



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

The HHS Region 2 Northeast and Caribbean Prevention Technology Transfer Center presents:

The Five C's (Not D's) of Data

Webinar: Friday, September 9, 2022

10:00 AM – 12:00 PM (EST)

Looking for tips and tricks on how to present your data in a way that catches people's attention and is easily understood? Don't miss this opportunity to learn about the Five C's of Data: Chart, Color, Context, Clutter, and Composition.

Through learning about the Five C's, participants of this virtual training will gain skills to present data in a manner that best resonates with their audiences.

Learning Objectives

After this session participants will be able to:

- Choose the most effective chart for their data
- Use color for emphasis and action
- Use data in context for maximum (and realistic) impact
- Reduce clutter so data insights can be easily understood



Presenters: Jamie Comstock and Robin Carr of Info Inspired, LLC

Jamie Comstock and Robin Carr founded Info Inspired in 2014, after many years of designing and giving presentations with no formal training in this area, and watching their public health colleagues struggle with the same skills gap. Both are certified prevention specialists with 30 years' combined experience in the field. They've spent the last several years researching and testing ways to not only capture and hold an audience's attention, but to also inspire audiences. They've spent countless hours refining the presentation planning process, identifying free resources, and learning how to maximize the tools they already had and they've shared their findings with thousands of people across the county. It's also important to know that they aren't graphic designers, artists, or especially tech savvy. Everything they do, you can do too.

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