

Persuading with Data

In Person - Cambridge, MA

Please note, all times listed are Eastern (Boston, MA) Time

Day 1

8:45 AM - 9:15 AM
9:15 AM - 10:45 AM
10:45 AM - 11:00 AM
11:00 AM - 12:00 PM
12:00 PM - 1:00 PM
1:00 PM - 1:30 PM
1:30 PM - 4:30 PM
4:30 PM - 5:00 PM

Introduction

Encoding & decoding, and the curse of knowledge

Break

Persuading visually: Maximizing the data-to-ink ratio

Lunch

Persuading verbally: the TOP-T framework for data slides

Presentation practice in small groups

Closing

Day 2

8:30 AM - 10:00 AM
10:00 AM - 10:15 AM
10:15 AM - 12:00 PM
12:00 PM - 1:00 PM
1:00 PM - 4:00 PM
4:00 PM - 4:30 PM

Persuading logically: Minto Pyramids and logical structure

Break

Structure workshops in small groups

Lunch

Presentation practice in small groups

Closing