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# Data Visualisation & Storytelling for Government

TRAINING

## Framing your Data into an Engaging Narrative



Facilitated by  
**LISA CORNISH**  
Data Journalist, Data Scientist,  
Data Strategist, Data Visualisation  
and Data Communication Expert

Online → 7 & 14 June 2023



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## Framing your Data into an Engaging Narrative

All levels of government collect an increasing amount of data every day, with this data becoming a critical asset for insight-led decision making. However, it can be difficult to organise, manage and extract actionable insights from these large, diverse data sets, let alone effectively lead a data team to responsibly and accurately inform larger organisational or political decisions.

Emerging as a tool to overcome this challenge is data visualisation. Naturally the human brain is pre-programmed to respond faster to visual cues, and with the rise of big data in recent years, the importance of data visualisation, -- coupled with the art of data storytelling -- has grown exponentially.

Data-driven decisions in government, and therefore, improved operational efficiencies and citizen outcomes hinges just as much on data leadership as it does on day-to-day data practitioners.

Through an innovative mix of lecture-style presentations, interactive group exercises and expert feedback, participants in the Data Visualisation & Storytelling for Government training learn the fundamentals of data visualisation and how this tool can be leveraged to identify insights, how to build more compelling data narratives and how data storytelling can secure stakeholder buy-in and inform decision making.

This training provides you with all the tools and techniques to apply best practice data visualisation principles to shape data stories. Participants leave with theoretical and practical knowledge, as well as a functional process that can be immediately applied to any dataset to take data from mere information, and transform it into actionable insights.

## Who Should Attend

Directors, Assistant Director Team Leader, Manager, Analyst, Officer:

- Data Analysis
- Business Analysis
- Business Intelligence
- Reporting
- Data Management

Plus project managers and team members are tasked with presenting data to inform strategy and decision making.

## Learning Outcomes

- **Optimise your data** to drive transformation and affect change
- **Uncovering the insights:** How to use data visualisations technique to unlock trends and patterns
- **Getting buy-in from business leaders:** How to build a compelling narrative using your data
- **Build engagement with multi-disciplinary teams:** Identifying and presenting the data that they care about
- **Gain key insights** to influence and inform crucial decisions, across the board and at all levels

## Why Attend

- **Begin your journey of making data visualisation a core competency**
- **Influence decisions and drive data-driven transformation**
- **Breaking through the noise and data overload have forming a compelling narrative**
- **Benchmark against and learn from your peers**
- **Sharpen your skills in a platform and tech-agnostic environment**

## Meet Your Facilitator



### LISA CORNISH

Data Journalist, Data Scientist,  
Data Strategist, Data Visualisation  
and Data Communication Expert

Lisa Cornish is a data journalist, scientist, analyst, communication, visualisation expert and geospatial analyst with expertise in big data and open data. She develops end-to-end solutions including strategies for data publication and development of interactive visualisations, including Tableau, Qlik, R and Power BI, to improve the use of corporate and open data.

Lisa works with clients to improve communications strategies, highlighting the value of data journalism and interactives to enable end-users to better understand issues, policies and decisions being communicated, and aims to build capability within organisations to achieve these goals through training and knowledge sharing. As a journalist, her work has featured in Devex, News Corp Australia, The Mandarin and SmartCompany.

Lisa has partnered with a range of organisations to deliver interactive communication strategies, including the World Intellectual Property Organization; Austrade; Department of Foreign Affairs and Trade; Department of Industry, Innovation and Science; Department of Prime Minister and Cabinet; Great Barrier Reef Marine Park Authority; IP Australia; The Treasury; Workplace Gender Equality Agency; and ANZ Bank.

## Preparation

**This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you are facing in your organisation.**

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space

## Register Early & Save

Extra Early Bird	Early Bird	Standard Price
Register by 17 <sup>th</sup> Mar	Register by 28 <sup>th</sup> Apr	Register by 6 <sup>th</sup> Jun
\$795 + GST	\$995 + GST	\$1,195 + GST
Save \$400	Save \$200	-

**CLICK HERE TO REGISTER**



\*Group Discounts Available - Contact Registration at  
[registrations@publicsectornetwork.co](mailto:registrations@publicsectornetwork.co) or Call on **(02) 9057 9070**

## Module One – Data Visualisation Fundamentals

### 10:00am PSN Welcome and Introductions

### 10:20am An Introduction to Data Visualisation and Data Storytelling

- What makes a striking visualisation?
- The role of visualisation in analytics
- The tenets of visualisation - finding data, designing a story, making your visualisation and refining your work

### 10:50am The Grammar of Graphics

- The vocabulary and grammar of visualisation
- Using layout, hierarchy, colour, shape, line and typeface
- Exploring visualisation techniques to tell the right stories

### 11:20am Morning Tea Break

### 11:30am Breakout Activity: Assess Data Visualisations Against Best Practice Guidelines

- Using guidelines and frameworks provided to now assess your data projects prepared before the workshop, and example visualisations
- Discuss and share learnings and feedback with group
- The good, bad, and ugly

### 12:10pm Visualising Your Data

- Exploratory vs. explanatory visualisations
- Understanding chart types and selection techniques
- Drawing the basic data plot types (bar-chart, donut chart, histogram, density plot, scatterplot, boxplot)
- Text and other graphics
- Avoiding bad visual selections

### 12:40pm Lunch Break

### 1:20pm Building Compelling Data Narratives

- Making data attainable, digestible and functional through visualisation
- Gleaning valuable insights from data sets
- Building compelling narratives to engage stakeholders
- Avoiding the traps of dashboards

### 1:40pm Breakout Activity: Presenting your Data

- How would you present this data?
- Select the best way to visualise data presented, with the option of designing your selected option
- Devising a plan to present the given data

### 2:30pm End of Training Day 1

## Module Two – Application & Evaluation

### 10:00am Module 1 Summary & Overview Module 2

#### 10:10am Group Project: Project Brief

- Breakout into groups for a hands-on learning experience
- Harness the theoretical and practical knowledge gained and apply it to realistic data visualisations and data sets
- Work on realistic data sets and unique projects

#### 11:00am Group Project: Assess visualisations and tell your story

- Assess the good and bad of a real data visualisations
- Recommend changes, and using the raw data suggest and draft ways to improve the visualisations
- Identify a story in the data to present to stakeholders, securing buy-in for your project

### 11:40am Lunch Break

### 12:10pm Group Project: Pitch and Share

- Present your mini-project with the group
- Harness the design, storytelling and application techniques learned to deliver a compelling data narrative
- Benchmark against your peers

### 1:40pm Group Project: Evaluation and Feedback

- Peer-review fellow participants projects
- Receive professional feedback and constructive criticism from training facilitator
- Discuss visualisation and narrative building best practices and top tips

### 2:10pm Review and close Module 2

### 2:30pm End of Training

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