Data Storytelling for Research Communication Training Course

Professional Development Training Course Outline

Category	Research and Data Analysis	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In an era dominated by data-driven decisions and digital transformation, researchers must master the art of data storytelling to make their findings compelling, accessible, and actionable. Data Storytelling for Research Communication Training Course equips professionals with the techniques to convert complex data into engaging visual narratives. By blending data visualization, communication strategy, and research dissemination, this course empowers participants to deliver insights with impact.

This course bridges the gap between analytics and audience by teaching participants how to construct meaningful stories from raw data. With a focus on evidence-based storytelling, infographics, visual communication, and audience targeting, the training ensures researchers can captivate both technical and non-technical stakeholders. Whether you're presenting to policymakers, academic peers, or the public, you'll gain the tools to communicate research effectively, enhance visibility, and influence change.

Programme Curriculum

Data Storytelling for Research Communication Training Course

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Course Objectives

1. Understand the principles of data storytelling in research communication.
2. Analyze the role of narrative structure in making data memorable.
3. Use data visualization tools (e.g., Tableau, Power BI) to present findings effectively.
4. Identify the needs of target audiences and tailor research stories accordingly.
5. Apply design thinking to create audience-centered visuals.
6. Evaluate the impact of storytelling on research dissemination and policy influence.
7. Integrate interactive data dashboards into presentations and reports.
8. Master the use of infographics for publications and outreach.
9. Explore ethical storytelling in handling sensitive or public health data.
10. Learn cross-platform storytelling techniques for web, mobile, and print.
11. Improve presentation skills for conferences and stakeholder engagement.
12. Translate complex data into simple, persuasive messages.
13. Develop case-based storytelling strategies using real-world research data.

Target Audiences

1. Academic Researchers
2. Policy Analysts
3. Public Health Professionals
4. Data Scientists
5. Journalists and Science Writers
6. Communication Officers
7. NGO Program Managers
8. Graduate and Postdoctoral Students

Course Duration: 5 days

Course Modules

Module 1: Introduction to Data Storytelling

- Definition and relevance in research
- Components of an effective data story
- Importance of narrative thinking
- Differences between storytelling and reporting
- Storytelling case study: Public health research impact
- Summary and key takeaways

Module 2: Audience-Centered Research Communication

- Identifying your audience personas
- Tailoring messages for technical vs. non-technical audiences
- Using emotional and logical appeals
- Testing comprehension and feedback loops
- Case study: Stakeholder communication in environmental research
- Summary and reflection

Module 3: Data Visualization Fundamentals

- Best practices for chart types and data clarity
- Using color, typography, and layout effectively
- Accessibility and inclusivity in visuals
- Hands-on with Tableau and Power BI
- Case study: Visualizing gender disparity data
- Summary and quiz

Module 4: Narrative Structures for Research Impact

- Story arcs and plot models for research findings
- Crafting compelling beginnings and endings
- Storyboarding techniques for scientific presentations
- Incorporating quotes and human elements
- Case study: Climate change report campaign
- Wrap-up activity

Module 5: Tools and Platforms for Storytelling

- Overview of digital storytelling tools
- Creating interactive dashboards
- Publishing data stories on the web
- Social media strategies for research communication
- Case study: Data storytelling using Flourish and Shorthand
- Hands-on lab

Module 6: Infographics for Publications and Outreach

- Designing research infographics for journals and NGOs
- Visual hierarchy and flow in infographics
- Selecting the right data and visuals
- Tools: Canva, Piktochart, Venngage
- Case study: Health communication during pandemics
- Peer feedback and revisions

Module 7: Ethical Storytelling in Research

- Avoiding misrepresentation of data
- Transparency in methodology and results
- Navigating political and cultural sensitivities
- Informed consent and privacy in stories
- Case study: Data ethics in education research
- Guided discussion

Module 8: Final Project and Presentation

- Creating a full data story from personal or provided research
- Integrating visual, narrative, and analytical elements
- Presenting stories to a live audience
- Receiving constructive peer and instructor feedback
- Case study presentations from past cohorts
- Final assessment and certification

Training Methodology

- Interactive online and hybrid sessions

- Case-based learning and real-world examples
- Hands-on labs with visualization tools
- Group discussions and storytelling critique circles
- Individual capstone project with presentation

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com