

DATA VISUALISATION WORKSHOP

TOOLS, TECHNIQUES & STRATEGIES TO CREATE SCALABLE, INTERACTIVE, ACTIONABLE DATA VISUALISATION SOLUTIONS



21 & 22
NOVEMBER 2019
CANBERRA

EXPLORE

- ▶ Create scalable, interactive & actionable data visualisation solutions
- ▶ Collect, input & visualise data using the latest tools
- ▶ Understand the power of visual storytelling
- ▶ Simplify information & understand the story of your data
- ▶ Making the right choices & controlling the narrative
- ▶ Understand graph theory & colour theory
- ▶ Streamline your data assets
- ▶ Effectively organise your data & dashboards
- ▶ Design fundamentals for data visualisation & presentation
- ▶ Tool selection & software overview:
Adobe Illustrator, After Effects, Tableau Desktop

EXPERT FACILITATOR



Felipe Rego
Data Science &
Analytics Partner

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AND SAVE!

\$1200

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ABOUT THE EVENT

Data can be the great enabler, but only in the right hands. Advances in technology have granted easy access to more data than ever before, but while we have the tools and capabilities for data handling and analysis, we often overlook the techniques to effectively display and communicate that data.

In a cluttered and competitive world, a design approach based on instinct or personal taste is no longer sufficient to cope with, let alone exploit, the fantastic opportunities our data repositories present us with. Data visualisation designs communication built on a sophisticated understanding of how our brain process information, including how colours and shapes can become powerfully influential tools.

This hands-on, interactive two-day program has been specially designed to provide the tools, techniques and strategies to create influential data visualisation. Learn how to declutter your data assets and implement scalable, automated, interactive and actionable data visualisation solutions for your organisation.

WHO WILL ATTEND?

High-performing professionals in operational roles, in the following areas:

- ▶ Data and Analytics
- ▶ Data Science
- ▶ Finance
- ▶ Performance / Reporting
- ▶ Business Analysis
- ▶ Business Intelligence

YOUR FACILITATOR

Felipe is a leading advanced analytics and data science partner, helping teams build, manage and enhance their data science and visualisation solutions in a strategically-aligned, commercially-oriented and customer-centric way.

With extensive industry experience as well as a deep, technical analytical expertise, Felipe is often required by marketing, sales, finance, technology and strategy teams to provide support and to deliver robust analytical solutions that are easy to use, understand and implement. Felipe's unique methodology focuses on a holistic organisational approach to using data and science to improve performance and reduce costs.

Felipe helps organisations and teams with Data Science and Analytics Strategy, Predictive Analytics and Machine Learning solutions, Data Visualisation and Insights Automation and Analytical Training and Workshops.

Felipe is also an analytics instructor helping disseminate practical, actionable analytics and data visualisation techniques in both classrooms and online settings.

When Felipe is not partnering with clients or helping students, he's an M.Phil. research candidate in Learning Analytics at the University of Sydney, making sense of students' digital traces and the role learning analytics dashboards play in influencing learning outcomes.

Felipe is also a blogger in predictive analytics, statistical learning and data visualisation with over 62,000 visitors from more than 180+ countries last year alone. Some of his articles have been ranked #1 in Google search and referenced by many sources and leading educational organisations including referrals/mentions from StackOverflow, Udacity, Western Michigan University, UC Santa Barbara, Edinburgh Napier University, among others.



Felipe Rego
Data Science &
Analytics Partner

21 NOVEMBER DAY ONE

Understand the power and purpose of data visualisation

- ▶ History of data visualisation, recent developments and future outlook
- ▶ Visualisation to drive decision-making for your department
- ▶ Knowing your why, and what your data needs to achieve

Tapping the five pillars of an organisation's data science and analytics maturity

- ▶ Making sense of your organisation's analytics capacity to create compelling data vis
- ▶ Plotting a roadmap from business strategy to data visualisation
- ▶ In-depth understanding of what makes successful organisations do data right

Deciphering key components of data visualisation

- ▶ Understanding graph theory and colour theory
- ▶ How different shapes and objects are perceived and create meaning
- ▶ Practical interactive activities exploring use cases of data visualisation

Connecting the dots

- ▶ Assess various use cases and meaning of data vis solutions
- ▶ Inputting data effectively and the importance of tool selection
- ▶ Design fundamentals for data visualisation

22 NOVEMBER DAY TWO

Telling compelling action-oriented stories with data

- ▶ Learn the power of narrative, and how to effectively communicate with data
- ▶ Understand the power of visual storytelling
- ▶ Making the right graphical choices and controlling the narrative

Data design fundamentals and visualisation literacy

- ▶ Formats for data visualisation and presentation - chart types, animation, infographics
- ▶ Picking the right visual language to influence your audience
- ▶ Simplifying the data to tell your story more effectively

Software, tools and dashboards

- ▶ Explore information presentation tools and software options
- ▶ Differences between different types of visualisation, tools and best practice
- ▶ Overview of Tableau Desktop, Adobe Illustrator, After Effects, and more

Dashboards design and information hierarchy

- ▶ Selecting the right option and organising your data and dashboards
- ▶ Working with complex charts and data visualisations
- ▶ Creating a clear and accessible model

Data Visualisation Workshop

21 - 22 November 2019

Canberra

Booking Form

Event Reference: DVQB1119A - C

Priority Code: I

Registration Information

Organisation Name

Address Suburb State Postcode

Booking Contact Information

Title Full Name Position Email Phone

Delegate Information

#	Title	Full Name or TBA	Position	Email
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Your Investment

Options (per person)

Qty

Value Plus Rate

Register and pay by 11 September

Super Saver Rate

Register and pay by 2 October

Early Bird Rate

Register and pay by 25 October

Standard Rate

Workshop \$1795 + GST = (\$1974.50) \$2195 + GST = (\$2414.50) \$2495 + GST = (\$2744.50) \$2995 + GST = (\$3294.50)

Discounted off standard rates :

Save up to \$1200

Save up to \$800

Save up to \$500

All Prices listed in Australian Dollars

Group Discounts Available:	15% off Standard Rate	20% off Standard Rate	25% off Standard Rate	30% off Standard Rate
	Team of 3 - 4	Team of 5 - 7	Team of 8 - 9	Team of 10+

TOTAL
incl GST

Conditions: Group Discounts apply for bookings made simultaneously. Only one discount applies. Group discounts apply to standard rates only. Group discounts are not applicable to Value Plus, Super Saver and Early Bird rates. Discounts cannot be applied retrospectively and must be claimed at the time of booking. Liquid Learning Group reserves the right to have sole discretion on an organisation's eligibility for discounts.

Note: Course materials, refreshments & lunches are included. Travel and accommodation are NOT included. Registration Options are per person only.

Payment Details

Payment is required prior to attending this event

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Note: 2% surcharge applies to American Express payments

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CVV Full Name as on card

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Account No: 407 273
SWIFT Code: WPACAU2S

Amount

Please quote ref DVQB1119A - C and registrant name

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Authorising Manager's Details: This registration is invalid without a signature

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