

Storytelling that Makes Market Research Powerful – 7th February 2019

Provisional Programme

Time	Item
9:30am	<p>Bringing your stakeholders on the journey throughout the project life cycle Understanding the processes and benefits of engaging with key stakeholders throughout the journey using a range of examples and exercises.</p> <ul style="list-style-type: none"> • Co-creation of the RFP • The importance of face to face kick-off meetings which bring together all key stakeholders • Ongoing communication and partnership at each stage • The power of interactive backrooms during qualitative research, exploring a range of analytical frameworks which can be used to improve engage clients, make sense of the data and improve the quality of deliverables
11:15am	Coffee
11:30am	<p>The importance of Storytelling Discussion around why stories are so powerful using videos and analogies</p>
12:30	Lunch
13:30	<p>The Art of Storytelling A tailored workshop to go beyond presenting data imparting valuable techniques for writing impactful and streamlined Customer Insights presentations.</p> <ul style="list-style-type: none"> • To learn how to maximize presentations across four key areas: significance, structure, simplicity and rehearsal • To acquire tools for improving the structure, layout and content of Customer Insights presentations ▪ To provide the transferable skills required to produce impactful and insightful presentations across four areas: <ul style="list-style-type: none"> ▪ Re-working reports received from external MR/ BI agencies ▪ Strategic pan-therapy area presentations ▪ Situational analyses, including drawing together data charts from numerous sources ▪ Presentation of findings from desk research projects
15:00	Coffee
15:15	<p>Presenting Magically An interactive session covering all of the core principles to presenting magically from preparation, nailing your opening, controlling anxiety, body language, eye contact and beyond</p>
16:00	<p>Outputs that live on Sharing success stories which have allowed insights to live on within the client's business</p> <ul style="list-style-type: none"> • Patient footage • Interactive patient pathways • Film footage
16:30	Close