

THREE PART DIGITAL WORKSHOP

Data Storytelling & Data Visualisation

Practical tips & tools to influence decision-makers with data

Choose your Masterclass

Masterclass One:

5th, 6th & 7th May 2022
9:30am - 12:30pm AEST

SOLD OUT

Masterclass Two:

27th, 28th & 29th May 2022
9:30am - 12:30pm AEST

SOLD OUT

Masterclass Three:

10th, 11th & 12th May 2022
9:30am - 12:30pm AEST

Masterclass Four:

17th, 18th & 19th May 2022
9:30am - 12:30pm AEST

SOLD OUT

Masterclass Five:

21st, 22nd & 23rd May 2022
9:30am - 12:30pm AEST

SOLD OUT

Masterclass Six:

28th, 29th & 30th May 2022
9:30am - 12:30pm AEST

SOLD OUT

Masterclass Seven:

31st May & 1st June 2022
9:30am - 12:30pm AEST

SOLD OUT

Workshop Facilitator



Paul Hodge
University Lecturer & Data
Visualisation Evangelist

This workshop is:

- **Highly rated:** Paul has received an average customer satisfaction of **98%** for his content and presentation
- **In high demand:** Over **320 attendees** have participated in this workshop over 2020-2021
- **Practical:** Featuring a live and interactive tutorial demo

What will you take away?

- Why **data storytelling** and **data visualisation** are **powerful organisational tools**
- Understand the **principles of engagement**, information **presentation**, and **user-centric design** for creating effective data visualisations
- **Data visualisation tips and techniques** that can be applied in the real-world
- Explore the **end-to-end development** of an **interactive business focused dashboard**

Available as an
in-house Private
Training option

*This workshop will sell out!
Spaces are limited to maximise learning,
feedback & interactivity*

Partner



From data to influence - How do you tell a story with data & influence key stakeholders?

To be successful in any government organisation, people not only need to be able to discover and understand new insights, but they also need to communicate those insights effectively.

Begin your journey into the world of Data Visualisation and Data Storytelling with this engaging and educational session. Designed to help build an understanding on how to effectively leverage techniques of engagement, information presentation, and design thinking, to establish effective Data Visualisation. Attendees will develop skills that will help improve the effectiveness of anyone who needs to communicate information and insights with colleagues, peers, and the world.

This Data Visualisation session will use a combination of inspirational and informative examples of world-class Data Visualisations, along with easy to understand Data Visualisation and communication techniques, to help attendees gain high-level insights on how to use Data Visualisation frameworks and apply tips-and-tricks to develop Data Visualisations that will engage, entertain and inspire future decision makers.

Attendees will participate in some team activities and will walk through an example of the end-to-end process of developing an Interactive Business focused Dashboard, using the industry leading Data Visualisation software.

Join expert data visualisation specialist Paul Hodge for this workshop to gain new skills or refine your existing skills in the core elements of successful data storytelling including engagement, presentation and design thinking. Paul will expand on these core elements to support you with the skills to leverage data in new ways and for greater influence.

What can I expect from a virtual workshop?

- **The support and guidance of a data visualisation expert** - Ask your questions and work through challenges
- **Networking opportunities** - Make new connections with your peers in a small group setting
- **Module-based learning** - Giving you the time to digest the content and put new skills and methods into practice between module one, two and three
- **Professional online event delivery team and live IT support** - This isn't our first rodeo. We specialise in delivering online learning and have served thousands of customers. Our live event delivery team will be online with you to address any IT challenges and support

Who should attend?

Federal, state and local government representatives. This workshop is ideal for anyone with a role or responsibility for representing or communicating insights or concepts using data and want to improve their Data Storytelling capabilities. The workshop is well suited to those with roles and responsibilities for:

- Business Analysis
- Statistical Analysis
- Data & Analytics
- Research & Reporting
- Business Intelligence
- Performance & Strategy

This workshop is designed as an introduction. A basic understanding of how to use Excel would be an advantage but is not necessary.

Testimonials from recent Data Storytelling & Visualisation workshops

"Paul's data visualisation skills are dynamite! He is very high energy and the examples he showed us will make a big difference to my data storytelling ability."

- Attendee, ACCC, December 2021

"Loved the course. Data visualisation was explained in an engaging and clear manner. Lots of practical tips to clarify complex data for our audience. I feel much more confident in taking the data and highlighting insights."

- Attendee, Corrective Services NSW, December 2021

Meet your facilitator



Paul Hodge
**University Lecturer & Data
Visualisation Evangelist**

*Paul Hodge is a **Data Visualisation University Lecturer and Corporate Educator** with a passion for exploring the **intersection between data, design, and storytelling**. By elevating everyone's potential to **engage, inform, and leverage design principles**, Paul believes that we all have the ability to inspire people and share our insights in ways that can improve the world and make it a more interesting place to live in.*

*Leveraging his **entrepreneurial spirit** and drawing on a **blend of business acumen and deep technical experience**, Paul continues to **work closely with C-level executive management, while bringing together business, technical and analytic teams to improve their productivity and achieve outstanding business outcomes**.*

A true global citizen, Paul also has a world of experience having lived and worked in the USA, Japan, Hong Kong, India, Europe, and his native Australia.

"I really enjoyed the course. I would highly recommend this program for anyone who works with data on a regular basis."

- Attendee, Services Australia, August 2021

"The team did a great job facilitating participatory online conversations that kept us engaged while training online."

- Attendee, Australian Federal Government Department of Education, Skills and Employment, September 2021

Data Storytelling & Data Visualisation



Module 1

Framework & Audience Engagement

Tuesday 5th April 2022
Wednesday 27th April 2022
Tuesday 10th May 2022
Tuesday 17th May 2022
Tuesday 21st June 2022
Tuesday 28th June 2022
Tuesday 31st May 2022

Module 2

Information Presentation

Wednesday 6th April 2022
Thursday 28th April 2022
Wednesday 11th May 2022
Wednesday 18th May 2022
Wednesday 22nd June 2022
Wednesday 29th June 2022
Wednesday 1st June 2022

Module 3

Design Thinking

Thursday 7th April 2022
Friday 29th April 2022
Thursday 12th May 2022
Thursday 19th May 2022
Thursday 23rd June 2022
Thursday 30th June 2022
Thursday 2nd June 2022

All times are shown as AEST

9:30 Opening remarks & virtual learning tips

9:40 Getting started

- Attendee hopes and fears
- Why do we need Data Visualisations?
- A very brief history
- Data Visualisation luminaries

10:45 Framework elements of effective Data Visualisation & communication

- Engagement / Storytelling
- Information
- Design Thinking

11:00 Short break

11:30 Engagement elements

- Storytelling and narrative structure
- Defining personas/audience
- Associating words to charts
- How we navigate information
- Always bring it back to Why
- Connect to an action

12:25 Homework 1 explained

12:30 Close of Module One

9:30 Opening remarks & check-in

9:40 Review Homework 1

- General discussion
- Q&A

10:45 Information elements

- Working with data
- Understanding quality and governance
- Categorical vs. Measures
- Connecting visual and data elements
- High-level tool landscape

11:00 Short break

11:30 Information elements - continued

- Understanding visual perception
- Enhancing data with basic statistics
- Identifying basic data patterns
- Selecting from chart types
- Exploration vs. Explanation
- Focusing on insights

12:25 Homework 2 explained

12:30 Close of Module Two

9:30 Opening remarks

9:40 Review Homework 2

- General discussion
- Q&A

10:45 Design elements

- Design make-overs
- Gestalt principles
- Working with colour and fonts
- Humanising design
- Understanding how / when to add variety

11:00 Short break

11:30 Design elements - continued

- Understanding hierarchy
- Optimising layout
- Introduction to animation
- Designing for others

12:25 Course wrap-up & reflections

12:30 Close of Module Three & Masterclass

Pricing & Registration



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How To Register



Online

Book online at our website
www.the-hatchery.co/event/data-workshop-2022



Email

Register with us at
customercare@the-hatchery.co



Phone

Call a member of our customer service
dept at **1300 918 334**



Photo. Scan & Send

Scan or fill out our form and send a photo to
customercare@the-hatchery.co

Looking to run this course in-house? Please
enquire with our Event Services Team
eventservices@the-hatchery.co
Private Training Package 22pax \$29,999 +GST

Event Prices

Tick relevant box	Book & pay by 25 Feb 2022*	Book & pay by 18 Mar 2022*	Book & pay by 8 Apr 2022*	Standard price AFTER 8 Apr 2022*
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Standard Digital Rates

Please tick the Masterclass you are attending: Masterclass 3

	\$1499 + GST = \$1648.90	\$1699 + GST = \$1868.90	\$1899 + GST = \$2088.90	\$2099 + GST = \$2308.90
<input type="checkbox"/> 3 Day Masterclass	SAVE \$600	SAVE \$400	SAVE \$200	

Calculate your ticket price

\$_____

How To Pay

Payment can be made by credit card or bank transfer

Credit card: Call us on 1300 918 334 or return the form below:

Card No.: _____ Expiry: _____ CVV Code: _____

Cardholder's name: _____

Signature: _____

Bank transfer: Please invoice me.

Ref: 8069 Purchase Order No: _____

Terms & Conditions

Full payment must be received prior to the workshop to ensure attendance. Delegates may not "share" a pass between multiple attendees.

*Early bird prices subject to availability.

Cancellations:

No cancellations will be refunded, however a substitute delegate is welcome at no extra charge. A credit voucher will be issued for cancellations received in writing more than two weeks before the event date. For an event cancelled by The Hatchery registration fees are fully refundable.

Privacy Policy:

Information collected on this registration will be added to our secure database. This information may be used for the purpose of contacting you regarding ongoing research, product development and services offered. If you do not wish to be contacted for these purposes, please tick here .

We may also share this information with other professional organisations (including our event sponsors) to promote relevant services. Please tick here if you do not want your details to be passed on.

For our full privacy policy please visit
www.the-hatchery.co/privacy-policy

Changes to Workshop and Agenda:

The Hatchery reserves the right to alter the programme without notice and is not responsible for any loss or damage or costs incurred as a result of substitution, alteration, postponement or cancellation of any event.