

TOGETHER WE MAKE IT BETTER

HOW A MULTIDISCIPLINARY
TEAM UNLOCKED THE
STATISTICAL
COMMUNICATION
FUNCTION AT THE BANCO
DE PORTUGAL

19 SEP. 2022 | LISBOA

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BANCO DE
PORTUGAL
EUROSISTEMA



EXPECTATION



REALITY





**DO I REALLY NEED
TO HIRE SO MANY PEOPLE
TO PROMOTE
CENTRAL BANK STATISTICS ?**



MAYBE NOT....

MAYBE YOU ONLY NEED TO COMBINE
THE RESOURCES YOU HAVE WITH A
BUNCH OF CRIATIVITY....



HOUSTON, WE HAVE A PROBLEM



- During the COVID-19 pandemic, central banks felt the need of giving users the statistical information they needed to reduce the uncertainty of that times
- We had the strategy and the channel- to create a *BPstat* webpage where users could find the main statistical indicators (GDP, inflation, public debt, tourism, corporation's profitability, etc.) but also to understand their evolution in that specific context
- **PROBLEM:** who would be in charge of creating that content?



WHAT DID WE NEED?

WHICH
DATA?



HOW TO
READ
DATA?

HOW TO
PRESENT
DATA?



HOW TO
PROMOTE
DATA?



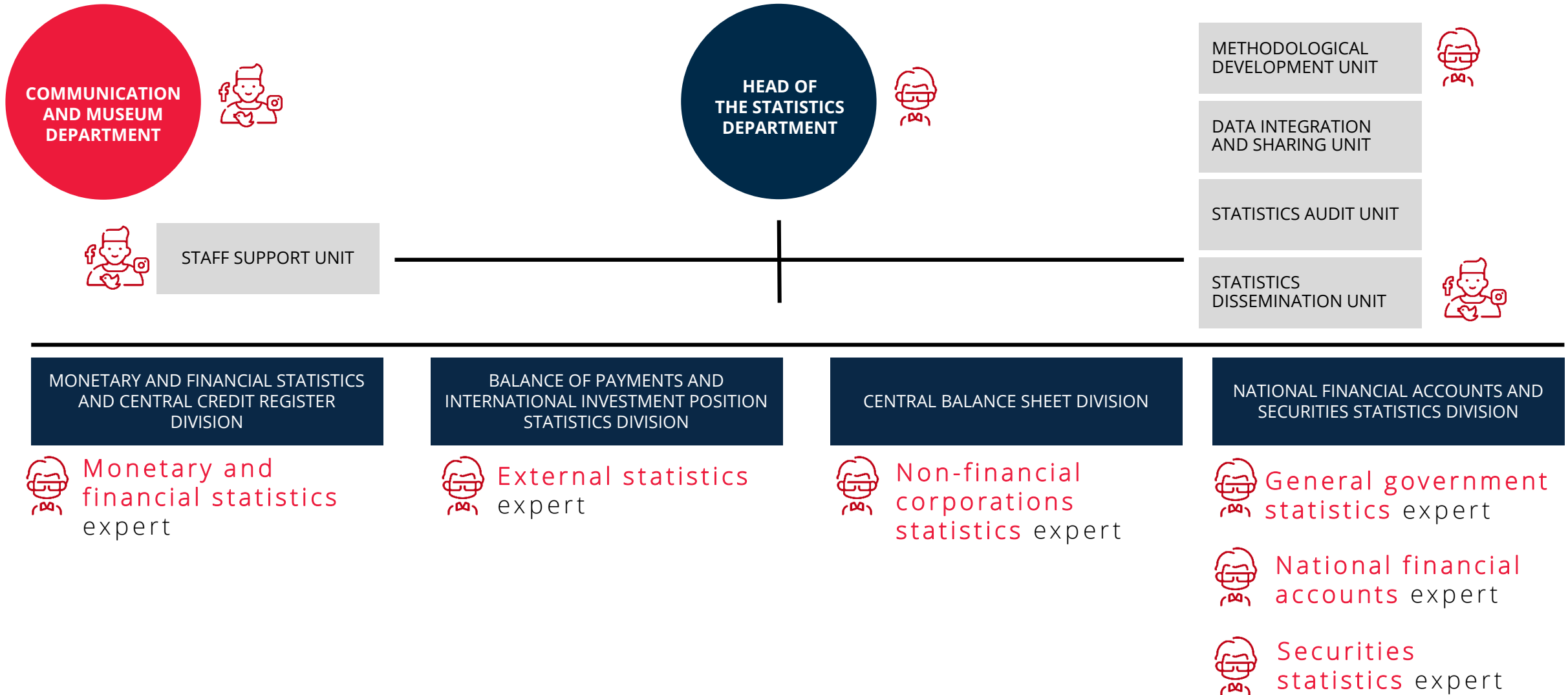
business expert



communication expert



WE PRESENT THE **STATSCOMM TEAM 1.0**



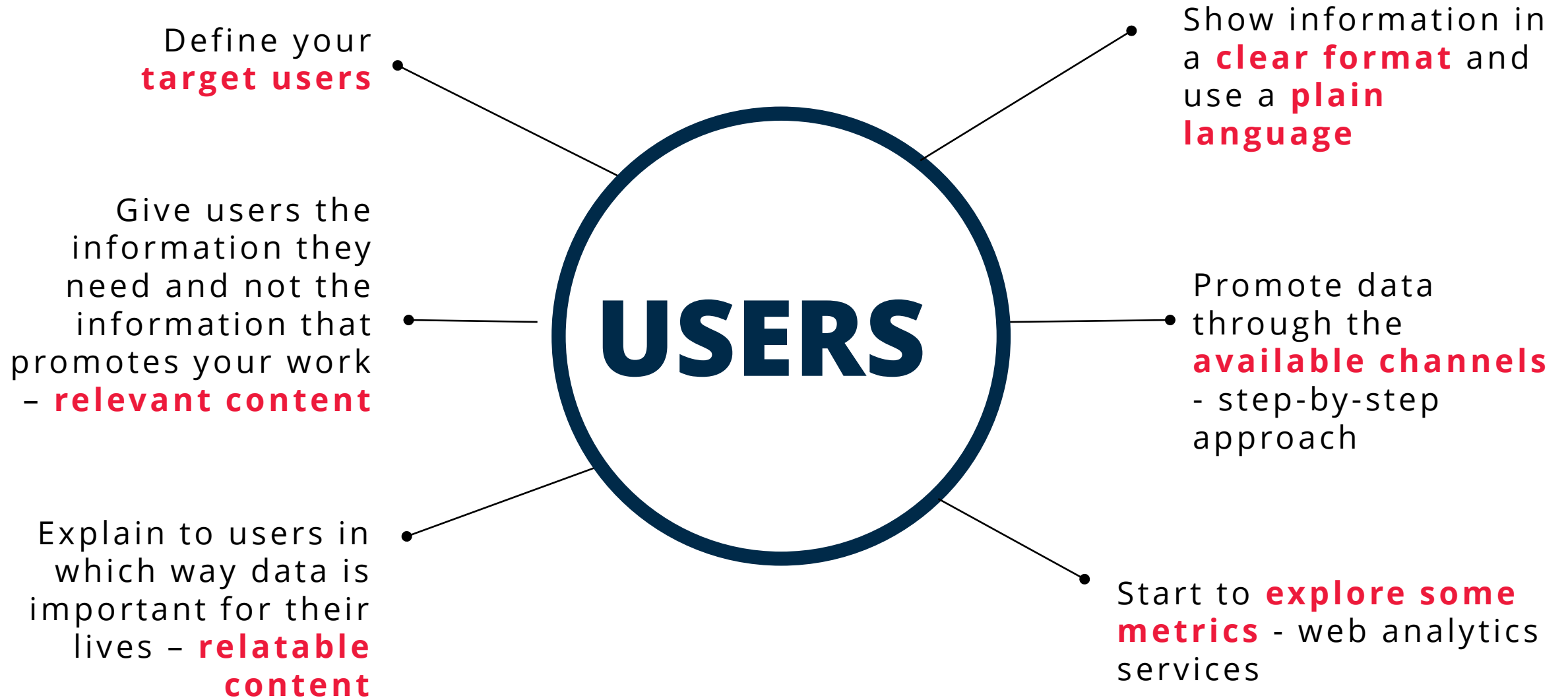


**DO NOT
EXPECT
DIFFERENT
RESULTS
DOING THE
SAME
THINGS.**





DOING DIFFERENT MEANS...



REGULAR INTERNAL TRAINING

- Sharing individual knowledge with the team;
- Sharing lessons learnt from training sessions
- Training sessions with the Communication and Museum Department
- Communication on Central Banking statistics – Post-graduate programme

ANNUAL AND QUARTERLY COMMUNICATION PLANS

- Hot topics
- New statistics
- Relatable content (back to school campaigns, the year in numbers, summer statistics, etc)

REGULAR ANALYSIS OF RESULTS

- Number of visits to *BPstat*
- Most searched statistics
- Impact of statistics on media
- Questions from users



WE PRESENT THE **STATSCOMM TEAM 2.0**





Good things happen gradually.

What can we do with the resources we have?



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