

HOW TO COMMUNICATE THE DRAMA HIDDEN IN YOUR NUMBERS



ARE YOU READY TO BECOME A DATA STORYTELLER?

WHAT IS DATA STORYTELLING?

The entire human experience through centuries is founded on storytelling. From the first gestures and expressions, written symbols, folktales and legends, all the way to the modern articles online, tweets, e-books and news. We owe our evolution to storytelling.

In the new Digital Economy, where everything is related to data, data storytelling is the next evolution of how we tell stories. The phrase "data storytelling" has been associated with many things—data visualizations, infographics, dashboards, data presentations, and so on. Too often data storytelling is interpreted as just visualizing data effectively, however, it is much more than just creating visually-appealing data charts. Data storytelling is a structured approach for communicating data insights, and it involves a combination of three key elements: data, visuals, and narrative.

NARRATIVE, DATA AND VISUALS

When narrative is coupled with data, it helps to explain to your audience what's happening in the data and why a particular insight is important. When visuals are applied to data, they can enlighten the audience to insights that they wouldn't see without charts or graphs.

Finally, when narrative and visuals are merged together, they can engage or even entertain an audience.

WHAT WILL I LEARN

- Facts why data storytelling is the most important skill today
- Examples of effective data storytelling
- How to tell a story
- Visualisation & storytelling
- The Language of Data Storytelling
- Examples of effective data storytelling, and how and where it can be used.

WHY IS IT IMPORTANT?

If you are thinking that data storytelling is important only for data scientists, practitioners working with analysis, statistics, content creation and so on, you are wrong. Next time when you enter the meeting to present your report, have a sales meeting with your client, working on your new product or website, pitch a venture capitalist to invest in your idea, present on a conference, or simply have a performance meeting with your manager, it will all come down to the data you present, and how do you effectively tell the story of that data, so the counterpart can understand it.

LET THE SHOW BEGIN !

This event is tailor made for any professional who wants to learn to communicate data effectively. From practitioners working with analysis, data science, statistics, content creation all the way to managers, leaders, employees who want to learn and improve their narrative, visualisation, reporting and communication skills. Data Storytelling is essential to business, personal success. It is the fundamental skill that everyone needs to learn. Welcome you to an unparalleled theatre-event experience like you have never seen or been a part off in the past.

Join us for an afternoon full of ideas, knowledge sharing, provocative thoughts, fun, networking opportunity and drama.



Goran Cvetanovski
Founder
Hyperight



Thomas Nord
CEO
Knowit Decision Helikopter

ABOUT THE EVENT

14:30

Registration starts

15:00

Using photos as data to understand how people live -
Anna Rosling Rönnlund, GapMinder

15:30

How to tell a story - **Carin Gerhardsen, Swedish
crime writer**

16:00

Where does data storytelling fit into the broader landscape
of data exploration, visualization, and presentation? -
Diego Galar, Luleå University of Technology

16:30

How to not accidentally create data visualizations
that lie - **Nick Desbarats, Perceptual Edge**

17:00

How Data Storytelling can be used to communicate with
customers and internally with Decision Makers - TBA

17:30

Networking Mingle - Share your datastory with a glass of cava

18:00

The Language of Data Storytelling –
The Art of Telling Stories and Avoiding Fairy Tales -
David Svensson, Knowit
Pia Falkborn, Knowit

19:00

Curtain Call - AW and VIP Dinner Continues

PRACTICAL INFORMATION

Date:

23 May 2017

Location:

Vasateatern
Vasagatan 19, 111 22, Stockholm

Rates:

Silver Ticket	995 SEK*
Golden Ticket	2 199 SEK*
VIP Table	13 200 SEK*

Silver Ticker includes arena entrance, refreshments and documentation.

Golden Ticket - Enjoy the event from the theater balcony followed with a 3-course dinner including refreshments. Documentation is included in the ticket.

VIP Table - 6 Golden tickets and table reserved on the theater balcony.

All prices are excluding VAT (25%).

HOW TO REGISTER

Visit the event website:

www.data-storytellers.com

Register by phone:

Tel: +46 (0)8 4080 1613

Send us an email:

hyperight@hyperight.com

Sales Contacts

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email: kenan.bouzo@hyperight.com

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Event Powered by:

knowit

hyperight

MEET THE SPEAKERS



ANNA ROSLING RÖNNLUND

Anna Rosling Rönnlund is a co-founder and board member of the Gapminder Foundation. She holds a Degree in Sociology and Photography. Anna designed the user-interface of the famous animating bubble-chart tool called Trendalyzer, used by millions of students across the world, to understand multidimensional time series. The tool was acquired by Google where Anna worked as Senior Usability Designer designing interactive search results for statistical queries as well as the Motion Chart in Google Spreadsheets. Anna went back to Gapminder in 2011 to develop new free teaching material. As Product Manager, Art Director & Usability Lead of the Gapminder Foundation she is running the Dollar Street project which makes everyone's living condition understandable to everyone, by using photos as big data.



CARIN GERHARSDSEN

Carin Gerhardsen is a mathematician from Uppsala University. Having worked many years in the IT industry (amongst others as CFO at HiQ) she is now a full-time author. Carin is best known for her Hammarby-series of books with officer Conny Sjöberg and team. The books have been translated to over 25 languages, and are characterised by a solid story, fast pace, unexpected turn of events and of course a proper feel and love for Stockholm.



DIEGO GALAR

Diego Galar is a Professor of Condition Monitoring in the Division of Operation and Maintenance Engineering at LTU, Luleå University of Technology where he is coordinating several H2020 projects related to different aspects of cyber physical systems, Industry 4.0, IoT or industrial Big Data. He was also involved in the SKF UTC centre located in Lulea focused on SMART bearings. He is also actively involved in national projects with the Swedish industry and also funded by Swedish national agencies like Vinnova. In the international arena, he has been visiting Professor in the Polytechnic of Braganza (Portugal), University of Valencia and NIU (USA). Currently, he is visiting professor in University of Sunderland (UK) and University of Maryland (USA), also guest professor in the Pontificia Universidad Católica de Chile.



NICK DESBARATS

Nick has taught data visualization and information dashboard design best practices to over 1,000 professionals in organizations such as NASA, Bloomberg, Hershey's, Zurich Insurance, the Central Bank of Tanzania, Marathon Oil and the Government of Canada. He is the only educator who is authorized to deliver Stephen Few's well-known Perceptual Edge data visualization training workshops and he writes about data visualization regularly for the Perceptual Edge blog.

MEET THE SPEAKERS



DAVID SVENSSON

Data visualization specialist and BI consultant with usability in focus. Equipped with Excel, Tableau, PowerBI or pen and paper, David will push organisations towards a more data-driven, effective and rational decision making. As a visualisation expert and consultant at Knowit, David has worked with companies in several different industries and sizes.



PIA FALKBORN

Pia is by degree a statistician and an economist who has worked in the IT industry over 20 years. The past 9 years Pia has been with Ericsson, establishing a common BI- and analytics platform across all business areas and put in place common work practices and processes. She has also managed a number of strategic BI initiatives focused on ROI of both individual reports as well as whole BI systems.



WHERE IS THE MAGIC IN YOUR DATA STORY?



INFORMATION - VENUE & TICKETS



THE VASA THEATRE

One of Stockholm's first private theatres – whose café is already part of our hotel – can now be presented in its full glory. Vasa Theatre enjoys a magnificent location in the heart of Stockholm.

ADDRESS:

Vasagatan 19
111 22
Stockholm

REGISTRATION FEES AND TICKET OPTIONS

SILVER Ticket

995
SEK

Arena entrance

Refreshments included

Documentation included

Limited to 100 tickets

GOLDEN Ticket

2199
SEK

Balcony entrance

3-Course dinner

Documentation included

Limited to 60 tickets

EXCLUSIVE

Prices are excluding VAT. Your booking is binding. Upon cancellation the full paid amount will be retained. You can transfer the ticket to another delegate at any point up to 2 days before the event day. All substitutions and cancellations must be received in writing on info@hyperight.com.



EDUCATE • ENGAGE • EXCITE • EMPOWER

DATA STORYTELLERS 2017

www.data-storytellers.com

