



Strategic Communication & Information Visualization Program

20 – 24 September 2027
Madrid (Spain)



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Ref: 121282_1025909 **Date:** 20 – 24 September 2027 **Location:** Madrid (Spain) **Fees:** 6200 Euro

Introduction:

The Strategic Communication & Information Visualization Program provides participants with the knowledge and practical tools to craft engaging, professional, and visually compelling presentations for strategic purposes. This program empowers individuals to communicate ideas, data, and messages effectively using structured visual narratives, dynamic visual elements, and customized information frameworks.

Participants will develop strong capabilities in visual storytelling, content hierarchy, and audience-centric communication strategies. The program also emphasizes consistency, accessibility standards, and alignment with organizational branding. Real-world business, academic, and professional scenarios are integrated throughout the program to ensure practical relevance. Participants will learn to create content that influences decision-making, informs stakeholders, and inspires action, whether they are beginners or professionals refining advanced communication and visualization skills.

Targeted Groups:

This Strategic Communication & Information Visualization Program targets professionals seeking to strengthen their communication and visualization expertise:

- Corporate professionals responsible for preparing strategic and operational presentations
- Marketing and communication officers
- Administrative and executive assistants
- Project managers delivering reports and proposals
- Educators and academic researchers preparing lectures or theses
- Public speakers and trainers
- HR professionals conducting internal workshops or training
- Sales professionals creating pitch decks and product presentations
- Government officials preparing briefings and stakeholder reports
- Content creators and digital marketers

Program Objectives:

Participants will achieve the following objectives by completing the Strategic Communication & Information Visualization Program:

- Understand core principles of strategic visual communication and message structuring
- Identify everyday communication and visual design errors and apply corrective methods
- Create clear, concise, and visually engaging communication layouts
- Organize information to support clarity, persuasion, and audience engagement
- Customize visual elements in alignment with brand identity and strategic goals
- Apply balance, contrast, and alignment for a more substantial visual impact
- Use transitions and motion strategically to support meaning, not distraction
- Convert complex data into clear charts, diagrams, and infographics
- Edit and manipulate images, icons, and shapes professionally
- Implement interactive elements for controlled navigation
- Optimize content for screen readability and accessibility
- Deliver cohesive, high-impact visual communication
- Save and export visual materials in multiple professional formats
- Design reusable visual frameworks and templates
- Evaluate and enhance existing materials using professional feedback

Targeted Competencies:

Participants will gain the following competencies through the Strategic Communication & Information Visualization Program:

- Professional layout and visual composition
- Effective data visualization and infographic development
- Content structuring and information hierarchy
- Consistent visual branding application
- Strategic use of multimedia and animation
- Design thinking in communication
- Visual storytelling and persuasive messaging
- Adaptability to diverse audiences and communication goals
- Critical evaluation of visual communication materials

Program Content:

Unit 1: Fundamentals of Strategic Presentation & Communication Design

- Introduction to communication objectives and audience analysis
- Understanding strategic communication vs. document design
- Principles of visual hierarchy and structured layout
- Contrast, alignment, repetition, and proximity CARP principles
- Color theory fundamentals for clarity and impact
- Typography selection for readability and professionalism
- Visual weight and white space management
- Critical design mistakes and how to avoid them
- Building a clear and logical narrative framework

Unit 2: Visual Elements & Information Aesthetics

- Selecting effective themes and visual frameworks
- Customizing master layouts for branding consistency
- Strategic use of images: sourcing, editing, and positioning
- Using icons to enhance comprehension and reduce cognitive load
- Creating infographics from raw data
- Embedding and formatting charts, tables, and graphs
- Working with shapes and SmartArt for structure and flow
- Designing layouts that balance text and visuals
- Ensuring accessibility for different user needs

Unit 3: Advanced Visualization & Interactive Features

- Applying and managing slide/visual transitions
- Using motion and animation to guide attention
- Building interactive structures with triggers and hyperlinks
- Embedding video and audio for enhanced communication
- Designing interactive navigation for training and digital content
- Optimizing file size and performance
- Exporting content to professional formats PDF, video, etc.
- Creating dynamic storytelling experiences using advanced effects
- Developing branded visual templates and libraries

Unit 4: Designing for Strategic Use Cases

- Business and financial reporting visualization
- Designing pitch decks for leadership and investors
- Structuring academic and educational materials
- Sales and product presentation frameworks
- Training and instructional communication design
- Executive briefings and board-level reports
- Technical and complex data visualization
- Process mapping and timeline visualization
- Adapting materials for online, hybrid, and live environments

Unit 5: Practical Application, Review & Delivery

- Step-by-step redesign of weak communication materials
- Peer review and professional critique methods
- Storytelling through structured visual sequencing
- Time management and content pacing strategies
- Presenter notes and support material preparation
- Final quality checks and visual consistency audit
- Rehearsal techniques for flawless delivery
- Professional presentation and engagement methods
- Final project: development and delivery of a complete strategic presentation