Research Data Collection and Evidence Storytelling Training Course

3 – 7 May 2027
Casablanca

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Training Center

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Ref: 867_165499 **Date:** 3 – 7 May 2027 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Research Data Collection and Evidence Storytelling Training Course is a one-week course for researchers, analysts, evaluation teams, and communication functions who leave with a Research-to-Story Evidence Pack. Participants align questions with collection methods, prepare traceable evidence, select honest visuals, and build audience-focused narratives. The course connects field evidence with accessible communication while preserving context, limitations, and ethical safeguards. Agile Leaders Training Center develops research evidence storytelling practice.

Who Should Attend

- Research functions responsible for questions, instruments, fieldwork, and evidence records
- Analysis functions responsible for preparing data and identifying defensible patterns
- Monitoring and evaluation functions responsible for findings and learning products
- Communication functions responsible for visual explanations and audience engagement
- Programme functions responsible for evidence briefs and stakeholder decisions

The course assumes participants work with research findings and basic tables; it leaves out advanced statistics, software programming, graphic illustration, and campaign copywriting.

Departments and Industries

The course supports departments and industries that collect evidence and communicate findings to varied audiences.

- Research, analytics, monitoring, evaluation, and communications
- Public services, healthcare, education, and social development
- Consulting, nonprofit organizations, market research, and customer insight
- Environment, infrastructure, transport, and community programmes

Learning Objectives

By the end of this course, participants will be able to:

- Build research questions and collection plans for a defined audience.
- Apply field controls and prepare traceable evidence tables.
- Analyze patterns, gaps, and limitations before visualization.
- Evaluate chart choices, annotations, accessibility, and visual integrity.
- Produce an audience-tested evidence narrative and visual sequence.

Course Agenda

Day 1: Frame the Evidence Story

- Decision Question and Audience Need Canvas
- Research Question and Evidence Claim Map
- Stakeholder Context and Use-Case Profile
- Evidence Story Scope and Boundary Charter
- Source Traceability and Limitation Register

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Day 2: Collect Reliable Evidence

- Collection Method and Question Alignment Matrix
- Survey and Interview Instrument Blueprint
- Observation and Document Review Protocol
- Consent, Privacy, and Participant Safeguard Checklist
- Fieldwork Quality and Issue Log

Day 3: Prepare and Find Patterns

- Evidence Table and Variable Dictionary
- Missing, Duplicate, and Inconsistent Value Profile
- Category, Trend, and Comparison Analysis Sheet
- Disaggregation and Hidden Pattern Review
- Finding, Caveat, and Supporting Evidence Matrix

Day 4: Design the Visual Narrative

- Message, Data Type, and Chart Selection Matrix
- Honest Scale and Visual Integrity Checklist
- Title, Annotation, and Source Note Structure
- Color, Contrast, and Accessibility Review
- Narrative Arc and Visual Sequence Storyboard

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Day 5: Practice Evidence Storytelling

- Exercise: Repair a Collection and Traceability Record
- Exercise: Diagnose a Misleading Chart Choice
- Exercise: Annotate a Finding and Its Limitation
- Exercise: Test a Visual Sequence with an Audience Profile
- Capstone: Research-to-Story Evidence Pack

Practical Exercises

The course uses suggested activities based on health, education, customer insight, and community-service evidence.

- Suggested activity: connect a decision question to an instrument, traceability record, and fieldwork control.
- Suggested activity: prepare a raw evidence table and identify patterns with explicit caveats.
- Suggested activity: compare chart alternatives and repair scales, annotations, and accessibility.
- Suggested activity: present a visual sequence and revise it from audience feedback.

FAQs

Who suits research data collection and evidence storytelling training, and what does it assume?

Research, analysis, evaluation, communication, and programme functions suit the training. It assumes experience with findings and basic tables.

How does research evidence storytelling differ from general data visualization?

Research evidence storytelling begins with questions, collection controls, source traceability, and limitations before selecting visuals; general visualization training may begin with an existing prepared dataset.

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How should evidence storytellers choose a chart?

Evidence storytellers should match the chart to the data type, comparison, message, audience, medium, and accessibility needs, then test whether the visual preserves scale and context.

What makes a research evidence narrative ethical?

An ethical narrative preserves consent, privacy, source traceability, uncertainty, disaggregation context, contradictory evidence, and limitations without overstating what the data supports.

How do annotations improve evidence storytelling?

Annotations guide attention to a defensible pattern, explain context, identify sources, and state caveats without forcing readers to infer the intended message alone.

Conclusion

Participants take back a Research-to-Story Evidence Pack containing a question map, collection protocol, evidence table, finding matrix, visual sequence, and narrative brief. It changes disconnected research outputs into a traceable communication workflow. The pack supports honest visuals, accessible explanations, explicit limitations, and audience-focused evidence use.