


## BASUG Half-Day Training Announcement

[Think Like a Data Storyteller](#) workshop, led by data viz experts, Tricia Aanderud and Jaime D'Agord, drew the largest attendance among all the workshop offerings at this year's SAS Global Forum conference. Maybe you missed the conference, but you don't have to miss this workshop, because BASUG is bringing it to Boston for you as a part of the June BASUG meeting! Be sure to check out the testimonials below.

Please join us for this informative training and consider coming to our morning quarterly meeting as well (separate event). *For information on the morning meeting, please visit [Quarterly Meeting Announcement](#)*

*BASUG is hosting an informal light buffet lunch {between the morning and afternoon sessions / prior to the training}. We hope you can join us for this opportunity to network and socialize with your fellow SAS users.*

Topic	<a href="#"><u>Think Like a Data Storyteller</u></a>
Summary	Data Storytelling is becoming a popular way to present data, yet many data professionals do not understand the value of this method. If you have trouble convincing stakeholders that their data suggests a course of action, this powerful technique can help you clearly communicate insights gained from data.
Instructors	<a href="#"><u>Tricia Aanderud</u></a> & <a href="#"><u>Jaime D'Agord</u></a> Zencos Consulting
When	<b>Tuesday, June 26, 2018</b>  Noon.....Lunch 12:45pm.....Sign-in 1:00pm – 5:30pm.....Workshop
Where	<b>Microsoft New England Research and Development Center (NERD)<sup>1</sup></b> One Memorial Drive Conference Center, First Floor Cambridge, MA 02142 857-453-6000 
Directions	Please visit the <a href="#"><u>meeting site directions page</u></a>
Price	\$155 - if paid online by <b>Monday, June 18, 2018</b> \$180 - if paid online before <b>NOON on Monday, June 25, 2018</b> \$195 - at-the-door – check only – preregistration is required  <a href="#"><u>Please see details below</u></a>
Audience / Prerequisites	This workshop is focused on best practices for data storytelling. It is appropriate for those who need to convey the results of their data analysis to others with maximal impact. There are no software prerequisites. The course will use SAS® Visual Analytics for examples.



How to register	Individual, on-line registration required. Pre-payment guarantees you a seat and a copy of the workshop training booklet. Please visit the <a href="#">event registration page</a>
Contact	If you have questions about the course, please contact the meeting coordinators, Bridget Neville and Karen Olson, at <a href="mailto:eventorg2018q2@basug.org">eventorg2018q2@basug.org</a>

## Course Description

### Think Like a Data Storyteller

[Tricia Aanderud](#) and [Jaime D'Agord](#)

One of the more difficult aspects of sharing key business data is capturing people's attention. Numbers might prove your point, but how do you get others to care about the insights these numbers provide? What happens when we think like a storyteller? Data storytelling uses your data to create relevant and interesting narratives and visualizations that combine to highlight the business impact of your insights.

People are wired for stories, so data storytelling maximizes your ability to present actionable data insights in a highly compelling way. Whether you are an analyst crunching numbers or a manager who needs to communicate in a data-driven way, we can help you articulate your analytical results and insights and achieve your goals.

In this session we will review data storytelling methods, learn what stories motivate different audiences, and learn how to best display data and create messages that resonate. The topics are focused on general best practices. The visualizations will come from SAS® Visual Analytics but the principles are applicable to other SAS® Software tools.

## Workshop Agenda

- **Why Do Audiences Love Stories?**  
Learn why stories impact audiences more than facts
- **Data Story Elements**  
Learn the five steps for creating a dazzling data story
- **Messages that Resonate**  
Master the four elements of a persuasive message
- **Effective Data Visualizations**  
Insert effective data visualizations into your powerful data story

## Testimonials from SAS Global Forum workshop attendees

- "Awesome workshop! Very well done and very useful information delivered in an excellent manner. I would highly recommend this session to anyone who needs to write data stories or wants to understand how to persuade audiences to action!"
- "Useful information! After attending the workshop, I redid my SGF presentation based on some helpful tips from the workshop. I recommend this workshop to others who want to learn about presenting data."
- "I loved that workshop! The content is extremely useful and I look forward to applying what I've learned."

## Instructor Bios



**Tricia Aanderud** is the Director of Data Visualization and Data Science Practice at Zencos Consulting. She provides consulting services to organizations that need assistance with understanding how to transform their data into meaningful dashboards or data stories. She has co-authored three books and her most recent is "Introduction to SAS Visual Analytics". She regularly shares data visualization tips and data stories knowledge and is frequently invited to speak at industry conferences. Tricia has a background in technical writing, process engineering, and customer service. Born in Kentucky, she now lives in Raleigh, N.C., with her husband and four bratty Javanese cats.



**Jaime D'Agord** is a Data Visualization consultant at Zencos Consulting where she has worked since 2010 with a wide variety of SAS tools. She is a certified SAS programmer and specializes in data visualization. She enjoys working with customers who need support understanding their business processes and finding useful ways to perform data analysis. She is an active contributor to the Data Visualization sector of the Zencos Consulting blog and has presented at many SAS focused conferences such as SAS Global Forum and the Southeastern SAS Users Group (SESUG).

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## Training Registration and Payment Instructions

**Please read this ENTIRE section carefully!**

### *Pricing*

\$155 - if paid online by **Monday, June 18, 2018**  
\$180 - if paid online before **NOON on Monday, June 25, 2018**  
\$195 - at-the-door – check only – preregistration is required

### *Register*

**INDIVIDUAL, ON-LINE REGISTRATION IS REQUIRED.**

You *must register* for this training (even if you plan to pay by check). To register and purchase tickets for the class please visit the [event registration page](#).

Please register early! Seating is limited and handouts are only guaranteed for pre-paid registrants.

### *Payment Methods*

Credit Card: We urge you to pay by credit card, using our online registration system. Make sure to purchase your ticket by **Monday June 18, 2018** to get the early-bird price.

Check: **Do NOT mail a check to us prior to the workshop.** Pre-register online, and bring a check with you for the at-the-door-price.

Full payment is due by the day of the class, **June 26, 2018**. There will be NO EXCEPTIONS. **We do NOT accept cash.** We *do* accept credit card payments – but only through our online registration service.

### *Refund Policy*

To receive a refund for the training, please send an email to our [meeting coordinators](#) by **5PM on Monday June 18, 2018**. After this date we will refund your payment (less a \$10 processing fee) only if we

can fill your seat with other attendees.

## **BASUG Contacts**

Mailing Address:

BASUG  
PO Box 170253  
Boston, MA 02117

Email the [BASUG Webmaster](#)

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- (1) The Microsoft New England Research & Development Center (NERD) is a research and software innovation campus located in the heart of Cambridge, Massachusetts. The NERD vertical campus spans two buildings with its primary presence and conference center located at One Memorial Drive and a recently renovated and expanded space located at One Cambridge Center. NERD is home to some of Microsoft's most strategic teams including Microsoft Research New England, Microsoft Application Virtualization (App-V), SharePoint Workspace, Microsoft Technical Computing, Microsoft Advertising, Microsoft Lync, Microsoft Office 365 and more. NERD has become a hub of activity for the local tech community and has hosted more than 500 events and welcomed more than 40,000 visitors during the past two years.