SNAPSHOT
TOPICS
SERIES

Try Data Storytelling for Your Next Event

USE YOUR DATA TO TELL A NEW TYPE OF STORY

We live in an age where increasingly everyone and everything is connected. One result of this pervasive connectivity is a deluge of data. Analysts believe the size of our 'data universe' doubles every two years.

data storytelling defined

The process of translating data analyses into layman's terms in order to influence a business decision or action.

—TECHTARGET

Get**Synchronicity**

Turning Data Into Narratives

The ability to find a story in the data, visualize it and use it to help audiences discover unique insights is a skill that will be essential for today's storytellers. Deloitte Insight says, "The goal is to create shorthand representations of the data in a snappy way that spreads results."

Use Data to Emphasize Points Rather than Convince

Using data to start a conversation instead of delivering a lecture can be a powerful storytelling tool— one that gets people thinking deeply about important topics. That's why the best Data Storytellers use data to emphasize points rather than convince.

The 2018 Spotify Wrapped Campaign used its mountains of data to bring to life the magic of their solution with a personalized snapshot of consumers' listening habits over the course of a year.

Keep it Simple, Visual and Contextual

Data Storytelling is much more than visualizing the data in a dynamic way. It's about making sense of the data by providing:

• **Context**
• **Insight**
• **Interpretation**

Let Your Audience Experience Data

When done well, Data Storytelling is also about enabling your audience to "experience data by climbing on it, walking through it and being immersed in it," according to a **recent winner** of the Kantar Information is Beautiful 2019 Awards.

The Long Run is a physical Dataviz installation that represents the cost of health care for different age groups, based on the time it takes for a marble to fall. Each of the 7 runs represents a different decade of life.

Get**Synchronicity**

Go Deep, But Don't Forget the Big Picture

One of the best examples of Data Storytelling is a series of commercials by Prudential Financial designed to make retirement savings relatable by getting people to think about:

- What age they'll be when their savings run out

- The oldest person they know to show that people are living longer

- Whether or not they'll have funds to do the things they love when they retire

Data Storytelling is more than a new marketing trend. It's an essential tool in a world that's swimming in data. Look for opportunities at your next event to make more meaningful connections with data-driven storytelling.

DAY ONE OF RETIREMENT
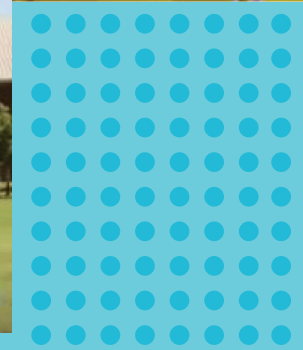
GetSynchronicity

CONTACT US

🖱 **getsynchronicity.com**

📞 **815.464.1252**