



Data Visualisation & Storytelling for Government

TRAINING

Practical theories, tools, techniques and strategies to create scalable, interactive and actionable data visualisation and storytelling solutions



Facilitated by
FELIPE REGO
Data Science & Analytics Partner
feliperego.com.au

Online → 4 & 12 June 2024



PUBLIC
SECTOR
NETWORK



Certified
B
Corporation



Overview

In the data-driven economy, mastering data visualization and storytelling is increasingly vital. Governments at all levels accumulate vast amounts of data daily, turning it into a crucial resource for informed decision-making. Yet, handling, managing, and extracting actionable insights from these complex datasets poses challenges. Leading a data team to responsibly and accurately inform organizational or political decisions adds another layer of difficulty.

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, hinge just as much on data leadership as it does on day-to-day data practitioners.

This course offers essential theories, tools, and techniques for establishing a successful data visualization and storytelling capability. Through a blend of lectures, group exercises, and expert feedback, participants learn how to leverage data visualization to uncover insights, create compelling narratives, and secure stakeholder buy-in for informed decision-making.

Who Should Attend

Specialists, Analysts, Advisors, Officers:

- Data Analyst
- Business Intelligence Analyst
- Business Analyst
- Economist
- Policy
- Health Informatics
- Environment Analyst
- Geospatial Information
- Research and Evaluation
- Reporting and Performance

Learning Outcomes

- Create scalable, interactive and actionable data visualisation solutions
- Master the art and science of simplifying information to understand the story of your data
- Discover how to build the right data visualisation form and create the narrative
- Explore secrets of design fundamentals for data visualisation and communication
- Develop a basic understanding of the latest tools and software for visualising data
- Collect, manipulate and visualise data using the latest tools and techniques Understand how analyse and critique data visualisation
- Build fundamental skills in data science and analytics

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



FELIPE REGO

Data Science & Analytics Partner
feliperego.com.au

Felipe is a leading advanced analytics and data science partner, helping teams build, manage and enhance their data science, analytics, and data visualisation solutions in a strategically aligned, commercially-oriented and customer-centered way. With extensive industry experience as well as deep, technical analytical expertise, Felipe is often required by analytics, marketing, sales, finance, technology and strategy teams to provide support and deliver robust solutions that are easy to use, understand and implement.

Felipe's unique methodology focuses on a holistic organisational approach to using data science and data visualisation to increase transparency, improve performance and reduce costs. Felipe helps organisations and teams with Data Science and Analytics Strategy and Governance, Predictive Analytics and Machine Learning solutions, Data Visualisation and Insights Automation and Analytical Training and Workshops.

Felipe is a passionate analytics instructor helping disseminate practical, actionable analytics and data visualisation techniques in both classrooms and online settings. Organisations that partner with Felipe end up with a more engaged workforce and individuals feel more prepared to step up to their next challenge using data and analytics in their day-to-day jobs.

Felipe received an M.Phil. in Electrical and Information Engineering with specialization in Learning Analytics from The University of Sydney. He is a Google Cloud Certified Data Engineer and he also served as a data visualisation and storytelling advisor for the South Australian Health Department's Commission on Excellence and Innovation in Health's Clinical Informatics Group.

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
- Current challenges you are facing

Register Early & Save

Extra Early Bird	Early Bird	Standard Price
Register by 22 nd Mar	Register by 19 th Apr	Register by 3 rd Jun
\$795 + GST	\$995 + GST	\$1,195 + GST
Save \$400	Save \$200	-

CLICK HERE TO REGISTER



*Group Discounts Available - Contact Registration at registrations@publicsectornetwork.com or Call on **(02) 9057 9070**

10:00am Welcome Opening Remarks

- Introductions
- Overview of the program
- Setting expectations

Module 1: Fundamentals of data visualisation and storytelling

10:15am History and fundamentals of data visualisation and storytelling

- 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

11:00am Break

11:15am Driving an organisation's data maturity to support compelling data storytelling

- Making sense of your organisation's analytics capacity to create compelling data visualisations
- Plotting a roadmap from business strategy to data visualisation
- Understanding what makes successful organisations do data visualisation right

12:00pm Lunch

Module 2: Best Practice and case studies

12:30pm Key components and best practices in 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

1:15pm Break

1:30pm Review case studies and data visualisation examples

- Assess and critique various use cases and meaning of data visualisation
- Working with data effectively and the importance of tool selection
- Design fundamentals for data visualisation

2:15pm Summary and Closing Remarks

2:30pm End of Day 1

Explore the Agenda

10:00am Welcome and Recap

Module 3: Design principles for data visualisation

10:15am **Fundamentals of design principles in the context of data visualisation**

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

11:00am Break

11:15am **Building narratives for successful data visualisation and storytelling**

- 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

12:00pm Lunch

DAY 2 | Wednesday, 12 June 2024, 10:00am - 2:30pm AEST

Module 4: Overview of software and tools

12:30pm **A brief overview of data visualisation software and other information visualisation tools**

- Explore information presentation tools and software options
- Differences between different types of visualisation, tools and best practice
- Overview of many commercial as well as open source tools and applications

1:15pm Break

1:30pm **Final summative data visualisation & storytelling activity and concluding thoughts**

- Revisit main themes, tools, techniques and strategies
- Apply learning based on a practical, hands-on data visualisation and storytelling exercise
- Group discussion, final reflections and insights

2:15pm **Summary and Closing Remarks**

2:30pm **End of Day 2**



Get In Contact

CONNECTING GOVERNMENT
PUBLICSECTORNETWORK.COM

AUSTRALIA / NEW ZEALAND

P +61 2 9057 9070

E info@publicsectornetwork.com

USA / CANADA

P +1 (647) 969 4509

E contact@publicsectornetwork.com

JOIN THE SOCIAL LEARNING PLATFORM FOR FREE AT PUBLICSECTORNETWORK.COM