

Trainings and workshops

2023



BARYON

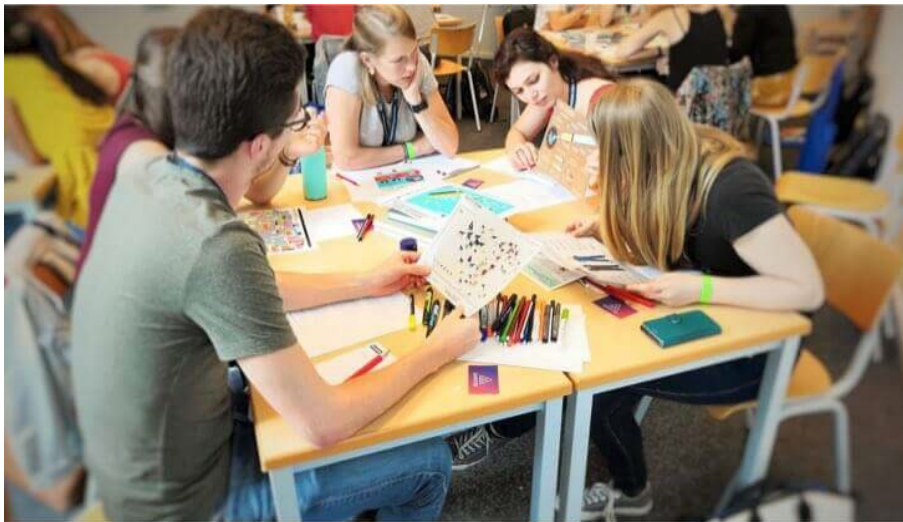
Let's turn complex information
into **powerful visuals.**

VISUAL DATA COMMUNICATION

Communicating with data can be challenging. How do you share complex insights with a broad audience, and how do you make sure that they stick? How do you convince clients to take data-driven decisions? And how can you guarantee that everyone in your organisation is completely up-to-date? In most of these cases, data visualization is the perfect solution to turn complex data into actionable insights.

But where do you start? How do you design dashboards, graphs and tables that are not only **clear** and **correct**, but also **attractive** to look at and **easy to use**? Which principles do you need to keep in mind to design an insightful chart? What software can you use? Is it possible to create captivating visuals using Excel and PowerPoint, or do you need expensive software such as Illustrator or Photoshop? How do you use modern online tools such as RAWgraphs, Datawrapper or Piktochart? And above all: how do you create a data visual that inspires, convinces, and engages your audience?

To help you with these challenges, we offer trainings and presentations tailored to a wide range of target audiences: academics and researchers from various fields, professionals on different levels (marketeers, consultants, managers, journalists,...), governments and non-profit organisations.

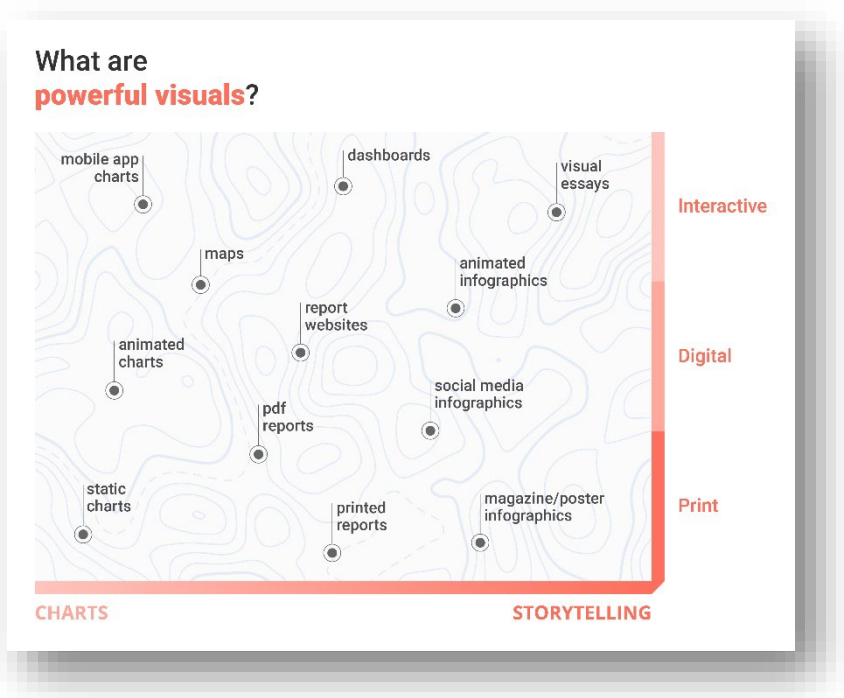


OUR OFFERING

A presentation or workshop can vary **between 30 minutes and multiple days**. Of course, a longer workshop offers more opportunity for a deeper exploration of certain topics, interaction with the participants, exercises, and personal feedback.

We always tailor the content based on your specific requirements. Our core business covers **workshops about data visualization** (theory, tools, practical tips), but we can flexibly shift more towards **infographics** (storytelling, lay-out, design choices), **scientific research visuals**, or a combination of these topics.

These workshops can be organized **both offline and online**. The number of participants is more or less unlimited for short presentations and introductory workshops. For longer workshops with exercises and participant interaction, we ideally aim for a maximum of 16 to 20 participants per session.



PROGRAM

A typical program for a full-day workshop could be as follows:

- **Introduction**
 - The importance of data visualization – Definitions and examples
 - What is a good data visual? Group discussion to analyze the properties of good and less good data visuals.
- **Data visualization principles**
 - Design principles – And how to apply them in data visualization
 - Visual signal-to-noise ratio
 - Encoding – Translating data to visual properties
- **Designing graphs**
 - Graph types – Famous and less famous examples
 - Workflow and tools – Online and offline, free and paid. There will be plenty of time for own questions and experimentation.
 - Components – Finishing off data visuals using icons and illustrations, color schemes and typography
- **Wrapping up**
 - Case studies – For example: graph and table make-overs, visualizing uncertainty, visualizing survey results, dashboard design, interactivity, accessibility, objective versus subjective data visuals, accessibility,...
 - Further exploration – Books, blogs, videos, podcasts and social media
 - Q&A session

The workshops are filled with historical and recent examples tailored to the target audience. Participants receive an overview of all the mentioned tools and links.

PRACTICAL INFORMATION

The ideal setting for an in-person workshop is a room with **movable tables**. We like to place participants in small groups of 4 to 5 people each for maximum interaction. Ideally, there is no table or desk between the presenter and the audience.

We'll require a **beamer or screen** with HDMI connection, as well as an **internet connection** for both the presenter and the participants. For sessions longer than 2 hours, participants are advised to bring their own laptop to participate in the exercise. We will provide paper, pens and markers, as well as inspirational books and printed examples.

WHY BARYON?

Since 2014, Baryon assisted over 80 clients in translating complex information to powerful visual communication. It is our goal to help companies, scientists, governments and organizations in formulating their message in the most clear, attractive and effective way possible.

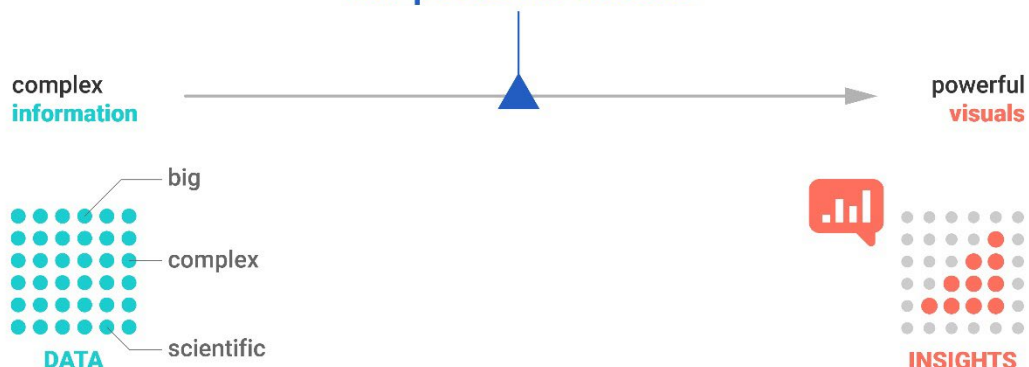
Baryon was founded by Koen Van den Eeckhout, a 35 year old consultant and PhD in Physics from Ghent, Belgium, in order to combine his two passions: effective communication with a scientific or technological approach, and strong visual design. Depending on your needs, our team of experienced information designers works together with a selection of excellent freelancers. In this way, you can be certain that your final result will be perfectly aligned with your needs and requirements.

Baryon's strengths are:

- **an analytical perspective:** thanks to our scientific experience and technological point of view, we are able to turn even the most complex topics into a clear and attractive visual representation. We use a unique combination of creative and analytical techniques to achieve the best results.
- **a personal approach:** each project is preceded and supported by (if possible physical) meetings in which we discuss in detail your requirements and our proposals. An open and transparent communication is of crucial importance for us.



At Baryon, we turn **complex information**
into **powerful visuals**



SOME OF OUR CUSTOMERS



Federaal Planbureau
Economische analyses en vooruitzichten



INSTITUTE
OF TROPICAL
MEDICINE
ANTWERP



OUR RATES

Our prices are calculated per workshop (not per participant). Invoices will be sent shortly after the workshop. The payment terms are always 30 days.

WORKSHOP DURATION	PRICE (excl. 21% vat)		INDICATIVE CONTENT
	online	in person*	
2 hours or shorter	€ 600	€ 800	introductory overview, principles, examples, discussion of tools
half day	€ 900	€ 1200	+ group exercises, demonstration of tools
full day	-	€ 1800	+ individual exercises, discussing individual questions and problems, use cases from your organization
longer than a full day	-	€ 900 per half day	+ individual assignments (homework) with feedback, theoretical background

* additional costs for in-person workshops: see below

For clients in academia, a 25% discount will be applied.

ADDITIONAL COSTS FOR OFFLINE WORKSHOPS

Transportation costs within Belgium are always included in the mentioned prices. Remuneration for transportation and accommodation costs outside of Belgium are mutually agreed.

All the necessary materials (paper, writing and drawing materials, inspiration) will be provided, and are included in the mentioned prices. Participants only need to bring their laptop.

In the prices mentioned above, we assume that the client is responsible for providing a location, and catering for the participants if applicable. If this is not the case, we can mutually agree on a price for this, depending on the geographical location, number of participants, and catering needs.

If desired, workshop participants can receive a copy of our book **"Powerful charts"** at a reduced price compared to normal retail prices.



TERMS AND CONDITIONS

Good agreements make good friends! Therefore, the following general terms and conditions apply to this quote or invoice. Do not hesitate to ask for additional explanation if something is not clear!

1. Applicability

All actions, services and agreements of or with Baryon Design BV, with registered office at Kleemburg 1, 9050 Gentbrugge, KBO 0730.685.954, are subject to these general terms and conditions. You, the customer, declare to know and accept these conditions by placing your order.

2. Ethics

Baryon Design BV does not tolerate any discrimination based on age, gender, sexual orientation, ethnicity, disability, religion, political preference or marital status in any relationship with customers, suppliers or partners.

3. Order and cancellation of services

Unsigned offers are without obligation. An agreement is only valid after written confirmation from both parties, including confirmation by e-mail.

If you wish to cancel an order after approval, this is only possible after mutual consultation in writing, including e-mail. In that case, the customer owes a fixed compensation of € 100 per working hour already performed.

4. Delivery

Delivery periods are only provided informatively and are not binding, unless this has been explicitly agreed. However, we strive to respect delivery times and will notify you of any delays as soon as possible.

Delay in the execution of the order can never be a reason for compensation, termination of the agreement or cancellation of the order.

5. Billing and payment

Invoices are payable at the latest on the due date and on the account number stated on the invoice. Objections to invoices must be sent to Baryon Design BV in writing and registered within ten working days after the invoice date. In that case, we will try to reach a mutual agreement, as far as possible, to rectify the problem.

In the event of non-payment on the due date of an invoice, it will be increased by operation of law and without a notice of default being required, with a fixed compensation of 10% on the total amount of the invoice concerned, with a minimum of € 100 and the legally stipulated interest.

6. Liability

Baryon Design BV will only be liable for the damage that is the direct and necessary consequence of gross negligence, serious error or intent in the context of the execution of the order. Under no circumstances can it be held liable for compensation for indirect damage such as loss of profit, loss of customers, any form of interest, (collection) costs, etc.

Baryon Design BV's liability is always limited to the total determinable value of the work performed. In case of doubt about the determinable value, liability will never exceed the maximum amount of € 2 500.

7. Confidentiality

All information, of whatever nature, in whatever way made available to one of the parties, is and remains the property of the party that originally held the information. This information will be treated confidentially by the other party and will in no way be disclosed to a third party without the owner's prior written consent. This information will only be used for the purpose for which it was made available and will be returned at the owner's first request.

8. Early termination and force majeure

Either party may terminate execution of the order prior to delivery or acceptance by giving written notice to the other party:

- (i) if the other party has committed a criminal act;
- (ii) if the other party commits gross negligence, willfully misconducts, does not engage in professional or ethical behavior with regard to the execution of the project;
- (iii) if the other party violates a material provision or condition and fails to rectify the situation within 10 working days of receipt of a written request;
- (iv) if a case of force majeure continuing for more than 1 month, and the parties have not been able to mutually find an appropriate solution;
- (v) effective immediately if the other party is declared insolvent or bankrupt, or makes a transfer, or makes other arrangements for the benefit of its creditors.

9. Nullity, applicable law and disputes

Parties acknowledge that the nullity of one of the clauses of the agreement does not entail the nullity of the entire agreement.

These general terms and conditions and their application are governed by Belgian law. All disputes that arise in this context and cannot be settled amicably between the parties will be submitted to the courts of Ghent, Belgium.