



## **Center for Plain Language to Host Spring Workshop**

*Dona Wong to present information design workshop on May 9, 2017*

WASHINGTON, D.C., April 6, 2017 – The Center for Plain Language is hosting their Spring 2017 Workshop featuring renowned information design expert Dona Wong. The *Data's Not Dull! It Tells a Great Story* workshop will be presented at the National Press Club in Washington, D.C. in the afternoon on Tuesday, May 9, 2017 prior to the ClearMark Awards ceremony that evening.

We live in a data-driven world. Effective graphics are key to the delivery of information. When done right, graphical information flows to the viewer clearly and efficiently. In her workshop, *Data's Not Dull! It Tells a Great Story*, Dona Wong will demonstrate:

- How to turn data into a compelling, persuasive story
- How to use graphics effectively in presentations
- The Dos and Don'ts of information graphics
- Common pitfalls and how to avoid them

"Real data is critical to the operation of a democracy. But too often, our eyes glaze over as we look at the data that supports actions and policies," said Susan Kleimann, PhD, chair, Center for Plain Language. "Dona Wong's workshop, "Data's Not Dull" will show us how to use data to present a clear message that engages. I was honored to hear Dona talk several years ago, and her talk remains one of the best I have ever heard—funny, provocative, and practical."

Dona Wong, author of *The Wall Street Journal Guide to Information Graphics*, is the former graphics director at The Wall Street Journal, responsible for setting the graphics standard for all feature and breaking news. Previously, she served as a business graphics editor at The New York Times. Dona is an expert in conceptualizing and producing information graphics that are easily understood by millions of demanding readers. In addition, she has advised Fortune 500 companies and government agencies on strategic communications. Currently, Dona is Vice President, head of Digital Strategy at the Federal Reserve Bank of New York.

For more information and to register, visit [Center for Plain Language Spring 2017 Workshop](#).

The Center for Plain Language's mission is to champion clear communication so people and organizations can thrive. The Center's vision is to create a culture of clarity. Every audience. Every format. Every time. For more information and to become a member, visit: [centerforplainlanguage.org](http://centerforplainlanguage.org).

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