

# PUBLIC SECTOR DATA VISUALISATION WORKSHOP

Tools, techniques & strategies to create  
scalable, interactive & actionable data  
visualisation solutions



8 - 9  
**FEBRUARY**  
ONLINE DELIVERY

## EXPLORE

- ▶ Create scalable, interactive & actionable data visualisation solutions
- ▶ Collect, input & visualise data using the latest tools
- ▶ Understand the power of visual storytelling
- ▶ Tackling challenges & creating solutions using data science & predictive analysis

## EXPERT FACILITATOR



**Felipe Rego**  
Data Science & Analytics Partner  
**Felipe Rego**

BOOK  
BEFORE  
25 NOVEMBER,  
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## VIRTUAL EVENT

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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 brains 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.

## Group Discounts Available!



**25% off**  
**Standard Rate**  
Team of 10+



**20% off**  
**Standard Rate**  
Team of 8 - 9



**15% off**  
**Standard Rate**  
Team of 5 - 7



**10% off**  
**Standard Rate**  
Team of 3 - 4

## 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

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## 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

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## WHAT OUR DELEGATES ARE SAYING



“The session was great - interactive, interesting and accomodating of our busy schedules and occasional need to focus on other work.

The materials provided were great and appreciated the opportunity to take screenshots :)”



“I really enjoyed the interactive space of the training. It really allowed us to explore the topics we covered and apply that to our own situations at work. I gained a lot of insight and understanding as to how and why some things are the way they are at work.”



## 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 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.



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