

Applied Mathematics in Industry Seminar

Presenting Technical Information to Non- technical audiences

April 14, 2021
3:30 -- 4:30 pm

Zoom Meeting ID:
844 7971 8148

Passcode: P1zJ4c

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Abstract:

Many in the disciplines of data science, math, engineering or other technical area make a major error when developing a results presentation. Namely, they fail to distinguish between a detailed written document and a visual, live presentation that tells a compelling story. It is common for someone to develop what is effectively a technical document and then use that to present. This is a big mistake! This talk will go through some practices you can follow to ensure that you hit the mark with non-technical and executive audiences. It will provide a range of examples as well as specific pointers that can be used immediately.

Bill Franks is the Director of the Center for Statistics and Analytical Research at Kennesaw State University. He is also Chief Analytics Officer for The International Institute For Analytics (IIA) and serves on several advisory boards. Franks is also the author of the books [Taming The Big Data Tidal Wave](#), [The Analytics Revolution](#), and [97 Things About Ethics Everyone In Data Science Should Know](#). He is a sought after speaker and [frequent blogger](#) who has been ranked [a top global big data influencer](#), [a top global artificial intelligence and big data influencer](#), [a top AI influencer](#), and was an inaugural inductee into the [Analytics Hall of Fame](#). His work, including several years as Chief Analytics Officer for Teradata (NYSE: [TDC](#)), has spanned clients in a variety of industries for companies ranging in size from Fortune 100 companies to small non-profit organizations. You can learn more at <http://www.bill-franks.com>.



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