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Training Seminars & Conferences  
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An Intensive 5 - Day Seminar On

# Mastering Business Data Collection, Analysis and Presentation

02 - 06 Oct 2017, **Sydney**

12 - 16 Mar 2018, **Kuala Lumpur**

24 - 28 Sep 2018, **Sydney**

EuroMaTech is proud to be associated with the following accreditation bodies:



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## INTRODUCTION

Effective use of business data, information technology and various analytical methods helps professionals gain improved insight into their business issues and helps make better informed decisions. Tools and techniques presented in Business Data Collection Training Seminar can be applied across many areas in a wide variety of organisations to improve stakeholder satisfaction, enhance return on investment, mitigate business risks and improve planning.

The Mastering Business Data Collection, Analysis and Presentation training course covers the foundational knowledge necessary to collect reliable business data and conduct comprehensive analysis to help maximise organisational value. The Mastering Business Data Collection, Analysis and Presentation training course is focused on the enhancement of essential knowledge and skills and equips participants with a toolbox of ideas and methodologies for effective data collection and analysis.

Participants on the Mastering Business Data Collection, Analysis and Presentation training course will develop the following competencies:

- Critical thinking
- Problem definition and business needs analysis
- Business data collection, including design of questionnaires
- Business data analysis
- Feasibility studies
- Management problem solving and decision making
- Influencing stakeholders through persuasive communication

## WHO SHOULD ATTEND?

The Mastering Business Data Collection, Analysis and Presentation training course will benefit all personnel who are involved in collection, analysis and communication of business data and information and wish to be able to develop robust and justified business solutions and convince stakeholders to support their recommendations.

This EuroMaTech training course will equally appeal to decision makers and those who support them in the private, public and not-for-profit sectors.

## PROGRAMME OBJECTIVES

The Mastering Business Data Collection, Analysis and Presentation training course aims to expand participants' knowledge of business data collection and analysis methodologies to help make better decisions and create real business value. The training course provides a productive environment to develop hands-on skills and practice specific diagnostic tools and techniques. As a result of attending this training course, participants will be able to:

- Understand the business context of data collection
- Learn to obtain and analyse business information from a wide range of primary and secondary information sources including stakeholder consultations, surveys and research
- Use proven diagnostic and analytical tools to organize, verify, validate and prioritise data
- Apply some simple statistical analysis tools to obtain specific business insights
- Develop and present viable business solutions based on a rational analysis of options
- Learn a simple, tried and tested approach for persuasive and influential presentation of business information

## TRAINING METHODOLOGY

With multiple short case studies, exercises and facilitated discussions of real life experiences, this EuroMaTech training course aims to share a wealth of practical tools and methodologies developed through years of management and consulting experience.

## PROGRAMME SUMMARY

The Mastering Business Data Collection, Analysis and Presentation training course is structured to balance theoretical and practical hands-on considerations from business analytics. This stimulating learning experience provides participants with opportunities to apply their knowledge in practical problem solving in specific business situations.

We explore good practices of business research and data collection, including tips for asking the right questions and asking the questions right. Then we move to a discussion of common data analysis tools and their application in specific business situations. The next section of the training course focuses on option analysis and development of practical recommendations. The objective of the last section of the training course is to provide participants with the skills and knowledge to communicate business information and deliver business presentations and reports with real impact.

# PROGRAMME OUTLINE

## DAY 01

### INTRODUCTION AND KEY CONCEPTS

- Fundamentals of business decision making
- Decision process and critical thinking
- Data, information, knowledge
- Fact, statistic, rumour, fiction

### Understanding Business Problems/Opportunities

- Recognising business problems
- Strategic thinking, formulation of objectives
- Problem definition
- Recognising and formulation assumptions, priorities and constraints

## DAY 02

### COLLECTING RELEVANT EVIDENCE

- Data for decision making; uses of business research
- Business research process
- Research purpose, objectives and value
- Research design
- Data sources
- Sampling
- Research proposal
- Gathering and organising relevant data
- Surveys / questionnaires: asking the right questions
- Asking the questions right

## DAY 03

### DATA VERIFICATION AND VALIDATION

#### Data Verification and Validation

- Types of business data
- Data reliability and validity
- Decision models and basic spreadsheets

#### Visualizing and Exploring Data

- Data analysis: analysing information, basic business statistics and tools
- Charts and frequency distributions
- Pivot tables

#### Descriptive Statistics

- Descriptive analysis
- Using the measures of central tendency and variability in business decisions

## DAY 04

### PROBABILITY DISTRIBUTIONS AND DATA MODELLING

#### Probability Distributions and Data Modelling

- Probability in management decisions
- Statistical decision theory
- Simple business applications of probability distributions

#### Business Data Analysis

- Measures of association in business: correlation and regression analysis
- Popular diagnostic and analytical models
- Fundamentals of option analysis
- Choice heuristics
- Payoff tables and decisions under certainty, risk and uncertainty
- Decision trees and utility theory

## DAY 05

### ADVANCED TOPICS IN BUSINESS ANALYSIS

#### Advanced Topics in Business Analysis

- Summary of business analysis tools
- Case study application

#### Effective Business Communication To Persuade And Influence

- A framework for persuasive communication: AIM-FOCUS
- The importance of AIM
- The need to FOCUS your message
- Horizontal and vertical logic
- Writing convincing reports
- The art of influence through business presentations
- Case study
- Lesson learned

### In-House Training

EuroMaTech is capable of conducting this training programme exclusively for your delegates. Please e-mail us on [inhouse@euromatech.ae](mailto:inhouse@euromatech.ae) for further information and/or to receive a comprehensive proposal.

# Seminar Registration Details

Complete & Mail or fax to EuroMaTech at the address given below

## Mastering Business Data Collection, Analysis and Presentation

Please register me on the :

- 02 - 06 Oct 2017, **Sydney**  
 12 - 16 Mar 2018, **Kuala Lumpur**  
 24 - 28 Sep 2018, **Sydney**

### YOUR DETAILS

Name (Mr/Ms): .....  
Position: Organisation: .....  
Address: .....  
.....  
City / Country: .....  
Telephone / Fax: .....

### METHOD OF PAYMENT

- Please find enclosed a cheque made payable to EuroMaTech  
 Please invoice me  
 Please invoice my company as follows:

Contact Name: .....  
Company Name: .....  
Address: .....

### SEMINAR DETAILS

#### Documentation

High Quality material has been prepared by the Seminar Leader for distribution to delegates. In addition a special note pad to facilitate note taking will be provided.

#### Certificates

A Certificate of Completion will be issued to those who attend & successfully complete the programme.

#### Schedule

07:30 - 08:30	Welcome
08:30 - 10:15	First Session
10:15 - 10:30	Coffee Break
10:30 - 12:15	Second Session
12:15 - 12:30	Coffee Break
12:30 - 14:00	Third Session
14:00 - 15:00	Lunch
15:00 - 16:00	Open Session

#### Fees

The Fee for the seminar, including instruction materials, documentation, lunch, coffee/tea breaks & snack is:

**US\$ 5,500/ = per delegate**

#### Hotel Accommodation

EuroMaTech has negotiated special rates for a limited number of rooms in the hotel. Early registration will help to secure a room at the reduced rate.

#### Registration & Payment

Please complete the registration form on this page & return it to us together with your cheque made payable to EuroMaTech.

For Further Information, Contact Your Nearest EuroMaTech Office:

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### EASY WAYS TO REGISTER



Telephone: +971 4 4571800 to provisionally reserve your place.



Fax your completed registration form to: +971 4 4571801



E-mail to us : [info@euromatech.com](mailto:info@euromatech.com) or [helpdesk@euromatech.ae](mailto:helpdesk@euromatech.ae)



Complete & return the booking form with cheque to: EuroMaTech P.O.Box 74693, Dubai - U.A.E.

#### Disclaimer

EuroMaTech reserves the right to alter the content, location of the Seminar, or the identity of the speakers in case of events beyond our control.

#### Cancellation Policy

Request for seminar cancellation must be made in writing & received at EuroMaTech three weeks prior to the seminar date. A U.S.\$250/- processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.