

Training course on:

**Statistics, Knowledge and Policy: Understanding Societal Change**

July 27<sup>th</sup> – 31<sup>st</sup> 2009  
Canberra (Australia)

**Thursday July 30th**

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Today we spoke about the importance of effective communication. By now you should have gathered the raw material for your presentation but the challenge is now to present it compellingly in a way that a wide audience will understand and find interesting. Focus on the story the indicators are telling and bring it to life in way that will resonate with people. Think about using some of the new ICT tools that have been designed for this purpose.