

DATA STORYTELLING TRAINING COURSE

Data Storytelling Training

A one-day course in turning complex data into clear, compelling narratives

www.ascenttrainingwales.co.uk



01 · COURSE OVERVIEW

Why it matters

Data rarely persuades on its own. This data storytelling course equips professionals to turn complex datasets into clear, compelling narratives that engage stakeholders and drive confident decisions.

QUESTIONS BEFORE THE DAY?

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02 · AT A GLANCE

Course at a glance

1

ONE DAY · £275 PER DELEGATE

A single, focused day of data storytelling training, with hands-on exercises and real-world case studies throughout.

2

CLASSROOM OR LIVE ONLINE

Delivered in small cohorts by industry experts, so every delegate gets practical feedback on their own data stories.



Who should attend

1

ANALYSTS & DATA PROFESSIONALS

Anyone who works with data daily and needs to present findings to stakeholders in clear, meaningful and memorable terms.

2

MARKETERS & BUSINESS LEADERS

Professionals who use data to influence strategy, shape campaigns and support informed decision-making across the organisation.

04 · ON THE DAY

Course times

9:00 am Arrival & setup

9:30 – 10:45 am Introduction to data storytelling

10:45 – 11:00 am Morning break

11:00 am – 12:00 pm Data visualisation techniques

12:00 – 1:00 pm Lunch break

1:00 – 2:30 pm Storytelling with data analysis





05 · WHAT YOU'LL LEARN

Modules one and two

1

01 · INTRODUCTION TO DATA STORYTELLING

Narrative structure, audience engagement and the principles that turn raw data into actionable, decision-ready insight.

2

02 · DATA VISUALISATION TECHNIQUES
Choosing the right chart, and applying colour, typography and layout so key insights land without the clutter.

06 · WHAT YOU'LL LEARN

Module three

The final module hones the narrative skills that make data persuasive: framing the story, tailoring the message to each audience, and using storytelling techniques that inspire action and drive decisions.

THE RULE OF THUMB

The chart shows it. The story sells it.





What you'll take away

1

CLARITY UNDER COMPLEXITY

A repeatable method for cutting a large dataset down to the one message your audience actually needs to act on.

2

CONFIDENCE WITH AUDIENCES

Visuals and narratives you can reuse, plus the judgement to adapt them for executives, clients and technical teams.

08 · NEXT STEPS

Book your place

Places on our data storytelling training are limited to keep cohorts small. Choose classroom or live online, bring a dataset you already work with, and leave with a story you can present the same week.

WANT TO BOOK OR ASK A QUESTION?

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SEE YOU SOON

Thank you

for joining our Data Storytelling course

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