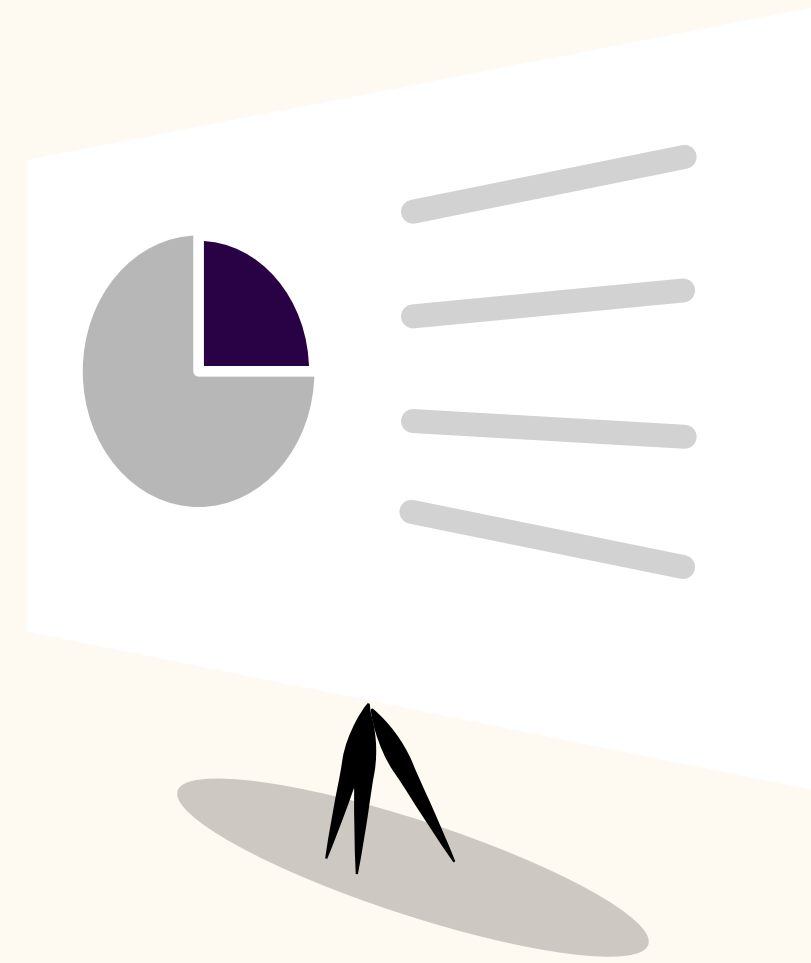
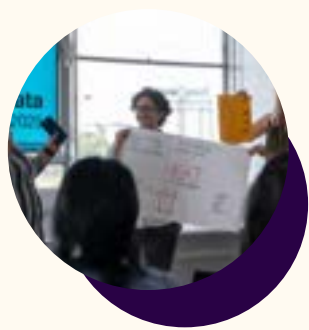


THE DATA PITCH LAB



Turning Data into a show worth watching

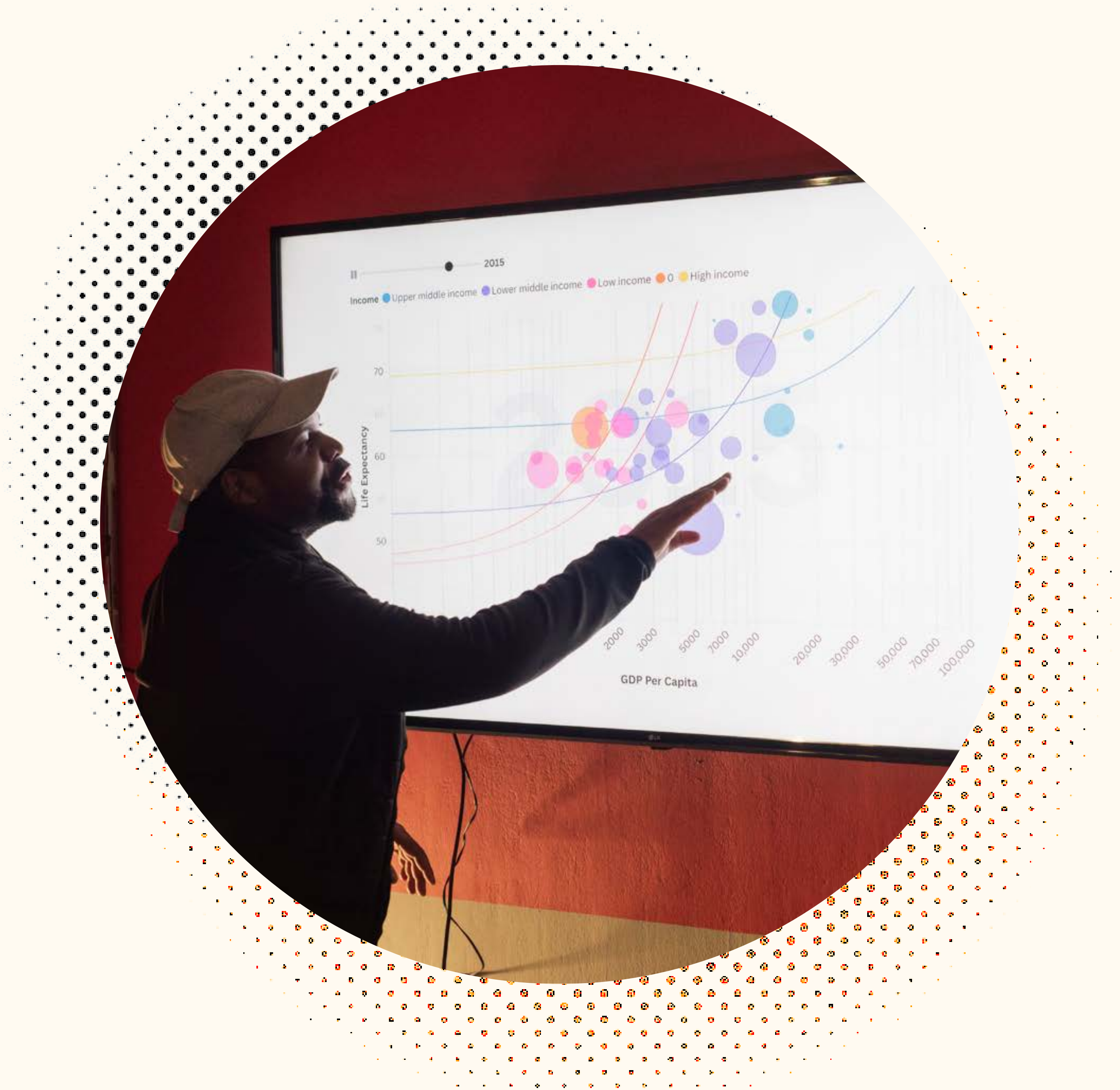


WORKSHOP OVERVIEW

HOW TO TRANSFORM NERDY PASSIONS INTO STORIES AUDIENCES CARE ABOUT.

The Data Pitch Lab is an experiential workshop that teaches participants how to turn data into compelling stories—the kind that land pitches, shift perspectives, and inspire action.

Using a blend of technology, performance, public speaking, and storytelling, participants learn to treat data as the raw material for a show.



WHAT PARTICIPANTS LEARN

By the end of the workshop, participants will know how to:

- ➔ **Investigate data** creatively using technology, field work and curiosity-driven techniques
- ➔ **Understand their audience** deeply and tailor format, platform, and framing
- ➔ **Build narrative arcs** with emotional and logical beats
- ➔ **Communicate like performers** using comedy, stagecraft, presence, and timing
- ➔ **Deliver a polished data pitch** with a commercial mind, that both tells a story and solves a problem



THE WORKSHOP JOURNEY

FINDING DATA IN THE WILD

Participants learn to recognise data everywhere behaviours, environments, interactions, systems and use “data investigator” techniques to surface unexpected story angles.

BECOMING AUDIENCE WHISPERERS

Great storytelling isn't just about speaking; it's about your words being received.

We explore:

- Context
- Relevance
- Form + Format
- Platform strategy
- Frequency
- Audience psychology

Participants learn how to position their story so it lands with the right people at the right moment.

BUILDING THE STORY ARC

We bring out their inner narrative architect:

- Emotional beats
- Pacing
- Comedy + drama
- Tension + release
- Peaks + valleys

The result: pitches that feel alive, memorable, and persuasive.

PERFORMANCE TECHNIQUES

Using comedy tools, public speaking practices, and collaborative exercises, we build confidence and stage presence. Participants learn not just to tell a story but to perform one.

ABOUT YOUR FACILITATOR

My work sits at the intersection of information design, communication strategy, and technology. After five years in advertising, I've built a practice around helping people understand the world through data and helping organisations tell stories that matter.

From working with astrophysicists on Northern Lights simulations to human rights NGOs supporting menstrual health across Southern Africa, I bring a hybrid skillset that mixes data, humour, and storytelling to make complex ideas feel simple, human, and alive.

One of my current focuses is writing data stories to bring attention to the history, development and misinformation currently happening around Africa.



TESTIMONIALS

"Great facilitation. There was a wonderful range of activities to keep a range of personality types engaged (introvert/extrovert/ambivert)"

- *Sofia Kakembo, UX Researcher*

"It Pushed me out of my comfort zone and was a very supportive and positive space with fun participants"

- *Emma Charleston, Lecturer UAL*

"It had great energy! It was a very upbeat environment, and everyone presenting and organising was welcoming and had well thought out ideas to share. I would be keen to be a part of more things like this!"

- *Muskeen Liddar, BBC Data Visualisation designer*

"Working with Obinna Iwuji has been an absolute joy. I have always felt that to do work that stands out and has impact you have to work hard AND have fun. Obi is really the personification of both of these elements."

- *Danny Star, brand Manager Invest in Canada*

"Obinna Iwuji is one of a kind! Infectious positivity and partnership."

- *Kate Smiley, Head of Employer Brand GE Healthcare*

WORKSHOP PACKAGES

3-HOUR WORKSHOP (ESSENTIALS)

- Core principles of data storytelling
- Group data-pitch activity
- Data provided

Output: Short group pitch

1-DAY WORKSHOP (DEEP DIVE)

- Data investigation exercises
- Audience strategy
- Story arc development

Output: Refined pitch + presentation

2-DAY INTENSIVE (THE FULL SHOW)

- Real-data collection
- Narrative building
- Pitch performance coaching
- Group feedback + iteration

Output: A produced “data show” prototype



NEXT STEPS?

If you'd like to collaborate
or tailor the workshop
for your team,
please contact me at:

obinna@infostudios.co.uk