



**SOLVE SESSIONS**  
Storytelling with Data  
March 9-19, 2021



# SOLVE SESSIONS

## Solve Sessions: Week 1 (03/08 - 03/12)

Session Title	Description	Presenter	Date & Time
<b>Effective Storytelling and Presentation with Large Data Sets (Panel)</b>	The application of journalistic principles to create narratives that make data more meaningful. Lee and Grant will discuss the creation, editing and dissemination of a story using facts and data.	<b>Lee Woodruff &amp; Grant Feller</b>	Tuesday, March 9 9:30-11am EST
<b>Bringing “Emotion” Into Today’s World of Data: From Brand-Building to AI: Why Emotion Must Live in the Data</b>	Alan Zorfas, co-founder of Motista (who spent 15 years in mainstream advertising), will illuminate the growing need, and his company’s approach, for driving human emotion into data, where business now operates. Alan will highlight the challenges, opportunities and approaches Motista and its clients have taken to move “emotion” from the more elusive, qualitative state into actionable, predictive intelligence. Motista will share “Five Critical Learnings” from over a decade of aggregating and activating Predictive Intelligence on Emotion™ among Fortune 1000 companies in healthcare, and nearly every consumer category. For planners, it’s not only an opportunity to bring consumer needs and motivations to life, but to tie them directly to all aspects of execution and client financial results. The presentation will include data from healthcare and a case study to bring these new practices to life.	<b>Alan Zorfas</b>	Thursday, March 11 10-11am EST
<b>Using Behavioral Science in Your Data Story</b>	Behavioral science is the study of human thought, experience and behavior. Many behavioral scientists study how to influence behavior in order to optimize experience. In this session, Jason will give a brief overview of the field’s key ideas and methods. He will then show some examples of what behavioral science can do to help us tell better data stories.	<b>Dr. Jason Riis</b>	Friday, March 12 10-11am EST

## Solve Sessions: Week 2 (03/15 - 03/19)

Session Title	Description	Presenter	Date & Time
<b>The Fundamentals of Health Data</b>	A discussion of data sources and use cases within life sciences as well as emerging trends in the space.	<b>Brigham Hyde</b>	Monday, March 15 10-11am EST
<b>Evolving Role and Value of Advanced Analytics in Life Science Marketing and the Emergence of Omnichannel</b>	A market view of best practices and techniques in life science marketing. A discussion into what omnichannel means to different stakeholders and the state of play in large pharma.	<b>Brigham Hyde</b>	Tuesday, March 16 9:30-10:30am EST
<b>The Problem With Humans: Instinct, Gender, Culture and Design</b>	The ability of design to influence behavior holds tremendous opportunity for our future health and well-being. It requires, however that we first understand people—not an easy thing to do. We’re often given the challenge of designing for a wide range of people—people we have never met, each of whom is wired slightly differently. This may explain why, despite our best design efforts, some people’s actions will still be surprising. This talk will consist of a series of “short stories,” each covering topics relevant to design, design research and human-centric approaches to products and services. We’ll cover these issues in the context of medical and healthcare products and services. They will include approaches to usability, design and behavior, and design and gender. Within all of this rests the basis of design thinking—understanding people and putting them first.	<b>Dan Formosa</b>	Wednesday, March 17 10-11am EST

## Solve Sessions: Week 2 (03/15 - 03/19)

Session Title	Description	Presenter	Date & Time
<b>Conspiracy Theorist's Cookbook (Data and Decision-making)</b>	How do people use evidence to make a story? Conspiracy theories do matter—they have consequences: we can see the way that conspiracy theories about COVID and COVID vaccination can have real-world consequences. So what can we learn? Perhaps more acceptable forms of these strategies could be used to help inform the way people assimilate evidence and create impactful communications.	<b>Colin Strong</b>	Friday, March 19 10:15-11:30am EST