

*\*All times are Eastern U.S. (Boston) time.*

**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***