



Central U.S. Visual Business Intelligence Workshop

3 days of data presentation courses in Minneapolis, MN

Show Me the Numbers: Table and Graph Design (two-day course)
Information Dashboard Design

Taught by Stephen Few of Perceptual Edge



Known for his three popular books on data visualization—*Show Me the Numbers*, *Information Dashboard Design* and *Now You See It*—Few writes the quarterly *Visual Business Intelligence Newsletter*, speaks and teaches internationally, and provides design consulting.

Now that [Few has] opened our eyes and minds to new and better ways of communicating data, we shall never see things in quite the same way again.

UNESCO

The Depot Renaissance Minneapolis Hotel

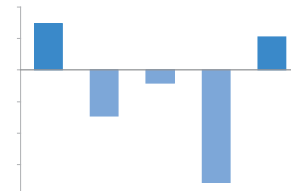
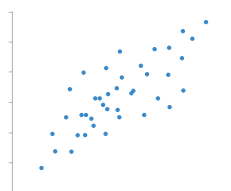
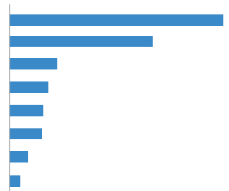
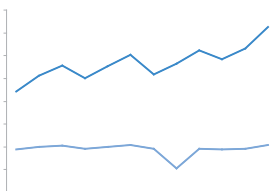
Tues, June 2 to Wed, June 3, 2015

Show Me the Numbers: Table and Graph Design

Thurs, June 4, 2015

Information Dashboard Design

You may attend one or both courses. In the U.S. during 2015, both of these courses will also be offered in Portland, OR on September 22 – 24 and Show Me the Numbers: Table and Graph Design will be offered in Portsmouth, VA on April 28 – 29, 2015, along with another course, Now You See It: Visual Data Analysis on April 30, 2015.



Registration

How to Register

You may register online at www.PerceptualEdge.com/workshops.php. Payments may be made using a credit card (Visa, MasterCard, American Express, or Discover) or purchase order.

Fees

The fee for Show Me the Numbers: Table and Graph Design is \$1,000. The fee for Information Dashboard Design is \$500. Individuals who register for both courses will receive a 10% discount.

Group Discounts

Groups receive discounts based on the total number of days attended by the entire group, as follows:

Total Days	Discount
3 to 8	10%
9 to 14	15%
15 or more	20%

Full time students and approved non-profit organizations may receive an additional 25% discount (applied to total, after any group discounts). To request this discount, please call us at (510) 558-7400, rather than registering via the Web. Students must provide a copy of their student ID.

Location and Dates

The Depot Renaissance Minneapolis Hotel, Minneapolis, Minnesota

Lodging must be arranged directly with a hotel. For your convenience, a limited number of rooms have been reserved at The Depot Renaissance Minneapolis Hotel, for a discounted group rate of \$169 per night, plus taxes and fees. Please make your reservation online or by calling (612) 375-1700. Be sure to mention that you are attending the "Visual Business Intelligence Workshop" to get the reduced rate.

Tues, June 2 to Wed, June 3, 2015	Show Me the Numbers: Table and Graph Design
Thurs, June 4, 2015	Information Dashboard Design

Questions

For further information, email register@PerceptualEdge.com or phone (510) 558-7400.

I hope to see you in Minneapolis.



Show Me the Numbers: Table and Graph Design (two-day course)

No information is more important to most organizations than *quantitative information*—numbers that measure performance, identify opportunities, and predict the future. Most quantitative information is presented in *tables and graphs*. Unfortunately, most tables and graphs produced in organizations today are poorly designed—often to the point of misinformation. Why? Because almost no one who produces them, including specialists such as financial analysts and business intelligence professionals, have been trained in effective table and graph design. You can become an exception to this norm.

The ability to present quantitative information effectively is not intuitive; it requires visual communication skills that must be learned. Based on the book *Show Me the Numbers: Designing Tables and Graphs to Enlighten* by Stephen Few, this course provides an in-depth introduction to the best practices of quantitative data presentation.

This course alleviates countless hours of confusion and frustration. Following Stephen Few's clear precepts, communicated through examples of what works, what doesn't, and explanations of why, you will learn to design tables and graphs that present data clearly and drive your message home. This two-day version of the course differs from the previous one-day version in part by including more content (for example, more information about table design), but mostly by adding many more group exercises and extended discussions to drive the principles home and build a firmer foundation for the development of expertise. You will leave this course having developed table and graph design skills that will stick with you and add immediate value to your work.

You will learn to:

- Match your message to the right type of display
- Design tables and graphs to communicate information simply, clearly, and accurately

This course covers:

1. The current state and challenges of quantitative data presentation
2. Introduction to table and graph design
 - a. Fundamental challenges of data presentation
 - b. Key characteristics of quantitative information
 - c. Differing characteristics and uses of tables and graphs
 - d. Eight common quantitative relationships featured in graphs
 - e. Visual perception and how it applies to data presentation
 - f. Steps in the visual design process
3. Table design
4. Graph design
 - a. Visual objects used to encode values in graphs, and the best uses of each
 - b. Matching the right visual encoding objects to the eight fundamental quantitative relationships in graphs
 - c. Graph design at the component level

Everyone who attends this course will receive a copy of the book *Show Me the Numbers*, Second Edition.

Information Dashboard Design

Dashboards have become a popular means to present critical business information at a glance, but few do so effectively. Huge investments are made in Information Technology to produce actionable information, only to have it robbed of meaning at the very last stage of the process: the presentation of insights to those responsible for making decisions. When designed well, dashboards engage the power of visual perception to communicate a dense collection of information in an instant with exceptional clarity. This can only be achieved, however, by applying visual design skills that address the unique design challenges of dashboards. These skills are not intuitive; they must be learned.

Stephen Few, a leader in the field of data visualization and author of *Information Dashboard Design* will expose the common problems in dashboard design and introduce effective design practices through examples that explain what works, what doesn't, and why.

This course covers:

- Current state of dashboards
- Definition and potential benefits of dashboards
- Fundamental goals and challenges of dashboard design
- Thirteen common mistakes in dashboard design
- Characteristics of well-designed dashboards
- Steps in the dashboard design process
- Common dashboard information and techniques for enriching its meaning
- Selecting appropriate media for displaying the data
- Ideal library of dashboard display media
- Best practices of dashboard design

Everyone who attends this course will receive a copy of the book *Information Dashboard Design*, Second Edition.

More about Perceptual Edge

In this so-called *information age*, we are overwhelmed by data. This is not because there is too much information, but because we don't know how to tame it. Information lies stagnant in rapidly expanding pools as our ability to collect and warehouse it increases, but our ability to make sense of and communicate it remains inert, largely without notice.

Computers speed the process of information handling, but they don't tell us what the information means or how to communicate its meaning to decision makers. These skills are not intuitive; they rely largely on analysis and presentation skills that must be learned.

Perceptual Edge focuses on the tools and techniques of *visual business intelligence* to help you make better use of your valuable information assets.

For a full range of resources and services, visit www.PerceptualEdge.com.

