



June 21 -  
July 21, 2022

**SOLVE SESSIONS**  
Creative Application of Data  
in Storytelling



# SOLVE SESSIONS

## Solve Sessions: Internal Modules

### Creative Application of Data in Storytelling

Data storytelling is the ability to convey data not just as facts, charts, or numbers, but also as **simple narratives** that resonate with different audiences on a **human level**. To do this creatively is a challenge that requires **empathy**, selecting the right **context**, and telling stories in a sequence that makes sense.

This season of Solve Sessions will focus on ways **data can be expressed creatively**. It covers how we work with various disciplines across the network and outside of our industry to elevate how we **bring data to life**.

## Solve Sessions: Internal Modules

Monday, June 27 – Tuesday, June 28

Session Title	Description	Moderators	Date and Time
<b>HH&amp;Y Research Resources and Capabilities</b>	Research Resources and Capabilities presents an overview of the Secondary Research tools we subscribe to on a network level. This session includes details like description of services, scenarios in which tools are best used, the scope of content, log in and access terms, info, costs, etc.	Carol Féliz	Monday, June 27 10:00 am EST
<b>Introduction to HH&amp;Y Medical Download</b>	This module presents an overview of the HH&Y approach and best practices for conducting Medical Downloads for new business pitches.	Nicholas Esposito and Suketu Patel	Tuesday, June 28 09:30 am EST

# Solve Sessions: Internal Modules

Wednesday, July 13 – Thursday, July 14

Session Title	Description	Moderators	Date and Time
<b>Introduction to HH&amp;Y Workshop Center</b>	Introduction to the HH&Y workshop philosophy and overview of critical success factors throughout all key phases of every workshop to drive consistency and excellence in our workshop offerings.	Gemma McCarthy and Martin Smith	Wednesday, July 13 09:30 am EST
<b>Cross-functional Workshop Collaboration and the HH&amp;Y Facilitation Mindset: How to show up for your team and lead a successful workshop</b>	Preparing and executing a successful client workshop is a team effort, with essential input across departments. As the HH&Y Workshop Lab rolls out an updated set of processes and resources, this Solve Session module will focus on two key areas to help us deliver high-quality, high-impact client workshops: <ol style="list-style-type: none"><li>1) The HH&amp;Y Facilitation Mindset – our framework for the “soft skills” of facilitating engaging workshops</li><li>2) The importance of cross-functional collaboration in executing a winning workshop – featuring a panel of colleagues from Account and Creative to discuss roles, responsibilities, pitfalls, success stories, and more.</li></ol>	Martin Smith and Jean-Marc Rathé	Thursday, July 14 09:00 am EST

# Solve Sessions: Internal Modules

Tuesday, July 19 – Thursday, July 21

Session Title	Description	Moderators	Date and Time
<b>Human Purpose Creative Brief: Writing briefs that inspire great ideas</b>	Introduction and review of the new Human Purpose brief. Definition and role of components within, example HPI briefs; the value of the brief and the partnership with the planner from the creative's point of view.	Eric Weisberg	Tuesday, July 19 09:30 am EST
<b>Komodo Health Introduction</b>	<ul style="list-style-type: none"> <li>- Komodo Health Capabilities</li> <li>- Data and Product Overview</li> <li>- Example Use cases</li> <li>- Engaging with the Komodo team</li> </ul>	Morgan Traina and Prav Gangidi	Wednesday, July 20 09:30 am EST
<b>Planners are from Jupiter, Creatives are from Neptune</b> <i>(Panel Discussion)</i>	<p>Tension and conflict are plot devices that make for intriguing stories. They also describe the stereotypical relationship between planners and creatives. We may circle ideas from two different orbits but when different perspectives align with vision and breakthrough thinking, it pushes the work to new heights.</p> <p>Let's take a trip through the space between how planners view assignments and how creatives interpret their inspiration. We'll discuss how the word salad of data, facts, insights, ideas, and RTBs can get conflated. We'll talk about how we share an unquenchable curiosity that can be challenging and collaborative at the same time. We'll dive into the strategic foundations of Human Purpose and how they come to life creatively. If tension and conflict make you uncomfortable; you're in the right place. Because that's where the magic happens.</p>	Caleb Jacobson-Sive and Howard Lenn	Thursday, July 21 09:45 am EST