Data Visualisation: Simplifying Your Message

Data can be daunting and dull, with the vast amount of data available amongst UK public bodies; there is much to gain from analysing and legally sharing this data between the bodies. Confidently presenting key data on services and projects is no mean feat. The use of visualisation tools can enable effective visual presentations of its link to public interest whilst being easy to digest and capture the attention of the audience.

Methodology

The training approach to be used, which governs the design and delivery of the training is based on the following principles:

- To actively involve the participants throughout the training
- To enable participants to share their thoughts and enquiries
- The training is designed based on the needs and expectations of the participants that are reflected in the pre-training questionnaire

Workshop methods and tools

In order to achieve the objectives of the training, the following tools and methods will be utilised:

- **Presentations:** presentations will be used in order to provide the background of each subject and create discussion and questions.

- **Discussions:** throughout the training, participants will be encouraged to contribute to discussions and share their experiences and thoughts with the rest of the group. The discussions will be facilitated and coordinated by the facilitator in order to maintain the focus in the key areas of interest

- **Case studies:** case studies will be used so as to facilitate and trigger discussion, as well as allow external benchmarking so as to achieve competitiveness

- **Group work:** group work will be used in order to facilitate practical understanding of the issues and in order to enhance team working, team building and cooperation amongst participants

Sample programme

Agenda

10.00   **Welcome and Introductions**

10.10   **Fundamentals of data visualisation**

- What is data visualisation?
- How do we process and perceive images
- Different uses of data visualisation
- Principles and methodology

11.30   Refreshment Break

11.45   **Working with your data**

- Different approaches for different data types

Designing your visuals

- What works and common mistakes
- Use of colours and focus
- Functionality of your visuals

13.00   Lunch

14.00   **Designing your visuals (continue)**

15.00   Refreshment Break

15.15   **Making an impact on first impression**

- Be the editor – incorporating your visuals into your story
- Building in interactive visualisations

- Visualisation tools and tech

16.30   Close