

Information Visualisation Workshops

London – 6th to 8th July 2011

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The Courses

marketingQED is delighted to present three courses covering topics in information visualisation. All courses are taught by Stephen Few, founder of Perceptual Edge, a leading consultancy that was established to help organizations like yours learn to design simple information displays for effective analysis and communication.

The courses on offer are:

1. **Show Me the Numbers: Table and Graph Design – 6th July 2011**

This full-day course will teach you how to effectively communicate quantitative business data using tables and graphs. You will learn how to select the appropriate medium of communication (table vs. graph, and which type) and how to visually design each component to express your message clearly and compellingly.

2. **Dashboard Design for at-a-Glance Monitoring – 7th July 2011**

Dashboards offer an exciting new way to provide people at a glance with the critical information they must monitor to do their jobs. This full-day course reaches past the hype to give you the unique design skills required to build dashboards that really work.

3. **Now You See It: Visual Data Analysis – 8th July 2011**

Most business data analysis requires skills and practices involving the use of graphs that can be easily learned, but resources that teach them are almost impossible to find. Almost all books and courses on data analysis teach sophisticated statistical and financial analysis techniques, but only about 10% of business data analysis requires them. This full-day course is for those responsible for the remaining 90%.

Why the need for these courses?

Over the past two decades, our ability to store and process data has increased at a rapid rate but our ability to present and communicate this data has not kept pace with these developments. In these workshops, Stephen will present a range of skills and techniques that help us make better use of the data that we have at our disposal.

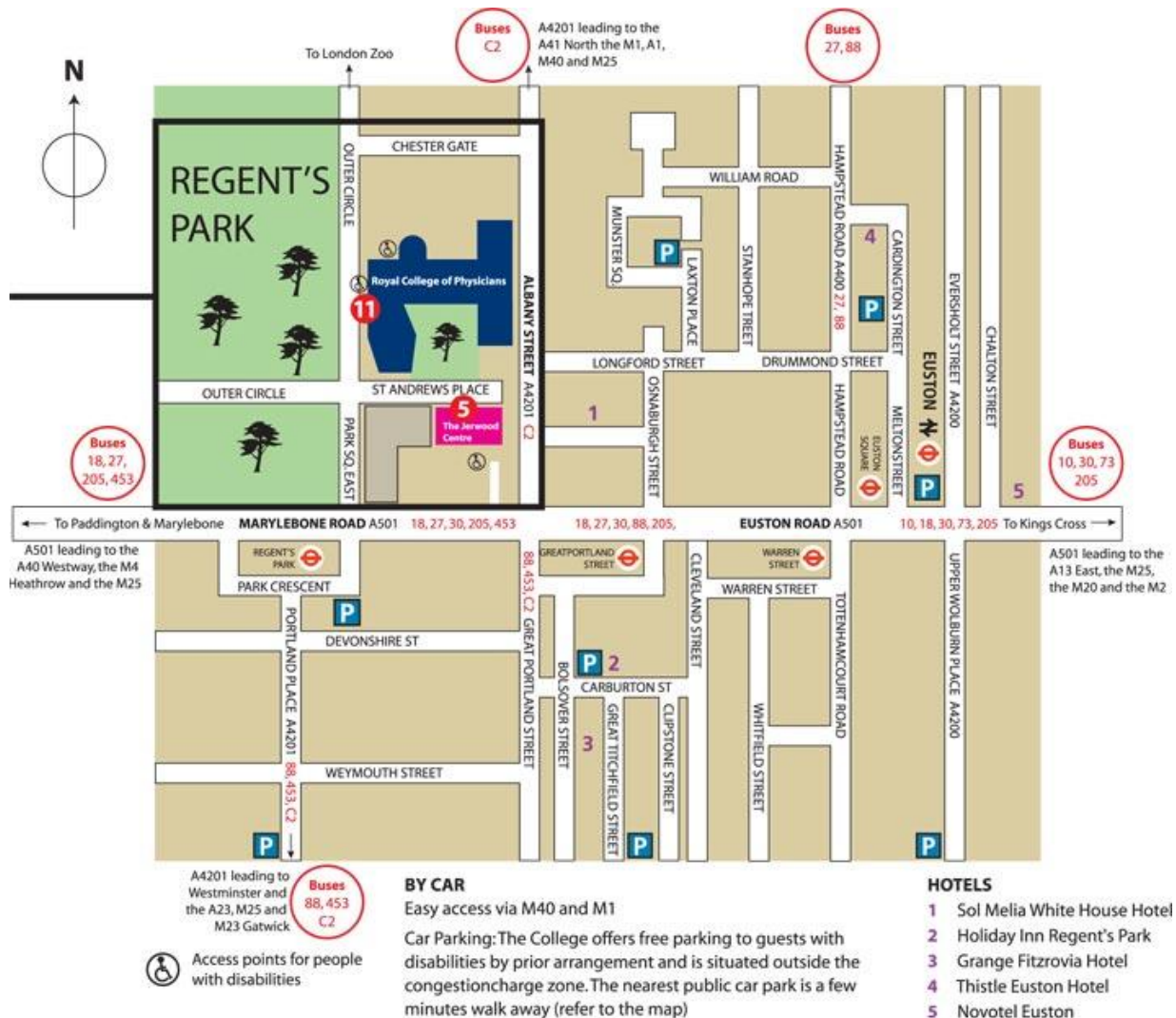
These courses will showcase best practice methodologies that will help those attending make sense of and communicate data more effectively and efficiently.

Venue – The Royal College of Physicians

All the courses will be held at The Royal College of Physicians, London.

Address

The Royal College of Physicians, 11 St Andrews Place, Regent's Park, London NW1 4LE United Kingdom



By Underground:

Regent's Park Station on the Bakerloo line (3 minutes walk)

Great Portland Street Station on the Circle, Metropolitan and City lines (5 minutes walk)

Warren Street Station on the Victoria and Northern lines (10 minutes walk)

By Train:

Euston Station (15 minutes walk)

King's Cross Station (5 minutes by taxi)

St Pancras Station - Euro star terminal (5 minutes by taxi)

Marylebone Station (5 minutes by taxi)

By Car:

Easy access via M40 and M1

Car Parking:

The College offers limited car parking to organisers and free parking for disabled guests and is situated outside the congestion charge zone. The nearest public car park is a few minutes walk away (refer to the map)

By Air:

Heathrow: Express train from Heathrow Airport

(15 minutes to Paddington Station, then 3 stops on the underground to Great Portland Street Station)

Gatwick: Express train from Gatwick Airport

(30 minutes to Victoria Station, then 3 stops on the underground to Warren Street Station)

Stansted: Express train from Stansted Airport

(45 minutes to Liverpool Street, then 5 stops on the underground to Great Portland Street Station)

Fee Information

The Fee for each of the courses is £585 + VAT. A 25% discount is available for academics and “not-for profit” organisations. Payment should be made by cheque, made payable to marketingQED Limited, or by bank transfer. The Fee for those wishing to attend any two courses is £1050 + VAT and for those attending all three courses, the Fee will be £1500 + VAT.

Fees include:

- Morning and afternoon refreshments
- Buffet lunch
- Course support materials as applicable. Those attending the Table and Graph Design workshop will receive a copy of the book *Show Me the Numbers: Designing Tables and Graphs to Enlighten* whilst those attending the Dashboard Design workshop will receive a copy of the book *Information Dashboard Design: The Effective Visual Communication of Data* and finally those attending the Visual Data Analysis for Discovery and Understanding workshop will receive Stephen Few's latest book *Now You See It: Simple Visualisation Techniques For Quantitative Analysis*.

Show Me the Numbers: Table and Graph Design – 6th July 2010

The ability to design effective visual displays of data is not intuitive; it requires a set of visual design skills that must be learned. Based on his book, *Show Me the Numbers: Designing Tables and Graphs to Enlighten*, Stephen Few introduces the best practices in data presentation in this workshop. No information is more important to a business than quantitative information—the numbers that measure performance, identify opportunities, and forecast the future. Most quantitative information is presented as tables and graphs. Unfortunately, most tables and graphs used in business today are poorly designed—often to the point of misinformation. Why? Because almost no one who produces them, including specialists such as financial analysts and other report developers, have been trained in effective table and graph design. You can become an exception to this norm.

This course provides practical instruction in table and graph design developed specifically for the needs of business. It will alleviate countless hours of confusion and frustration. Following Few's clear principles and practices, communicated through examples of what works, what doesn't, and why, you will learn to design tables and graphs that present data clearly and drive your message home.

This course covers:

- Fundamental challenges of data presentation
- Differing characteristics and uses of tables and graphs
- Seven important quantitative relationships in business graphs
- Visual perception and how it applies to data presentation
- Steps in the visual information design process
- Visual design methods for highlighting data
- Best practices of table design
- Effective ways to encode quantitative information graphically
- Matching the right graph to your data and message
- Component-level graph design (colours, scales, labels, etc.)

Dashboard Design for at-a-Glance Monitoring – 7th July 2010

Dashboards have become a popular means to present critical business information at a glance, but few do so effectively. Huge investments are made in Information Technology to produce actionable information, only to have it robbed of meaning at the very last stage of the process: the presentation of insights to those responsible for making decisions. When designed well, dashboards engage the power of visual perception to communicate a dense collection of information in an instant with exceptional clarity. This can only be achieved, however, by applying visual design skills that address the unique design challenges of dashboards. These skills are not intuitive; they must be learned.

Stephen Few, a leader in the field of data visualization and author of *Information Dashboard Design: The Effective Visual Display of Data* (2006), will expose the common problems in dashboard design and introduce effective design practices through examples that explain what works, what doesn't, and why.

This course covers:

- Current state of dashboards
- Definition and potential benefits of dashboards
- Fundamental goals and challenges of dashboard design
- Thirteen common mistakes in dashboard design
- Characteristics of well-designed dashboards
- Steps in the dashboard design process
- Common dashboard information and techniques for enriching its meaning
- Selecting appropriate media for displaying the data
- Ideal library of dashboard display media
- Best practices of dashboard design

Now You See It: Visual Data Analysis – 8th July 2010

Ninety percent of all business data analysis can be done using simple graphing techniques to discern meaningful patterns in data. The remaining 10%, which requires sophisticated statistical and financial analysis skills, are well addressed by available resources, but where are the resources that teach the skills needed by the rest of us? Even though these skills are easy to learn and apply with proper guidance, very few people involved in analyzing business data know them. This workshop provides a solution.

This course is intended for all those whose work requires them to make sense of quantitative business data. This audience is much broader than financial analysts, or even analysts by any name. This course provides practical skills that are useful to managers at all levels and to anyone interested in keeping a keen eye on the business. Anyone who uses Excel or any of the many other business productivity tools used for data access, analysis, and reporting, will learn how to use them productively, perhaps for the first time.

You will learn to:

- Understand each of the prominent quantitative relationships and the stories they have to tell (time-series, distribution, correlation, etc.)
- Use the best graphs, visual analysis techniques, and practices for analyzing each type of quantitative relationship
- Recognize the visual characteristics of data that are meaningful
- Navigate through data analytically and efficiently
- Apply the findings of information visualization research to the analysis of business data

This course covers:

- An introduction to visual data analysis
- The traits of top data analysts
- The best data for meaningful analysis
- Visual perception and data visualization
- Visual characteristics to look for in the data
- Quantitative business analysis techniques by type including: Analysis of time series, rankings, parts-to-whole, deviations, distributions, correlations, multivariate profiles, and geo-spatial data.
- Analytical navigation
- The critical contributions from the information visualization research community

About Stephen Few

Stephen Few has worked for over 25 years as an information technology innovator, teacher, and consultant. Today, as Principal of the consultancy Perceptual Edge, he is the world's leading expert in using simple data visualization techniques for analyzing and presenting quantitative business information. He writes the quarterly *Visual Business Intelligence Newsletter*, speaks and teaches internationally, and is the author of three popular books, *Show Me the Numbers: Designing Tables and Graphs to Enlighten*, *Information Dashboard Design: The Effective Visual Communication of Data* and *Now You See It: Simple Visualisation Techniques For Quantitative Analysis*. You can learn more about Stephen's work at www.perceptualedge.com.



Terms and Conditions

Confirmation

Acknowledgement of the booking request is emailed immediately once the booking request is received by marketingQED Limited. Confirmation of a delegate's place on an event will be sent by post or email within seven working days of receipt of booking.

Booking

All bookings are made on a first-come first-served basis. You are advised to book early. To book, please contact John Dawson at marketingQED via e-mail (john.dawson@marketingqed.com) or telephone on +44 (0)20 3137 6800. We will require payment of the appropriate fee, a purchase order number or other authenticating reference in order to confirm the booking. Where an invoice is to be addressed to a company rather than the delegate(s) the booking must include a purchase order number or other authenticating reference.

Payment

All bookings are paid in advance of the workshop events taking place. A pro-forma invoice will be issued which must be paid at least 21 days before the event takes place. Failure to pay the pro-forma invoice by the date specified thereon will result in the automatic loss of the booked place. On receipt of a payment a VAT invoice will be issued.

Cheques should be made payable to 'marketingQED Limited'. In the case of late bookings payment must be made prior to attendance of the course.

Alternatively, you may pay by Credit or Debit Card we will issue you with should you wish to pay by Credit Card (Visa, Mastercard, International Visa Electron), a 2% surcharge will be added to your fee to cover the extra card processing costs that we will incur. Should you wish to pay by American Express, this surcharge will be 3.5% of the fee. Payment by UK Visa Electron, UK Visa Debit, UK Maestro or Solo will not attract any extra payment. Should the surcharge that we are subject to on these payment methods vary, we reserve the right to vary our surcharges accordingly.

Please Note: We understand and will exercise our statutory right to interest and compensation for debt recovery costs under the late payment legislation if we are not paid according to the above credit terms.

Event documentation

Delegates may be provided electronic versions of the course slides and notes. Please note that all event literature is copyrighted and may not be reproduced without permission.

Programme

Although details are correct at time of going to print, marketingQED Limited reserves the right to make unavoidable changes in the programme or change the venue. marketingQED Limited also reserves the right to cancel an event at any time and offer delegates an alternative date, a credit towards another training event or a refund of fees without any liability for resulting or indirect loss.

Specific needs

marketingQED Limited aims to ensure that its events are accessible to all. If you have any specific needs, please advise us at the earliest possible time and we will contact you to discuss your requirements.

Venues

Venues are sourced and visited ensuring that marketingQED Limited standards are met. Venues are normally hotels with good conference and leisure facilities or dedicated conference centres.

Cancellations

Where a firm booking has been accepted by marketingQED Limited and is subsequently cancelled, the customer will be liable for the following charges: for cancellations received between four and two weeks prior to the event date the fee will be refunded - less a 20% administration charge; within two weeks or less no refund can be made. In the event that a booking is transferred and falls within these terms, a 20% administration fee will be charged. These conditions apply whether or not delegates fail to attend or transfer to a later event. (Substitution may be made at any time if the member status of the delegate changes, the fee will be amended accordingly).

VAT

Prices for all events are in £ sterling (GBP) and are quoted exclusive of VAT. VAT at the current rate will be added and shown separately on the invoice. If your organisation is exempt from paying VAT a copy of your VAT exemption certificate must be provided to marketingQED Limited for our tax records at time of payment.

Non-EU Delegates

marketingQED Limited welcomes delegates from overseas but if you are resident outside the European Union (EU) you should ensure that you have a valid visa and can comply with all immigration requirements before applying for a marketingQED Limited course.

Please note that marketingQED Limited Training Courses do not qualify you for a student visa or for entry to the UK or other EU countries. Visa information is given on www.ukvisas.gov.uk. If you wish to apply for entry to the UK you should contact your nearest British Mission that offers a visa service. A full list of UK Overseas Missions is given on www.fco.gov.uk.

marketingQED Limited cannot process bookings from outside the EU without full payment in advance. Once payment has been made cancellation fees are payable in accordance with our terms and conditions. If you do not have a visa before applying and you are unable to obtain one, cancellation fees will be levied.

Any other expenses, including travel and accommodation, are the responsibility of individual delegates.

Data Protection Notice

marketingQED Limited will hold your contact details on its database. Your data will never be sold or released to a third party to use for their own purposes. marketingQED Limited will retain your data and will use it only to communicate with you on marketingQED Limited -related issues and to provide information

that may be of use to you for the future. Details of the marketingQED Limited Code of Practice and Security Statement for Data Protection can be seen on our website (www.marketingqed.com) site.

Accommodation

We are not able to offer an accommodation option. However please do contact us if you are stuck and we'll endeavour to help find you somewhere convenient.

About marketingQED

marketingQED are a specialised provider of tools, training and support services for the marketing community. With our help, your organisation can add superior marketing science capabilities to your marketing operations.



marketingQED Limited, 6-8 Underwood Street, London N1 7JQ

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