Data Storytelling for Marketing Training

Duration: **3 Day**

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Overview

Data Storytelling for Marketing is an intensive half-day workshop designed to help participants turn raw data into clear, engaging, and audience-focused narratives.

Throughout the session, learners explore how a simple data visualisation can be developed into a more meaningful story, how messages can be adapted for different audiences, and how data can be interpreted and communicated rather than simply displayed.

The workshop combines practical exercises, real-world case studies, and interactive discussion. This approach gives participants the opportunity to practise data storytelling techniques in ways that can be transferred directly into their workplace.

By the end of the session, participants will have developed practical methods for improving reports, presentations, and marketing communication through data storytelling. The aim is to help reduce communication gaps and support better, more informed decision-making.

Prerequisites

This workshop is suitable for beginners and does not require previous experience in data storytelling.

Participants will benefit from having:

- A basic understanding of data visualisation concepts
- Familiarity with business reporting
- Experience communicating information in a professional environment
- Some exposure to data-driven reports or presentations

Who Should Attend

This workshop is relevant to professionals working in environments where data-driven communication is important.

It is particularly suitable for:

- Marketing professionals
- Business analysts
- Data specialists
- Managers
- Decision-makers
- Professionals involved in strategic planning
- Anyone who wants to communicate data insights more effectively through reports and presentations

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What You Will Learn

By the end of the workshop, participants will be able to:

- Analyse real-world data storytelling examples
- Identify the elements that make a data story effective
- Develop data storytelling skills through practical exercises and discussion
- Adapt storytelling approaches to different audience needs
- Apply data storytelling techniques within workplace communication
- Improve the way data is presented in reports and presentations
- Create a personalised action plan for using data storytelling at work

Outline

Transforming a Simple Data Visualisation into a Compelling Story

This section explores how a chart or visual can be developed into a stronger narrative.

Topics include:

- Identifying the main message within the data
- Highlighting the most important insight
- Connecting visualisation and narrative
- Providing context
- Making data easier to understand

Audience Engagement Techniques

This section focuses on helping the audience connect with the information being presented.

Topics include:

- Audience engagement
- Creating attention and interest
- Simplifying complex messages
- Adapting language to the audience
- Emphasising the key message

Case Studies of Effective Data Storytelling

Participants examine real-world examples to understand how successful data stories are constructed.

The case studies consider:

- Purpose
- Data selection
- Visual structure
- Main message
- Audience
- Overall impact

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Understanding Audience Needs in Data Storytelling

This section examines why the same data may need to be communicated differently to different audiences.

Topics include:

- Understanding audience expectations
- Assessing existing knowledge
- Differences between decision-makers and specialist audiences
- Defining the communication objective
- Adapting the story to the audience

Applying Data Storytelling in Workplace Scenarios

Participants explore how data storytelling can be used in everyday professional communication.

Potential applications include:

- Marketing reports
- Campaign performance presentations
- Management reports
- Executive presentations
- Business reviews
- KPI reporting
- Customer and stakeholder presentations
- Strategic decision-support materials

Participants consider how existing reports and presentations can be improved using the techniques covered during the workshop.