

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2012](http://www.amanet.org/2012)

# How to Turn Data Into Compelling Visual Presentations

**Visually and clearly present data and the message it represents.**

Communicating data and the story of what that data means has become increasingly important in recent years. As attention spans decrease and the amounts of quantitative information increase, it is crucial to be able to visualize your data for your audiences in the most clear and effective ways possible. A chart that takes 10 seconds to understand, compared to one that takes only 2 seconds, could mean the difference between a sale and no sale.

Your data is only as powerful as your visual presentation of it.

In this course, you will learn the fundamentals and best practices of data visualization techniques, as well as hands-on approaches to using Microsoft Excel and PowerPoint to present your data in a variety of formats.

You will complete multiple exercises and create various types of visualizations and charts throughout the course. You will also work individually and in groups to analyze, redesign, and improve poorly designed charts that are provided.

## How You Will Benefit

- Understand basic graphic design principles and how audiences process information visually
- Learn how to make use of emphasis, color, layout, and typography to maximize the clarity of your messages
- Become familiar with available tools/techniques for data visualization
- Understand the differences between “Glanceable” and “Referenceable” visualizations and how to harness the power of each
- Increase the impact and strength of your messages by choosing the most effective chart for a given data set and story in various circumstances
- Learn the one color that you should make use of in every visualization, the one default element that should be removed from every chart, how legends can confuse your audience, why a bar is nearly always better than a pie, and common design mistakes that distort your data and damage your credibility

## What You Will Cover

- The history and current landscape of information and data design
- Basic principles of graphic, information, and layout design
- “Chart Junk” and how to remove it to improve clarity
- Basic charts such as pies, columns, bars, lines, and variations of these
- Advanced charts such as scatters, bubbles, histograms, bullet graphs, combos, and Paretos
- Specialty charts including units, tree maps, and proportional shapes
- How to make use of trend lines, reference bands, annotations, and direct labeling
- When to use Excel® and PowerPoint® to create tables, how to properly design them, and how to apply conditional formatting to create heat maps and table lenses
- Tricks, tips, and techniques for overcoming Excel and PowerPoint limitations and creating proper workflows

## Who Should Attend

Those with a foundational understanding of Microsoft Excel® and PowerPoint®, who work regularly with data and wish to design basic and more advanced charts, graphs, and tables

## Special Feature

### Note:

**Note:** Participants must bring a PC laptop equipped with Microsoft Office 2010 or later. Those with Mac computers may attend and will be able to follow and perform all exercises, but may not receive as detailed technical attention from the instructor.

## Schedule

- [2] days - \$2,195 Non Members
- [2] days - \$1,995 AMA Members
- [2] days - \$1,889 GSA

## Credits

1.2 CEU/14 CPE/12 CPU

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