Datastat Research
Building Capacity in Training and Research

DATASTAT TRAINING IN

OFFICIAL COURSE PROSPECTUS

Center for Advanced Research & Professional Development

Nairobi Training Center • Global Virtual Academy • Corporate On-Site

BUSINESS

Training Course on Marketing Presentation and Reporting

Comprehensive Course Syllabus, Practical Modules & Upcoming Schedules

PROGRAM SPECIFICATIONS & HIGHLIGHTS

DURATION
5 Days Practical Hands-on

DELIVERY MODES
In-Person Class & Live Virtual

CERTIFICATION
Accredited Certificate of Completion

INTAKES / DATES
Multiple Cohort Schedules Included

PREPARED FOR:

Valued Participant

Email: training@datastatresearch.org | Issued: November 21, 2026

Academic & Professional Training Year: 2026

DATASTAT TRAINING INSTITUTE

P.O. Box 102802-00101, Nairobi, Kenya

Training Centers: Nairobi • Mombasa • Kigali • Dubai • Live Virtual Academy

Tel: +254 724 527 104 | +254 734 969 612

Email: training@datastatresearch.org

www.datastatresearch.org

Training Course on Marketing Presentation and Reporting

Business • 5 Days Intensive • Accredited Certification

Course Overview

This training course on Marketing Presentations & Reporting focuses on the art of data visualization and storytelling techniques that enhance the impact of marketing reports and presentations.

Key Skills & Software Tools Covered

Presentation Skills • Reporting • Marketing Analytics • Communication

Upcoming Training Schedules

Confirmed cohort intakes and venues. Both physical in-person classroom and live virtual online seats are available.

TRAINING DATES	LOCATION / VENUE	FORMAT / DURATION	INVESTMENT (FEE)
5 Jan 2026 – 9 Jan 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
5 Jan 2026 – 9 Jan 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Cape Town	Classroom / 5d	**$4,500 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Addis Ababa	Classroom / 5d	**$3,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Singapore	Classroom / 5d	**$5,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Istanbul	Classroom / 5d	**$5,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Bangkok	Classroom / 5d	**$5,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Accra	Classroom / 5d	**$4,000 USD / KES 90,000**
12 Jan 2026 – 16 Jan 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
12 Jan 2026 – 16 Jan 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 90,000**
12 Jan 2026 – 16 Jan 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 90,000**

* Corporate discounts and customized cohort scheduling are available for teams of 3 or more participants.

Course Curriculum & Modules

Normal
0
false
false
false
EN-US
ZH-CN
X-NONE
/* Style Definitions */
table.MsoNormalTable
{mso-style-name:"Table Normal";
mso-tstyle-rowband-size:0;

mso-tstyle-colband-size:0;

mso-style-noshow:yes;

mso-style-priority:99;

mso-style-parent:"";

mso-padding-alt:0in 5.4pt 0in 5.4pt;

mso-para-margin-top:0in;

mso-para-margin-right:0in;

mso-para-margin-bottom:8.0pt;

mso-para-margin-left:0in;

line-height:115%;

mso-pagination:widow-orphan;

font-size:12.0pt;

font-family:"Calibri",sans-serif;

mso-ascii-font-family:Calibri;

mso-ascii-theme-font:minor-latin;

mso-hansi-font-family:Calibri;

mso-hansi-theme-font:minor-latin;

mso-bidi-font-family:"Times New Roman";

mso-bidi-theme-font:minor-bidi;

mso-font-kerning:1.0pt;

mso-ligatures:standardcontextual;}

Training Course on Marketing Presentations & Reporting

Introduction

In the world of marketing, the ability to present data effectively and tell compelling stories is essential for engaging stakeholders and driving decision-making. This training course on Marketing Presentations & Reporting focuses on the art of data visualization and storytelling techniques that enhance the impact of marketing reports and presentations. Participants will learn how to transform complex data into clear, actionable insights and communicate their findings in a way that resonates with diverse audiences. Effective presentations not only convey information but also inspire action and foster collaboration. By mastering the principles of data visualization and storytelling, marketers can create presentations that captivate their audience, highlight key insights, and support strategic initiatives. This course empowers participants to develop the skills necessary to deliver impactful presentations that elevate their marketing efforts.

Through a combination of theoretical insights, practical applications, and hands-on exercises, participants will gain the tools needed to craft compelling marketing presentations and reports. From designing visual aids that enhance understanding to weaving narratives that connect with audiences, this course provides a comprehensive approach to effective communication in marketing. Ultimately, participants will leave equipped with actionable strategies to improve their presentation and reporting skills.

Course Objectives

- Understand the fundamentals of effective marketing presentations and reporting.
- Explore the importance of data visualization in communicating insights.
- Develop skills in designing impactful visual aids.
- Learn storytelling techniques to enhance presentations.
- Utilize data analytics to inform presentation content.
- Create engaging presentations that capture audience attention.
- Measure the effectiveness of presentations and reports.
- Stay updated on emerging trends in presentation techniques and tools.
- Create a comprehensive marketing presentation or report.
- Engage stakeholders effectively throughout the presentation process.

Target Audience

- Marketing Professionals
- Business Analysts
- Data Analysts
- Marketing Managers
- Communications Specialists

- Students in Marketing and Business
- Non-Profit Organization Leaders

Course Duration: 5 Days

Course Modules

Module 1: Introduction to Marketing Presentations

- Overview of the role of presentations in marketing.
- Key components of effective marketing presentations.
- Understanding audience needs and expectations.
- Differences between presentations and reports.
- Case studies of successful marketing presentations.

Module 2: The Importance of Data Visualization

- Understanding the principles of data visualization.
- Techniques for selecting the right visual representation for data.
- Overview of common data visualization tools and software.
- Best practices for designing clear and informative visuals.
- Practical exercises in creating data visualizations.

Module 3: Designing Impactful Visual Aids

- Techniques for creating effective slides and visual aids.
- Understanding color theory, typography, and layout.
- Strategies for simplifying complex data and concepts.
- Incorporating images and graphics to enhance understanding.
- Case studies of impactful visual designs in marketing.

Module 4: Storytelling Techniques for Presentations

- The power of storytelling in marketing communication.
- Techniques for crafting a compelling narrative.
- Understanding the structure of a good story (beginning, middle, end).
- Using anecdotes and examples to engage the audience.
- Practical exercises in developing storytelling skills.

Module 5: Data Analytics for Presentation Content

- Importance of data analysis in informing presentations.
- Techniques for interpreting and synthesizing marketing data.
- Utilizing analytics tools to extract actionable insights.
- Understanding key performance indicators (KPIs) for reporting.
- Case studies of data-driven presentations.

Module 6: Creating Engaging Presentations

- Strategies for capturing and maintaining audience attention.
- Techniques for effective verbal and non-verbal communication.
- Understanding the role of body language and vocal delivery.
- Engaging the audience through questions and interactions.
- Best practices for rehearsing and delivering presentations.

Module 7: Measuring Presentation Effectiveness

- Key performance indicators (KPIs) for evaluating presentations.
- Techniques for gathering audience feedback and insights.
- Analyzing the impact of presentations on decision-making.
- Strategies for continuous improvement based on feedback.
- Case studies of successful measurement practices.

Module 8: Emerging Trends in Presentation Techniques

- Overview of current trends shaping marketing presentations.
- Understanding the impact of technology on presentation delivery.
- Exploring the role of virtual and augmented reality in presentations.
- Staying ahead of changes in audience preferences and engagement.
- Engaging with industry experts on emerging trends.

Training Methodology

- Interactive Workshops: Engaging discussions and hands-on activities.
- Practical Demonstrations: Real-world applications of presentation tools.
- Group Projects: Collaborative problem-solving and strategy development.
- Expert P

Certification & Learning Methodology

- Hands-on practical delivery with real-world datasets, case studies, and lab exercises.
- Post-training mentorship, access to class resources, and customized follow-up support.
- Participants who successfully complete the course receive an accredited Datastat Certificate of Completion.

How to Enroll & Reserve Your Seat

1. Online Registration: Visit https://datastatresearch.org/courses/training-course-on-marketing-presentation-and-reporting to register online.
2. Email Booking: Send participant details to training@datastatresearch.org for official invoice & reservation.
3. Support & Assistance: Inquire via phone +254 724 527 104 | +254 734 969 612.