Data Storytelling Best Practice for Marketing Training

Duration: **3 Day**

BILGINC IT Academy
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The **Data Storytelling Best Practice** course empowers professionals to transform data into compelling, ethical, and actionable stories.
Delivered as a **3-hour instructor-led session**, it enhances intermediate data literacy skills by bridging the gap between **insight and impact** through audience-aware storytelling frameworks.

Learners explore **narrative structure, data validity, ethical communication, and bias awareness**, gaining the tools to promote a data-informed culture within their organisations.

Prerequisites

Participants are expected to have:

- A **basic understanding of data analysis and visualisation**,
- Experience **using data in business or operational contexts**,
- Familiarity with **presenting insights to internal stakeholders**.

Who Should Attend

This course is ideal for:

- **Data professionals, analysts, and storytellers** looking to improve communication of insights,
- **Business stakeholders** seeking to use data for strategic decision-making,
- **Teams and managers** aiming to increase data engagement across departments.

What You Will Learn

By the end of this course, participants will be able to:

- Develop a data-driven mindset and organisational culture,
- Create meaningful narratives grounded in accurate data insights,
- Recognise opportunities and challenges in ethical data storytelling,
- Strengthen their ability to engage audiences with clarity and purpose.

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Training Outline

- **The Role of Data Storytelling in Modern Organisations**
- **Building Data Narratives and Structures**
- **Engaging Your Audience**
- **Ethical and Bias-Free Storytelling**
- **Storytelling in Practice: Case Studies and Peer Workshops**