

## 2015 World Statistics Day Plan of Activities October 2015

Activity	Description
1. WSD Press Conference	Aimed at publicising 6th WSD. And maximizing media coverage. Will be held at the SB office on 20 October 2015 at the UB.
1. WSD Official Launch (Includes NSDS, et. al) <b>October 20, 2015 - Gaborone Sun</b>	An evening launch by the Minister Finance and Development Planning is planned. The launch will be marked by the launch of the Botswana Strategy for the Development of Statistics, and the Statistics Botswana Corporate Strategy.
2. WSD internal Launch (Includes NSDS et. al) <b>October 19, 2015 (Cresta Hotel) 1400 hrs</b>	This activity will be done for staff the day before the official launch.
3. WSD March <b>(October 22, 2015)</b>	There march will be done by Statistics Botswana staff on the morning of the official launch. The march starts and ends at Statistics Botswana Offices.
4. Exhibitions <b>(Oct 22, 2015)</b>	An open day event is envisaged. All SB units will exhibit their respective products and services. Publicity for this activity will be done to ensure stakeholder attendance.
7. Publicity: Radio/TV Discussions; Broadcast & Print Media publicity	Publicity for WSD and each event will be done through multiple media channels.
8. Publicity: Community Outreach(road show/Activations) <b>(Nov 2 to 6, 2015)</b>	This activity will ensure that the WSD celebrations are taken to community level. During these community activities/events at various select districts, education on statistics and its benefits will be given. Various stakeholders will also be encouraged to participate in surveys and censuses .
9. Public Lecture; Book Launch; School Challenge <b>(October 21, 2015)</b>	The Public Lecture will be held on 21st October at the UB. It is expected that the public lecture will be given by Dr B. Mguni of Statistics Botswana.
10. BOSA Conference <b>(October 28, 2015)</b>	This is an international conference. A call for papers has been sent out.