

Mastering Data Visualisation for Marketing and Communications

Learn how to devise and create engaging infographics and data visualisations.

Humans have always been visual storytellers. This course explores how diverse organisations utilise data visualisation (“dataviz”) and infographics for advertising, communications, and stakeholder engagement.

We’ll identify key data-driven storytelling “plots”, devise creative concepts, and learn how to choose the right visualisation format to match the message, audience, and platform.

Evolve with QUTeX

Professionals who develop their communication skills with QUTeX develop real world capabilities today, that they can bring to their workplace challenges tomorrow.

With this workshop, you’ll learn how to unlock the data your organisation is already producing, and create compelling content for reports, presentations, videos, and advertising.

You’ll be introduced to a range of chart and graph formats that will provide new storytelling opportunities for your next project or campaign.

Core concepts

This workshop will cover a range of topics, including:

- Understanding the difference between dataviz and infographics
- Developing a data-driven storytelling framework suited to your organisation
- Introductory data analysis
- Accessibility in the online environment; and
- Exploring infographic templates and software solutions.

Who should participate?

This workshop has been designed for professionals from all sectors who seek to better understand data-driven storytelling as a communications tool.

No prior experience or training in data analysis or statistics is required for this course.

Your expert facilitator Cameron Pegg

Cameron Pegg is a leading content and communications consultant, based in Brisbane.

Cameron is a feature writer for The Australian, a regular guest on ABC Radio, and a founding editorial board member of the Journal of Educational Advancement and Marketing. He has been a finalist three times in the Queensland Clarion Awards for journalism, is an award-winning editor of corporate publications, and an accomplished speechwriter and ghost-writer.

Cameron regularly speaks at conferences and leads workshops and webinars on best practice storytelling. He has taught journalism and creative non-fiction at the University of Queensland, and delivered corporate communications training for the Queensland Writers Centre, and Writers Victoria.

 Duration: 1 Day

 Certificate of Attendance

 Cost: From \$790

Apply Now

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Blog: blogs.qut.edu.au/qutex

Cost

Early Bird registration	\$790 (inc. GST)
Standard registration	\$880 (inc. GST)
QUT Alumni registration	\$660 (inc. GST)
Group registration (4 or more)	\$790 per person (inc. GST)