



Presenting data master class

26th March 2009
The National Space Centre, Leicester
10:00 am – 4:00 pm

Communicating statistical information clearly, accurately and in a way that can be correctly understood is an essential skill for supporting evidence based policy making. Effective communication of data can help persuade, challenge and stimulate interest and informed debate. Poor communication can lead to poor decision-making and your information being disregarded.

The Association of Regional Observatories (ARO), in collaboration with Intelligence East Midlands, would like to invite you to a one day master class on presenting data. Delivered by experts in the field, this course will provide participants with the fundamentals of good practice in communicating data accurately and effectively to ensure they are understood and get your message across. As well as finding out how best to present your data, you will feel more confident in challenging the data presentations of others.

Who should attend: Anyone who has to communicate figures and statistical data. No statistical calculations are involved and the day is suitable for data professionals and non-experts alike.

Format: The class will be delivered through a mix of presentations, demonstrations, examples of good practice and practical exercises. Delegates will be given access to laptops to explore online tools for presenting data in innovative and effective ways.

Topics covered include essential good practice in presenting data in tables, charts, maps and graphs as well as a taste of some innovative and interesting tools and techniques for you to put your knowledge into practice with.

Feedback from the previous event last July:

“As someone very new to this area of work, I found it really helpful and made me think outside the box to present data to new audiences”

“Speakers v informative and knowledgeable, activities excellent”

“Your speakers were great, venue was easy to find and park, I will definitely use the information I have learned”

Speakers confirmed:

Ed Swires-Hennessy, Local Government Data Unit, Wales

Alan Smith, Head of Data Visualisation, Office for National Statistics

Robert Radburn, Research and Information Team, Leicestershire County Council

Cost: £120 This price includes full day master class, materials, lunch and refreshments throughout the day, car parking and entrance to the Space Centre exhibition galleries.

To book a place: Email hazel@regenerationem.co.uk with “Presenting Data” in the subject line, including an address and other details for invoicing, plus dietary or accessibility requirements, or call 0115 979 2333.