

Storytelling and Data Visualisation: from Analytics to Infographics

Set stories free from spreadsheets and add value to your analysis. Improve organisational understanding, strategy and communications with dashboards, data visualisation and infographics.

This half day seminar from Knoware, in association with Rogue Penguin, will introduce you to the power of data-driven design and communications. The workshop is for anyone working with data, with a need to increase insights, share knowledge or engage the public. Relevant for both public and private sector organisations.

Seminar overview

Knoware will introduce how the world is changing, with business expectations for faster and more relevant insights from data, and new techniques and software to enable this to happen. The importance of good data, data preparation and analysis will be discussed, and an example shown of exploring data and delivering results in a compelling way: <http://www.knoware.co.nz/>

Kat Greenbrook from Rogue Penguin will introduce data storytelling and demonstrate how to apply some basic design principles to enhance a data visualisation. Kat has a background in analytical modelling and digital design, and has helped organisations from the UK to NZ deepen their relationship with their business through data storytelling: <https://www.roguepenguin.co.nz>

FMG Case Study – Telling the story of our client churn: FMG has recently completed a piece of work on client churn. They identified key leaver types and created an animation to tell these leaver stories which was then shared with frontline staff and used to create a campaign. This presentation will include the final animation, and discuss how it was produced and delivered to generate a positive response.

Learning Outcomes

Participants will leave with a greater understanding of data visualisation and infographics, and how to use these to add value to analytics.

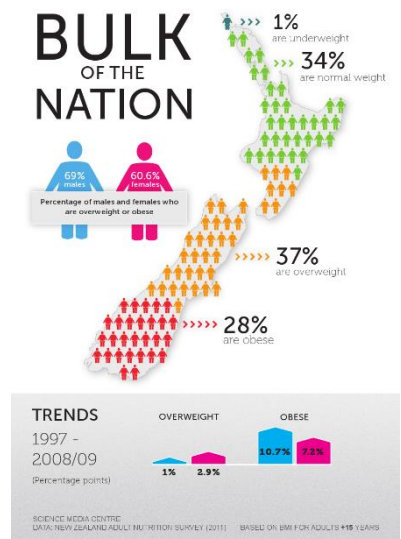
Date: To be confirmed

Time: Registration: 8.30am; Seminar: 9.00am to 12.30pm

Audience: Analysts, researchers, information providers, BI developers, data scientists, communications and community engagement teams, managers of analytics, information or BI teams

Please bring your own device (BYOD) or paper for note taking

Cost: \$265.00 ex GST per person
(or \$225.00 ex GST for a group of five (5) or more people from one (1) organisation)



To register for this seminar please go to <http://www.knoware.co.nz/seminar-series/data-visualisation/>

If you are interested in holding this seminar in-house, where content can be customised, please contact Suzanne Turner on +64 4 499 9246 or email suzanne.turner@knoware.co.nz

For information on other seminars we are offering please visit our website:
www.knoware.co.nz/seminar-series/