

Data Visualisation - Techniques for Clear Reporting



Office 315-6, Bouverie House, 154-160 Fleet Street, London, EC4A 2DQ

Telephone: 0330 912 7515

Website: www.gov-pd.co.uk

Getting the most out of your training

Teams Joining Link

Topic: Data Visualisation - Techniques for Clear Reporting

Time: Mar 25, 2025 09:30 AM London

Join Zoom Meeting

<https://us06web.zoom.us/j/82332287581>

Meeting ID: 823 3228 7581

How to claim your CPD points

CPD Certificates will be processed upon completion of the course. Please note this can take up to 60 days. If you have not received your certificate within this time frame, please contact us by emailing events@gov-pd.co.uk.

Our loyalty discount

This discount entitles attendees to a 20% discount on any future conference/training course being run by GovPD in the next 12 months.

Please quote code **EVENT20** at the start of your booking.

Welcome letter

Dear Delegate,

In today's data driven world, the ability to visualise information effectively is a critical skill for professionals across all industries. Visual representations of data enable quicker interpretation, allowing decision-makers to act on insights promptly. By providing a clear picture of the data, visualisations help in making informed and evidence-based decisions, reducing the risk of errors and improving outcomes.

Visualisations communicate data more effectively than text or tables alone. They provide a universal language that can be understood by diverse audiences, regardless of their data literacy levels. This makes it easier to share insights and findings with stakeholders, colleagues, and clients, ensuring everyone is on the same page.

This immersive training course is designed to help you turn complex data into clear, insightful, and actionable visual representations. Whether you are a data analyst, business intelligence professional, manager, or marketer, this course will empower you to communicate your data stories compellingly and effectively.

Training Outcomes:

- A template workflow to guide your design work
- Visual Summary to help you select a chart type
- Online tools to help your colour selections
- A step-by-step guide to decluttering a chart
- Overview of data visualisation software market
- Learn principles to refine your designs
- How to ensure ethical representation of data
- Recommended CPD resource for continued learning

Please ensure you have the Zoom application downloaded onto your chosen device at least 48 hours prior to the event. If you have any troubles with this, please contact Reuben via email or telephone: reuben.carr@pdguk.co.uk or 0330 912 7515.

We hope you have a rewarding and enjoyable day.

Yours Truly,

GovPD

Agenda

9:20	Registration and Overview
9:30	Why Data Visualisation Matters
	• Comparing the impact of text, basic visualisations, and compelling visualisations on the communicative power of a data stories • What counts as data visualisation • Tips for applying today's content to your own context • Keep the stakeholders in mind: who are they, and what do they need to grasp within 5 seconds? What can they come back to later?
10:00	Colours and Meaning
	• An introduction to colour symbolism • Interactive demo: The Great Penguin Bake Off • Sources of colour inspiration • Tools for creating and manipulating colour palettes • Give it a go: Create a palette based on the concepts in your dataviz • Making use of shades and transparency • Applying colours to emphasise stories
10:45	Colours and Accessibility
	• So much more than green and red • What are the accessibility guidelines for dataviz? • Tools for checking accessibility • Give it a go: Refine your own colour palette, and decide how you will apply colours in the dataviz you have in mind
11:15	Coffee Break
11:30	Dataviz Types for Data Types
	• Exploring the graphic continuum • What can a bar graph do? • The case for raw data, and its caveats • Encoding time, progress and growth growth • Encoding size and relative proportions • Online interactive resources for choosing the right type of dataviz • Interactive session: drawing the data story
12:30	Combining Colour and Dataviz Types
	• Double encoding: where, when, how? • Applying all the above to maps • Tables – a neglected form of dataviz • Give it a go: sketch two alternative ways of presenting the data you have in mind

13:00	Lunch
13:45	Making the Most of Text
	• The Stroop effect and why it matters • An introduction to text hierarchy • Interactive demo: Do we need a legend? • Annotate to declutter • Text placement to reduce cognitive load • Give it a go: what text do you need to add? what text do you need to remove?
14:30	Typography for Dataviz
	• The impact of good typography • How to make use of custom fonts • Choosing fonts which maximise accessibility • Typography tips for tables
15:00	Coffee Break
15:15	Ethics in Dataviz
	• Exploring the Urban Institute's "Do no harm" guide • The data comes from somewhere • Interactive session: How can we fix this dataviz?
15:45	Speeding up your data-to-viz workflow
	• Capturing what we have done today (colours, fonts, hierarchy, rules) • Creating an Excel template • Creating Figma styles • Give it a go: Create a new graph using what we've done today
16:15	Trainer's Summary and Close
	• *Programme subject to change
	• Next steps • Q&A • Close

Presenter Biography

Cara Thompson

Cara Thompson is a data visualisation consultant with an academic background, specialising in helping research teams and data-driven organisations turn their data insights into clear and compelling visualisations. She has earned a solid reputation for making complex things easy to understand, and is a regular contributor to online workshops and conferences.

Her specialism is in equipping teams to make better versions of “normal” graphs, and in helping them improve the data-to-visualisation workflow through clear guidelines and repeatable processes. She also enjoys crafting more artistic responses to data patterns, which you can find in her portfolio <https://www.cararthompson.com/portfolio> Cara regularly shares dataviz tips online, and genuinely enjoys helping others level up their dataviz skills through talks, bespoke organisational training, and one-to-one coaching.

Thank you for attending. We hope you found the day interesting and insightful.

govpd.co.uk