Persuading with Data
Sample Schedule
Live Online via Zoom

All times are Eastern (Boston, MA) time zone.

Day 1
- 8:45 – 9:15 AM  Introduction
- 9:15 – 10:45 AM  Encoding & decoding, and the curse of knowledge
- 10:45 – 11:00 AM  Break
- 11:00 – 12:00 PM  Persuading visually: Maximizing the data-to-ink ratio
- 12:00 – 1:00 PM  Break
- 1:00 – 1:30 PM  Persuading verbally: The TOP-T framework for data slides
- 1:30 – 4:30 PM  Presentation practice in small groups
- 4:30 – 5:00 PM  Closing

Day 2
- 8:30 – 10:00 AM  Persuading logically: Minto Pyramids and logical structure
- 10:00 – 10:15 AM  Break
- 10:15 – 12:00 PM  Structure workshops in small groups
- 12:00 – 1:00 PM  Break
- 1:00 – 4:00 PM  Presentation practice in small groups
- 4:00 – 4:30 PM  Closing

Schedule subject to change