



Communicating Analytics Seminar
**Data Storytelling, Data Facilitation and Data
Presentation for Engagement and Impact**

May 8 2018, Impact Hub, Zurich

mcm institute

Universität St.Gallen
Hochschule für Wirtschafts-, Rechts-
und Sozialwissenschaften (HSG)

**“From insight
to impact”** 

A Communication Primer for Analysts, Data Scientists, and Analytics Professionals

Engaging Audiences with Compelling Data- driven Presentations and Interactive Analytics

Do you work with analytics and need to present data to diverse audiences? Then this is the seminar for you: The University of St. Gallen's **=mcm** institute is hosting a one-day training on key communication skills and approaches for anyone working in the analytics or big data field.

The seminar takes place on the 8th of May 2018 from 9:00 to 17:00 at the Impact Hub Garage (Geroldstrasse 33) in Zurich, close to Hardbrücke and Prime Tower. The seminar language is English. The seminar facilitators are Prof. Dr. Martin J. Eppler and Dr. Sebastian Kernbach of the University of St. Gallen.

This intense communication training will provide participants with principles, tools and methods to convey data in an engaging and clear manner. It will enable them to facilitate data discussion sessions, tell data-driven narratives and visualize their data for quicker insights and better decisions. Participants can bring their own data material and presentations, receive feedback and work on improvements. We will work with approaches like the data storytelling canvas, data interaction patterns, and data presentation hacks. Examples use Tableau, Excel, R, and PowerPoint and include corporate cases. The seminar fee is set at 870 SFr.

Seminar Participants & Didactic Approach

Seminar Audience

This seminar is for anyone dealing with data: Data analysts, data scientists, data-driven entrepreneurs, innovators, researchers and managers looking for ways to visualize and present their data and content for better sense-making, gaining insights and driving decision making.

Didactic Approach

We use evidence from the science of analytics to give actionable, hands-on advice and we employ real-life examples to bring the principles to life. The seminar is highly interactive as the participant number is limited.

Prerequisites: basic understanding of key analytics applications and uses.

Seminar Program

TUESDAY, THE 8TH OF MAY 2018, IMPACT HUB ZURICH

09.00-09.30	Introduction and Overview
09.30-10.45	Data Presentation Principles: A Framework for Conveying Analytics
10.45-11.00	Break
11.00-12.15	Data Facilitation Patterns for Group Interaction
12:15-13:15	LUNCH
13.15-14.45	Data Visualization Best Practices Cases & Applications
14.45-15.00	Break
15-00-16.00	Data Storytelling Principles and Tools Data Storytelling Canvas Examples
16.00-16.30	Making the Complex Clear
16.30-17.00	Wrap-Up + Take Aways



References: Prior Participants of this Seminar include



EUROPEAN CENTRAL BANK



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20 YEARS | **mcm**
Institute for Media and
Communications Management

Registration Form

Email to: sebastian.kernbach@unisg.ch or fax to +41 (0)71 224 27 71

Yes, I would like to register for the Data Storytelling, Data Facilitation and Data Presentation Seminar on the 8th of May 2018 at a cost of 870 SFr. payable in advance.

given and family name plus e-mail address

organization/company

additional participants of the same organization (at a 15% discount)

Billing address

Cancellation policy: Cancellation is possible without any cost up to three weeks before the seminar. Cancellations after this date are no longer possible because of room reservations. Participant substitution is possible.

Date and signature

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