



DEEP DIVE: DATA VISUALIZATION

A part of the Video Training Series by Kate McEnroe

QUALITY TRAINING DOESN'T HAVE TO BE SO COMPLICATED AND EXPENSIVE.

The video training series offers organizations the ability to deliver high quality, easily accessible training modules that strengthen the ability of their communities and stakeholders to execute on retention and recruitment objectives. It delivers a series of 10-15 minute video presentations accompanied by transcripts, and take-home activities.

AN OVERVIEW

We all use the similar data, we all use similar software programs, so how do you make your tables and graphics and maps and infographics relevant and memorable? This deep dive will take the latest thinking in how graphics design and neuroscience work together and apply those lessons to the messages all economic developers need to convey. Here is a sample of topics covered:

Turn Raw Data into Marketing Material
One on One Makeover
Dashboards and Infographics
Resources for Execution

Resources for Inspiration
Less is More
Titles to Headlines
Top 5 Data Visualization Sins

TERMS

Hosted on your site or mine. You are granted a two year license to share the material via a password protected link with your designated economic development and workforce professionals and stakeholders.

WHO IS IT FOR?

Rural Area EDOs
Micropolitan EDOs
Regional EDOs
State Associations
Utility Economic Developers

WHAT YOU GET

A packaged training series including on demand videos, PDF notes, take-home exercises, and one or two live video meetings with Kate.

MEET KATE

Kate McEnroe has been working as a location and economic development consultant for over 25 years. She has deep expertise in assessing labor markets and optimizing marketing programs, and has a passion for sharing lessons learned and best practices.

Ready to get started? Let's chat!

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