

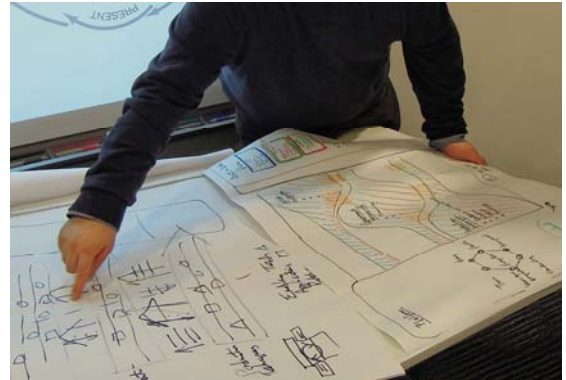
# Roadmap Visualisation Development (Training Seminar & Workshop)

...day ..<sup>th</sup> Month 08:30-16:00

## ***Briefing Note***

### **Aims**

- Distil the key messages from the roadmap(s)
  - What are we really trying to say
  - To whom (i.e. the different audiences)
  - How can we say it (in a meaningful way)
- Architect the templates for visual communication
  - Develop a common voice and consistent message
  - Present a clear and coherent narrative



### **Agenda**

08:30	Introductions, aims and process for the day	Walk-through
09:00	Develop the information architecture (audience/metadata)	Group exercise
10:30	Break	—
10:45	Design guidance	Presentation
12:00	Critique a set of example roadmaps	Group exercise
12:30	Lunch	—
13:00	Layout the template (wireframing)	Small group activity
13:40	Feedback	Discussion
14:00	Design the visual components and highlight the narrative	Small group activity
15:00	Feedback	Discussion
15:30	Package the design materials and nominate an ‘art director’	Small group activity
16:00	Close	—

### **Outputs**

We will be working with the ‘.....’ roadmap, where two formats will be generated:

- A high-level (strategic) template to highlight the impact and benefits
- A detailed (tactical) template to show the substance/priorities/plans/actions

### **Benefits to the business**

.....