

## International Conference of Information Presentation Experts to Convene in Paris June 18-20

**More than 50 speakers from over 20 countries will present the latest research and best practices on “designing data for decisions.”**

PARIS, FRANCE, MAY 27, 2009 -- The International Institute for Information Design (IIID) and the OECD (Organisation for Economic Co-operation and Development) have teamed up to organise the first global gathering of information presentation experts. “Data Designed for Decisions” will take place at the OECD headquarters in Paris, June 18-20, 2009.

The conference will cover the selection, visualisation, interpretation and communication of statistical data. It will investigate how data can be made more relevant to people’s lives, how to close the gap between objective measurement and perception, and how to take decisions based on evidence. It will attract a mix of designers, cognitive scientists, statisticians and NGOs, indeed all those who have an interest in making data easier to interpret.

“Unlocking the potential of the statistical data that the OECD gathers for the benefit of our 30 member countries is one of our key challenges,” said Enrico Giovannini, Chief Statistician of the OECD. The Data Designed for Decisions conference is part of the long-term Global Project on Measuring the Progress of Societies which is hosted at the OECD, where thousands of people from different disciplines are exchanging ideas and best practices.”

Peter Simlinger, the Director of Vienna-based IIID, added: “The IIID has always been committed to cross-disciplinary collaboration. At this unique event we will be bringing together veteran information designers with experts from such diverse disciplines as statistical analysis, data visualisation, trans-cultural communication, public policy and advocacy, and education. The emphasis throughout is on case studies and real-world results.”

The conference program features more than 30 short presentations, five panel discussions, and three workshop sessions covering topics such as:

- Bringing personal meaning and relevance to statistics
- Sharing tools to access and understand data
- Finding and communicating stories in data
- Helping people understand complex issues
- Graphic representation and decision-making
- Visualising progress and development

“The subject matter ranges across just about every specialization around data and information design, covering areas including health, finance, social networks, sustainability, education, security, public transport, the media, business and design,” said Ms. Veronika Egger, the IIID conference coordinator. “We’re anticipating a broad participation – from google.org to Stanford University, from Electricité de France to the UN Environment Programme.”

More information at:

<http://www.dd4d.net>

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