Confirm Venue/Location	PDIU	1 <sup>st</sup> May
Agenda	PDIU – Production Unit/s	10 <sup>th</sup> May
Guest List	PDIU	10 <sup>th</sup> May
Invitations/RSVP's	PDIU	10 - 15 <sup>th</sup> May
Branding Materials	PDIU	20 <sup>th</sup> May
Content/Presentations/Materials	PDIU – Production Unit/s	20 <sup>th</sup> May
Publicity <ul style="list-style-type: none"> <li>• Media Kit (Dossier, Press Release, Training Material)</li> <li>• Monitoring &amp; Press Book of event coverage</li> <li>• Social Media editorial</li> </ul>	PDIU	20– 30 <sup>th</sup> May

# TRAINING **personnel** on Communication



# TRAINING personnel on Communication

What

- **Training for communication** personnel and institution representatives on internal communication, public communication and public relations

Why

- INSTAT staff must **be aware and updated** with communication strategy, so all departments work toward the same goal

Who

- **IPA2013 Component 3 team**, as experts of communication in collaboration with PDIU, shall present the Communication Strategy to selected personnel, representatives of each department.

Where

- **INSTAT premises**, the new Training Center

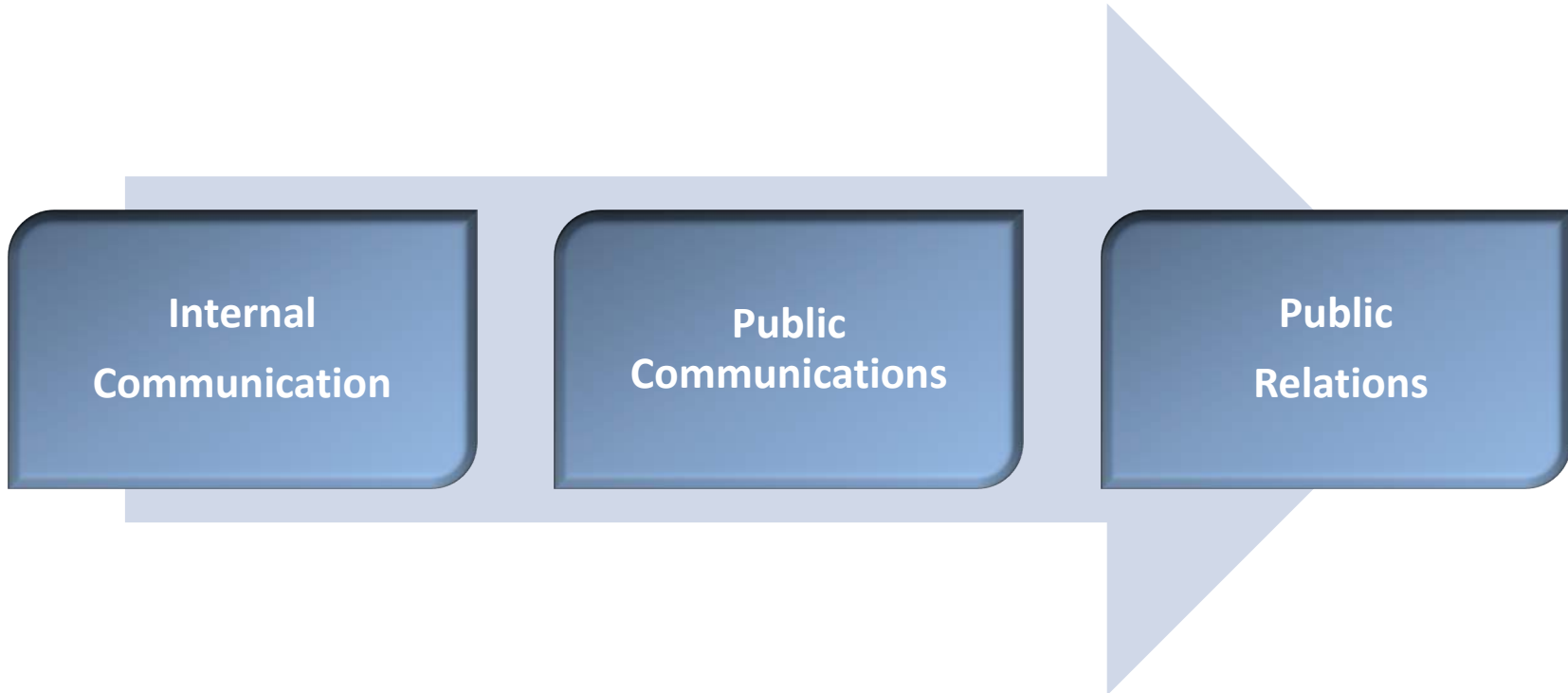
When

- **1 time a year**, (at the end of the year upon final approval of Yearly Dissemination & Communication Strategy)



# TRAINING personnel on Communication

## Topics



# TRAINING personnel on Communication

## Agenda & Content sample

Timing	Activity	Presenter
10:00 – 10:15	Welcome Coffee & Registration	PDIU staff hosting
10:15 – 10:30	Introduction to the new Communication Strategy	KE3 Iris Bakllamaja
10:30 – 10:40	Internal Communications, what's new!	Head of PDIU
10:40 – 10:50	Public Relations, what's hot!	SNKE3 Rildo Ngjela
10:50 – 11:00	Public Communications, what's the difference!	KE3 Iris Bakllamaja
11:00	Guests are free to network	

*P.s. refer to Output 3.2.1.2\_INSTAT\_Comms\_Strat\_2018-2021*

# TRAINING stakeholders on Official Statistics



# TRAINING stakeholders on Official Statistics

What

- Training sessions for key stakeholders (users) on official statistics

Why

- All stakeholders, and in particular **users**, need **better understanding** of how official statistics are produced and proper interpretation for their uses

Who

- IPA2013 Component 3 team shall support **PDIU** in training selected groups of **key users**

Where

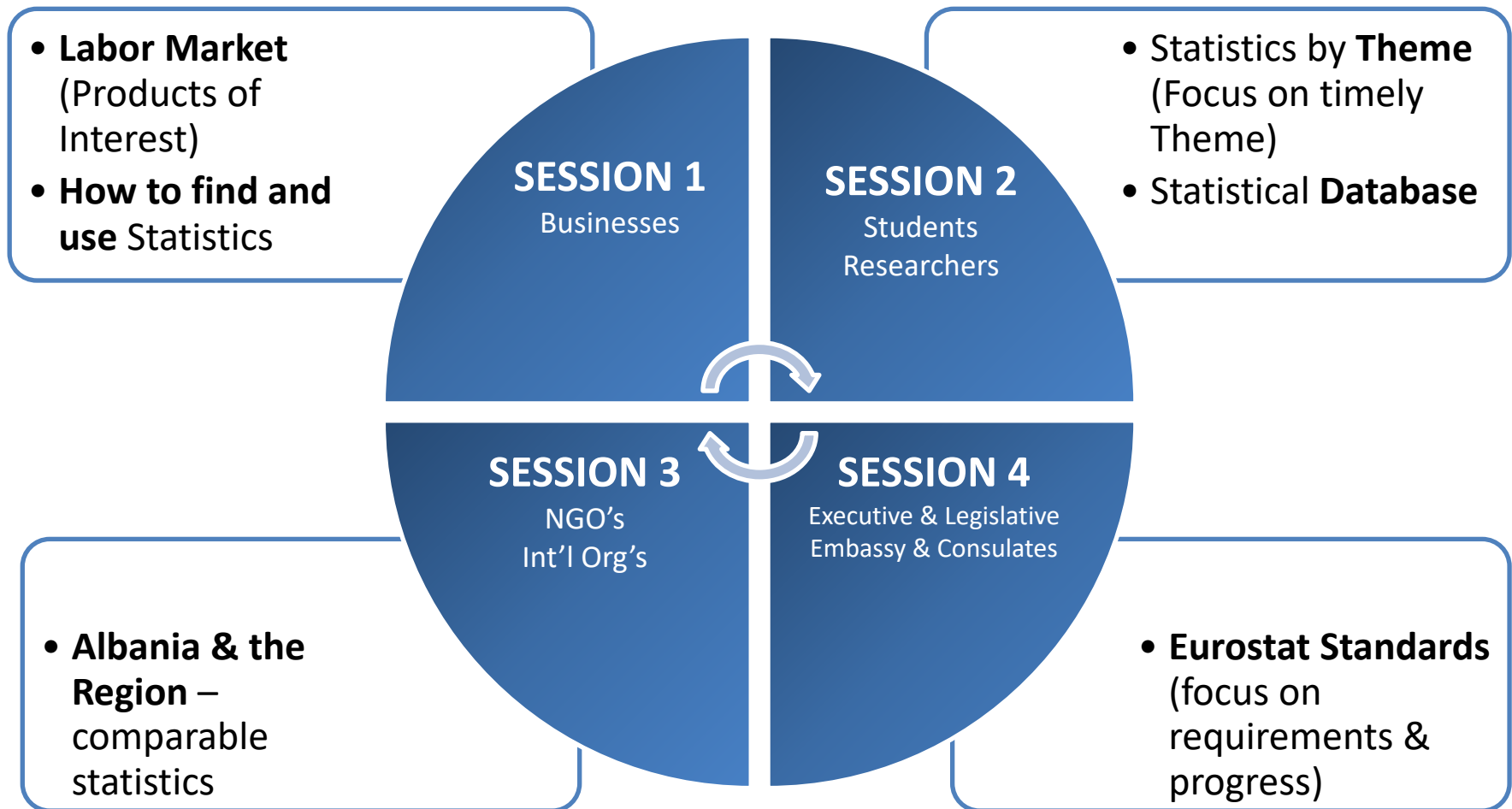
- **INSTAT premises**, the new Training Center

When

- **4 times a year**, (at the beginning of the 3<sup>rd</sup> month of every quarter year)

# TRAINING stakeholders on Official Statistics

## Topics





# TRAINING stakeholders on Official Statistics

## Workplan & Timetable sample

Activity Description	Responsible Dept./Person	Deadline
<b>Knowledge Forum with Businesses – Session 1</b>	<b>PDIU</b>	<b>3rd May 2018</b>
Confirm Venue/Location	PDIU	1 <sup>st</sup> April
Agenda	PDIU – Production Unit	10 <sup>th</sup> April
Guest List	Production Unit - PDIU	10 <sup>th</sup> April
Invitations/RSVP's	PDIU – Production Unit	10 - 15 <sup>th</sup> April
Branding Materials	PDIU	20 <sup>th</sup> April
Content of Forum: Presentations/Materials	PDIU – Production Unit/s	20 <sup>th</sup> April
Publicity <ul style="list-style-type: none"> <li>• Media Kit (Dossier, Press Release, Product Material)</li> <li>• Media Invitation</li> <li>• Confirmation of Media participation</li> <li>• Managing Media at the location</li> <li>• Managing of interviews</li> <li>• Monitoring &amp; Press Book of event coverage</li> </ul>	PDIU	20 April– 3rd May