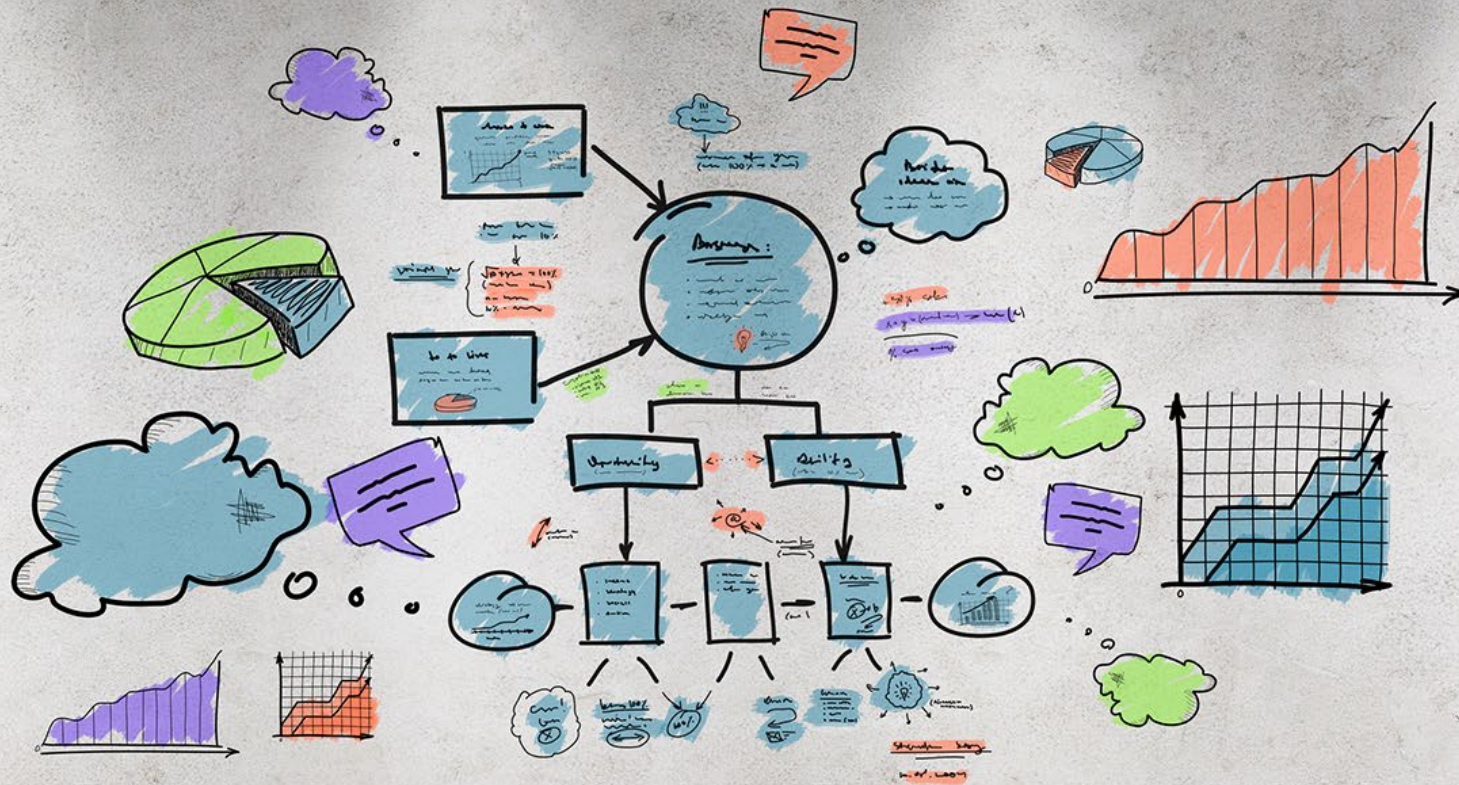


DATA USER SERVICES AND PROFESSIONAL WORKSHOPS 2016-17

Statistics Canada | Western Region & Northern Territories



STATISTICS CANADA

Serving Canada with high-quality statistical information that matters.

Statistics Canada produces statistics that help Canadians better understand their country—its population, resources, economy, society and culture.

In Canada, providing statistics is a federal responsibility. As Canada's central statistical agency, Statistics Canada is legislated to serve this function for the whole of Canada and each of the provinces and territories.

Objective statistical information is vital to an open and democratic society. It provides a solid foundation for informed decisions by elected representatives, businesses, unions and non-profit organizations, as well as individual Canadians.

In addition to conducting a Census every five years, there are about 300 active surveys on virtually all aspects of Canadian life.

We at Statistics Canada are committed to protecting the confidentiality of all information entrusted to us and to ensuring that the information we deliver is timely and relevant to Canadians.



CONTENTS

3	DATA USER SERVICES
4	CUSTOM SERVICES
5	WORKSHOPS
6	PROFESSIONAL WORKSHOPS ABOUT USING STATISTICS
	• Introduction to Basic Statistics
	• Turning Statistics Into Stories
	• Understanding and Interpreting Data
7	PROFESSIONAL WORKSHOPS ABOUT COLLECTING AND INTERPRETING DATA
	• Survey Sampling & Questionnaire Design
	• Surveys from Start to Finish
	• Developing Satisfaction Surveys
8	PROFESSIONAL WORKSHOPS ABOUT SPECIAL TOPICS
	• Understanding Demographic Data
	• Statistics Canada's Supply-Use Framework
	• Canadian System of Macroeconomic Accounts
9	WORKSHOP COURSE CALENDAR
12	CONTACT INFORMATION

DATA USER SERVICES

Consulting-Analysts / The first point-of-contact between data users and Statistics Canada. Working with the general public, businesses, government departments, and organizations in Canada and around the globe, they can help define a data user's information requirements, make recommendations, and provide advice on budget-appropriate data solutions. They act as facilitators between the Agency's subject matter specialists, researchers and technical experts.

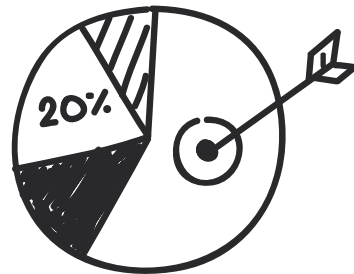
Research Services / Our In-house Research Services are available to those who prefer to have one of our researchers find and assemble statistical information. Labour and data costs may apply.

Survey Consulting / For those considering doing their own survey, we offer a wide range of survey consultation services including:

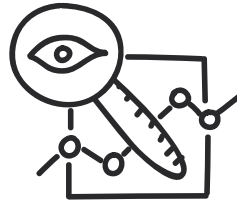
Defining information needs; Planning and organizing surveys; Designing questionnaires; Designing samples and estimation procedures; Analyzing survey data - interpreting and presenting results; Evaluating survey content and assessing data quality.

Webinars / Statistics Canada's webinars offer quick and easy information sessions in a web-based, interactive environment. Each webinar covers a single topic such as "Finding labour data", "Navigating Statistics Canada's website", or "Understanding CANSIM". The focus is on providing a short introduction which enables further exploration. Sessions lasts from 30 to 60 minutes and include a presentation and short Q&A with Statistics Canada data experts. The sessions are entirely web-based and all you need is a computer (or mobile device such as a tablet) connected to the Internet, and a telephone. These sessions are offered as a service to the public – there is no cost for participating.

Email statcan.westinfo-ouestinfo.statcan@canada.ca to receive information on upcoming webinars and for more information on how to register.



CUSTOM SERVICES



Production Services / This set of services allows for products and services to be tailored to more demanding and complex requests than can be accommodated by standard products. These services include Census products, geocoding and mapping data products, as well as customized analytical products and written reports.

Analytical Reports / Our expert staff produce customized written reports for clients. These custom products have been used for organizations building legal cases, applying for grants, analyzing community involvement, developing demographic profiles, and so on. Reports can be customized to meet the needs of the data users, drawing upon information from any number of Statistics Canada's data sources and can include data presented through text, tables, figures, maps, etc.

Custom Data / Experienced consultants are available to advise clients on the type of tabulation that will best suit their needs. For example, custom and semi-custom tabulations are available for each census year. They are produced to meet the needs of individual users, according to their exact requirements in terms of content, geography, format and output medium. This can include the derivation of new variables and the creation of custom geographies.

Geographic Services / In addition to the free reference maps available on our website, there are a number of geographic products and services available at varying costs:

Geocoding | Custom geographies can be created using client-defined non-standard geographic boundaries such as urban planning areas, circles of a given diameter surrounding a fixed point, and other user-specified regions, for data tabulation and maps.

Thematic maps | Thematic maps are an excellent way of gaining insight into a trend in population or business. This service combines digital geographic files and data, from Statistics Canada or your own research data, to create custom-designed cartographic analysis on full colour maps. This allows you to identify neighbourhoods by selected demographic variables, chart market penetration, or overlay the locations of your own outlets onto target areas.

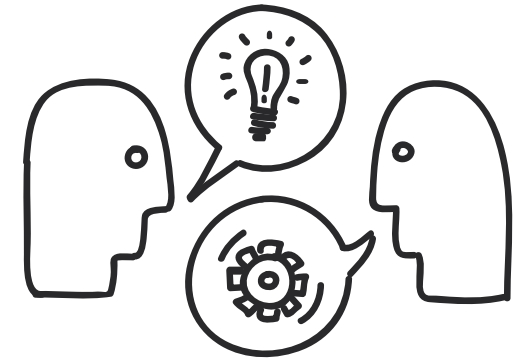
Custom products | For Geographic Information System (GIS) users, non-standard geographic products can be developed. These include custom data retrievals, manipulations, and merges using any of the geography computer files (cartographic boundary files, digital boundary files, road network files, postal code conversion files and road network and geographic attribute files).



WORKSHOPS

Professional Workshops / These focus on the understanding of data and its proper use, and survey methodology. Theoretical content is reinforced through discussion and skill-building exercises. These workshops are aimed at first-time learners and occasional data users as well as experienced researchers looking for a refresher course or a source of new ideas. (See pages 6 to 8 for workshops).

Private Workshops / If a number of individuals from one organization wish to attend one of the professional workshops, a private, closed session can be arranged. This can be an efficient solution in the event that the scheduled session or location is not suitable to the organization. Content for a private workshop can also be adjusted to make it more relevant to the organization's interests.



Custom Workshops / These workshops are designed for organizations with specific research requirements. Existing courses can be redesigned to meet an organization's specifications, or a new course can be created based on an organization's particular data sets and users. Workshops may range from half-day sessions to full-week offerings. These can be provided in-house, at conferences, as individual workshops, or designed around a particular survey project.



PROFESSIONAL WORKSHOPS about using statistics

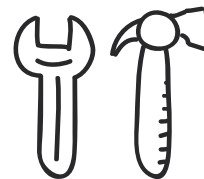
Introduction to Basic Statistics (One day)

A quick refresher course for those who have had statistical training in the past or a fast-paced introduction to basic statistics for beginners.

Statistical measures such as percentages, averages, frequency and standard error are used widely, but how are they calculated, and exactly what do they tell us? Participants will develop an appreciation of the potential of statistics and gain a critical eye of when and how they should or should not be used. Lectures are combined with discussion and practical exercises.

Workshop topics include:

- Understanding your data
- Descriptive statistics – summarizing and describing your data
- Inferential statistics – making generalizations from survey results
- Relationships between variables



Turning Statistics Into Stories (One day)

An introductory workshop that will help you to communicate your message in a more effective manner. During this workshop, you will focus on your target audience, use statistics to present your story and put numbers into a context to help your audience understand your messages.

Learn some useful tips on how to use tables, graphs and maps to illustrate your story.

Emphasis is on getting your message across in five easy to follow steps:

- State your key messages
- Get the evidence
- Understand the evidence
- Match the data to your messages
- Tell your story

Practise the five steps by using examples from Statistics Canada throughout the workshop.

Understanding & Interpreting Data (Two days)

A basic statistical methods course that covers the fundamental aspects of statistics and data analysis. Some of the analytical techniques that will be covered in this course include cross tabulations, chi-square, t-tests, correlation and some aspects of linear regression.

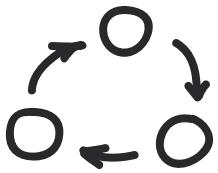
Participants will be guided through the analysis and interpretation process with written exercises. Examples are primarily in Excel.

Workshop topics include:

- Analytical requirements and sources of data
- Types of data
- Sampling methods
- Margin of error and confidence intervals
- Grouping and graphing data
- Interpreting and presenting analytical results



PROFESSIONAL WORKSHOPS about collecting and interpreting data



Survey Sampling & Questionnaire Design (Two days)

This workshop will provide you with the proper tools necessary to prepare a survey that gets results. Learn to maximize the value of a survey by selecting a sample that truly represents your population. Learn how to design an effective questionnaire.

Workshop topics include:

- Survey Planning
- Sampling Methods — sample types, factors affecting sample size
- Questionnaires — motivating response, common pitfalls

Surveys from Start to Finish (Three days)

The Surveys from Start to Finish workshop will take you through the survey process step-by-step. Our skilled instructors will teach you the basics of questionnaire wording and layout, sample design and processing, as well as interpreting and presenting survey results.

Learning is reinforced with practical exercises that provide you with the necessary skills to conduct effective surveys and turn results into useful information.

Workshop topics include:

- Survey Planning
- Sampling Methods
- Questionnaire Design
- Processing, Interpreting & Presenting Results

Developing Satisfaction Surveys (Two days)

Satisfaction surveys are indispensable tools for determining client expectation, assessing performance, identifying priorities for improvement, and understanding employee satisfaction levels.

This survey development workshop focuses on the fundamental aspects of design and implementation. The workshop explores practical strategies on how to reach and engage your target respondent, and how to obtain the information you require in order to make appropriate policy decisions and plan for the future. Topics covered in the workshop are reinforced through hands-on exercises and discussion.

PROFESSIONAL WORKSHOPS about special topics

Understanding Demographic Data (One day)

This workshop is designed for market researchers, policy analysts, business professionals, managers, planners, economists, and other social scientists whose jobs involve using or commissioning demographic data. Decision-makers who work in the development of social and economic programs will also find this workshop useful.

Through the use of lecture style instruction, in-class discussion and examples, the workshop aims to enhance a participant's ability to understand and interpret demographic data, methods and techniques.

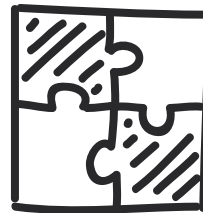
Some of the themes that will be covered include:

- Population components
- Population structure
- Population estimates
- Population projections

Statistics Canada's Supply-Use Framework (Two days)

This workshop provides an overview of Statistics Canada's Input-Output tables and derived products such as GDP or value-added by industry, the Input-Output multipliers and the Input-Output economic impact model.

The presentation is geared towards those who are using, interested in using, or want to have a greater understanding of these products. It is advised that the participants have a general knowledge of macroeconomic concepts such as Gross Domestic Product (GDP), international and interprovincial trade, investments (gross fixed capital formation) and household consumption.



Canadian System of Macroeconomic Accounts (One day)

This workshop provides an overview of the accounting framework of the Canadian System of National Accounts (CSNA). It covers the structure of the main accounts and shows how the integration of these accounts in the CSNA facilitates economic analysis.

This workshop is intended for those who use macro-economic statistics for analyzing the country's economic situation or as a complement in the analysis of a single aspect of the economy, or for those who teach macro-economics. It is also intended for individuals who are required to write about CSNA statistics.

The workshop combines lectures with discussion and practical exercises.

2016-17 Workshop Calendar

DATES	PROFESSIONAL WORKSHOPS	LOCATION	FEES
September 2016			<i>Regular / Early Bird</i>
20-21	Understanding & Interpreting Data (2 days)	Saskatoon	\$550 / \$499
22	Turning Statistics Into Stories	Saskatoon	\$300 / \$275
27-28	Understanding & Interpreting Data (2 days)	Vancouver	\$550 / \$499
29	Turning Statistics Into Stories	Vancouver	\$300 / \$275
October 2016			
4-5	Understanding and Interpreting Data (2 days)	Whitehorse	\$550 / \$499
6	Turning Statistics Into Stories	Whitehorse	\$300 / \$275
18	Understanding Demographic Data	Calgary	\$300 / \$275
19	Understanding Demographic Data	Edmonton	\$300 / \$275
20	Turning Statistics Into Stories	Edmonton	\$300 / \$275
November 2016			
1-2	Developing Satisfaction Surveys (2 days)	Winnipeg	\$550 / \$499
3	Introduction to Basic Statistics	Winnipeg	\$300 / \$275
8	Introduction to Basic Statistics	Vancouver	\$300 / \$275
15-16	Understanding and Interpreting Data (2 days)	Yellowknife	\$550 / \$499
17	Turning Statistics Into Stories	Yellowknife	\$300 / \$275
29	Understanding Demographic Data	Vancouver	\$300 / \$275
Nov. 30 - Dec. 1	Survey Sampling & Questionnaire Design (2 days)	Vancouver	\$550 / \$499
January 2017			
17-19	Surveys from Start to Finish (3 days)	Vancouver	\$750 / \$699
24	Turning Statistics Into Stories	Calgary	\$300 / \$275
25-26	Understanding & Interpreting Data (2 days)	Edmonton	\$550 / \$499

Continued on the next page...

DATES	PROFESSIONAL WORKSHOPS	LOCATION	FEES
February 2017			<i>Regular / Early Bird</i>
6-7	Statistics Canada's Supply-Use Framework	Calgary	\$550 / \$499
7-8	Understanding & Interpreting Data (2 days)	Winnipeg	\$550 / \$499
9	Turning Statistics Into Stories	Winnipeg	\$300 / \$275
21-22	Understanding & Interpreting Data (2 days)	Victoria	\$550 / \$499
23	Turning Statistics Into Stories	Victoria	\$300 / \$275
March 2017			
7-8	Statistics Canada's Supply-Use Framework	Victoria	\$550 / \$499
9-10	Statistics Canada's Supply-Use Framework	Vancouver	\$550 / \$499
14-16	Surveys from Start to Finish (3 days)	Regina	\$750 / \$699
17	Turning Statistics Into Stories	Regina	\$300 / \$275
21-22	Developing Satisfaction Surveys (2 days)	Vancouver	\$550 / \$499
23	Turning Statistics Into Stories	Vancouver	\$300 / \$275

Please let us know if you wish to attend a course that is not currently scheduled. We may be offering the course in another location or add sessions to the calendar. Custom courses can be arranged for larger groups.

For more information or to register, please contact us.

Phone: 1-888-799-0050

Fax: 1-877-287-4369

(toll free in western provinces and the territories)

Email: statcan.westinfo-ouestinfo.statcan@canada.ca

Online registration: <http://www.statcan.gc.ca/services/workshop-atelier-eng.htm>



CONTACT US

Statistical Information Services Western Region & Northern Territories

Suite 820, 9700 Jasper Avenue
Canada Place, Edmonton
Alberta - T5J 4C3

Email: statcan.westinfo-ouestinfo.statcan@canada.ca

Phone: 604-666-1851 or 1-888-799-0050

Fax: 1-877-287-4369

(toll free in western provinces and the territories)

Online:

<http://www.statcan.gc.ca/services/workshop-atelier-eng.htm>

You can register online. Just choose your region, workshop, city and date to bring up the registration form.

Registration Fees:

1 day workshop: \$300 | Early bird: \$275

2 day workshop: \$550 | Early bird: \$499

3 day workshop: \$750 | Early bird: \$699

Plus applicable taxes (GST or HST).

Unless otherwise noted, workshops usually run from 8:30 a.m. to 4:30 p.m.

Early Bird: Register at least 3 weeks prior to the course date and you will receive the early bird rate as shown on the course schedule. Please see the Registration Form for further information regarding our cancellation policy.

Aussi disponible en français

