

VISUAL COMMUNICATION

Wednesday 6 November 2019, Cambridge

Enquiries: IfM Events T: +44 (0)1223 766141 F: +44 (0)1223 464217 E: ifm-events@eng.cam.ac.uk

Name

Position

Company

Address

Post Code

Telephone

Email-for booking confirmation

Booking contact-optional

I have the following special dietary/disability requirements:

Earlybird- 1 month prior

☐ Non-member £675.00 plus VAT (£810.00 inclusive)

☐ **IfM Member** £607.50 plus VAT (£729.00 inclusive)

Standard

☐ Non-member £750.00 plus VAT (£900.00 inclusive)

☐ **IfM Member** £675.00 plus VAT (£810.00 inclusive)

Cancellations

Substitutions may be made at any time. Bookings cancelled less than 10 days prior to the event will be charged in full.

Please tell us how you discovered this course

- ☐ Word of Mouth/Colleague
☐ Internet Search (please detail search terms in 'Other' box)
☐ Company Training Announcement/Catalogue
☐ Email

- ☐ Course Flyer
☐ Findcourses.co.uk
☐ Other (please specify below)

Would you like to receive information on IfM news & events? ☐ *

Please indicate areas of interest:

- | | |
|--|---|
| <input type="checkbox"/> IfM Insights (Including IfM Review) | <input type="checkbox"/> Industrial Sustainability |
| <input type="checkbox"/> Business Strategy / Business Model Innovation | <input type="checkbox"/> Innovation and Technology Management |
| <input type="checkbox"/> Design Management | <input type="checkbox"/> Roadmapping |
| <input type="checkbox"/> Digitalisation and Automation | <input type="checkbox"/> Servitization |
| <input type="checkbox"/> Executive and Professional Development | <input type="checkbox"/> Support for Policymakers |
| <input type="checkbox"/> Global Value and Operations Networks | <input type="checkbox"/> Support for SMEs (Including Digital Manufacturing on a Shoestring) |

Payment options

VAT/Tax reference number

(for companies/organisations registered in EC)

☐ **Invoice my company**

Send invoice to (name and address if different from delegate's)

Credit/debit card, book online: www.ifm-ecs.com

☐ **BACS payment** (please enclose a copy of the draft)

Bank transfers (BACS) can be made to Barclays Bank plc, Bene't Street Business Centre, PO Box 2, Cambridge CB2 3PZ
 Account no: 80066885 Sort code: 20-17-19

☐ **I enclose a cheque/purchase order for**

£

payable to: IfM Education and Consultancy Services Ltd

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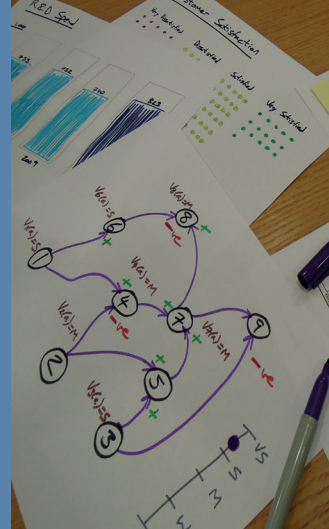
VISUAL COMMUNICATION

One-day course

Wednesday 6 November 2019

Institute for Manufacturing, Cambridge

- Explore and apply the fundamental principles of visual design for presenting management information
- Learn how to structure visual templates to support strategic dialogue
- Receive practical advice on designing visualisations to ensure clear communication



VISUAL COMMUNICATION

The ability to communicate clearly and with impact is a critical skill in business. The appropriate use of visualisations can provide clarity, emphasise a narrative thread and highlight critical information to key audiences/stakeholders across an organisation. This course outlines the fundamental principles of designing visualisations and provides practical guidance on how to apply them in a business/management context.

Feedback

'A great day, really enjoyed it and learnt a lot'
Arup

'Inspirational and lots of ideas for implementation'
BAE Systems

'Good balance between content and practical'
BASF

'Good course'
Dyson

'Very engaging'
GlaxoSmithKline

'Super day'
NHS

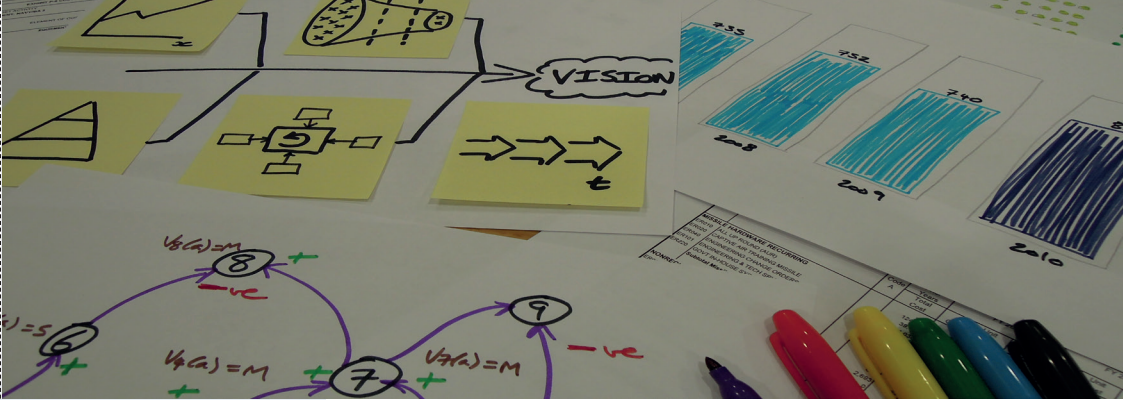
'A balanced seminar - scope and detail was good'
Transport for London

What you will learn

- The purpose and functions of visualisations
- The principles of visual design for presenting data/information
- Representational form, information architecture and composition layout
- A range of both common and specific graphical forms
- Good-vs-poor practices, including industry examples
- Implementation guidelines, together with the opportunity to share experiences of using visual methods to enhance presentation and decision support

Who should attend

Managers, engineers and consultants – particularly those who present at board level or engage with the public. It will be of specific interest to those that prepare reports and presentations (especially those tired of the visual content of typical PowerPoint slide decks).



Course cost

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Standard: £750.00 plus VAT (£900.00 inclusive)

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IfM members are entitled to 10% off the course fees. For details of our membership scheme see: www.ifm.eng.cam.ac.uk/members

Course presenter



Dr Clive Kerr is based within the Centre for Technology Management at the IfM, with research interests ranging from visual strategy, roadmapping and management toolkits, to technology intelligence and capability management.

More information

For in-company training, the material and group activities can be readily adapted to focus on areas of specific interest to companies, and combined with consulting support to rapidly apply and transfer the methods across the organisation. The current range of consulting offerings available include: design advice and art direction, visual prototyping (wireframing and templates), design sprints and design studio practice, critiques (individual, group, panel, expert) and eye tracking.

Course Enquiries

IfM Events Team:
+44 (0)1223 766 141
ifm-events@eng.cam.ac.uk

To book a place please complete the booking form overleaf, or book online: www.ifm-ecs.com

This event may contribute towards your Continuing Professional Development (CPD) as part of the your professional institution's monitoring scheme.

