

REGISTRATION

IBCS® WITH SUCCESS



DATES

I would like to register for the following seminar:

- 's Hertogenbosch (NL), April 7, 2016
- Istanbul (TR), April 15, 2016
- London (GB), April 27, 2016
- Warsaw (PL), June 2, 2016
- 's Hertogenbosch (NL), November 17, 2016

First name _____

Last name _____

Title, Department _____

Email _____

Phone _____

Company _____

Address _____

City, Postcode _____

Date, Signature _____

REGISTRATION

Please register per email at info@hichert.com. Your registration will be forwarded to the local partner of HICHERT+FAISST hosting the seminar.

ATTENDANCE FEE

The attendance fee depends on the location and the origin of the participants. Participants from Eastern Europe benefit from a discount of 50%.

TERMS AND CONDITIONS

PAYMENT TERMS

After submitting your registration form, you will receive a confirmation email and an invoice. Participation at the event requires payment in full prior to the event.

CANCELLATION

Should you be unable to attend, you are entitled to appoint a replacement guest at no additional cost. Cancellation up to thirty days before the start of the event is free of charge, but must be in writing. For later cancellations or for failing to attend the event, the participation fee remains payable in its entirety.

The organiser reserves the right to make changes to the content of the programme and to cancel the event for urgent reasons. In the event of cancellation, any attendance fees paid will be reimbursed. Other costs to participants associated with the cancellation of an event by the organiser will not be reimbursed.

PRIVACY

All personal information will be treated in accordance with applicable data protection regulations. Personal information will be stored electronically for purposes of service provision.

Please send inquiries via email: info@hichert.com

SUCCESSFUL REPORTS AND PRESENTATIONS

IBCS® WITH SUCCESS



The collage includes numerous examples of data visualization and reporting structures:

- UN 2.3:** Unify the position of legends and labels. Shows a bar chart with a legend that is repositioned for better readability.
- CO 2.2:** Reduce empty space. Shows a bar chart where unnecessary grid lines and margins are removed.
- CH 3:** Avoid misleading representations. Includes examples of how to correctly use area charts, pie charts, and maps to avoid distorting data.
- SI 2.2:** Avoid decorative colors. Shows a bar chart where distracting colors are replaced with a consistent color palette.
- ST 2.1:** Build non-overlapping report structures. Shows a complex report layout where overlapping text and graphics are eliminated.
- UN 3.1:** Unify dimensions. Shows a bar chart where different units (e.g., sales in million, profit in million) are unified for comparison.
- CO 3.1:** Add data points. Shows a bar chart where specific data points are highlighted with callouts.
- CH 4.1:** Use identical scale for the same unit. Shows two bar charts for the same unit (Sales in mUSD) that use the same vertical scale for direct comparison.
- SI 4.1:** Avoid redundant terms. Shows a table where redundant information is removed to streamline data.
- ST 3.1:** Build collectively exhaustive elements. Shows a list of categories that together cover all possible options in a given context.
- UN 4.1:** Unify analyses. Shows multiple small charts that are unified into a single, coherent analysis.
- CH 4.2:** Size charts to given data. Shows a bar chart where the size of the bars is proportional to the data values.
- SI 4.2:** Avoid redundant text. Shows a table where unnecessary text is removed to focus on the data.
- ST 4.1:** Use deductive reasoning. Shows a flowchart where the conclusion is derived from the premises.
- ST 4.2:** Use inductive reasoning. Shows a flowchart where the conclusion is supported by the premises.

Join the IBCS team to find out why large corporations including SAP and PHILIPS have standardised their reporting with the SUCCESS formula of the International Business Communication Standards IBCS®.

IBCS® WITH SUCCESS

Successful communication is based on binding rules. Creativity is not what is required, neither in verbal expression nor in visual design. Instead, it is a matter of consistent standards and simplification to the essentials, adhering to the seven core principles of SUCCESS:

- SAY:** Convey a message
- UNIFY:** Apply notation standards
- CONDENSE:** Increase information density
- CHECK:** Ensure visual integrity
- EXPRESS:** Choose proper visualization
- SIMPLIFY:** Avoid clutter
- STRUCTURE:** Organise content

You will find extensive information and many examples of how this works in practice at www.ibcs-a.org and www.hichert.com.

WHY ATTEND?

Attending this seminar will help you significantly improve your reporting:

Quality: Improved reporting quality standards means reports and presentations that are much easier to understand, that deliver clearer information, and ultimately lead to better decisions.

Reaction time: Reduced reaction times add value to the overall decision-making process. The delivery time of new reports and presentations will be shorter, business analysts can answer questions more quickly, and executives can take decisions faster and drive action.

Cost: Standardised, reusable report templates save time and cost for analysts and administrators.

PROGRAMME

8:30 a.m. Reception, coffee and distribution of materials

9:00 a.m. The basics of business communication

- +Management reports: Reports should have something interesting to report
- +Presentations: Examining the PowerPoint culture
- +SUCCESS: Explaining the IBCS Standards

9:45 a.m. SAY: Convey a message

- +Focus on the message
- +Detect, explain, or suggest
- +Give substance to the message

10:30 a.m. Break

11:00 a.m. STRUCTURE: Organise content

- +Use uniform, non-overlapping and exhaustive elements
- +Build hierarchical structures
- +Show logical structure

11:45 a.m. EXPRESS: Choose proper visualisation

- +Use correct chart type
- +Add comparisons and variances
- +Explain causes

12:30 p.m. Lunch break

SEMINAR OBJECTIVE

The main objective of the seminar is to present universal design standards for (written) reports and (verbal) presentations that will help participants report and present more effectively. The intent of both forms of communication is to impart knowledge. This exchange of information is most successful when the current concerns of the audience are clearly and succinctly addressed.

This seminar focusses on the presentation of information, not the content, as it is assumed that participants are already familiar with their content. There will be numerous before-and-after examples taken from actual practice – see *before-after.hichert.com*.

SPEAKERS



Rolf Hichert, Dr.-Ing., Prof. a.D.
Rolf is President of the IBCS Association and one of the world's leading experts in clear corporate reporting. After studying mechanical engineering, Rolf was a consultant at McKinsey & Co., Professor in Constance, Founder and Director of the Transfer Center Technology and Management of the Steinbeis Foundation, Co-founder of MIK GmbH, Professor for Controlling in Eberswalde, and Managing Director of MIS Switzerland AG. In 2004 he founded HICHERT+PARTNER (today HICHERT+FAISST).



Jürgen Faisst, Dr. rer. pol.
Jürgen has been working with Rolf Hichert in various capacities for more than 20 years. He started his career at MIK GmbH and became a Managing Partner. In 1998 he joined MIS AG, supported the IPO and became COO and CTO of the board. From 2005 to 2013 Jürgen served as CEO of Thinking Networks AG. As Managing Partner of HICHERT+FAISST, it is Jürgen's mission to enable business analysts anywhere in the world to benefit from the International Business Communication Standards IBCS.

1:30 p.m. SIMPLIFY: Avoid clutter

- +Avoid noise
- +Avoid redundancies
- +Replace with cleaner layout

2:00 p.m. CONDENSE: Increase information density

- +Efficient use of space
- +Add data
- +Add report elements

2:45 p.m. Break

3:15 p.m. CHECK: Ensure visual integrity

- +Avoid manipulated axes
- +Avoid misleading representations
- +Use the same scaling

4:00 p.m. UNIFY: Apply notation standards

- +Unify terminology
- +Apply IBCS notation to report elements
- +Unify analyses

4:45 p.m. Summary

- +Summary of benefits
- +Practical application
- +Next steps

5:00 p.m. End of the seminar