

Event Report: 180DC SSCBS X Think-cell

Date: 28th March, 2024

Time: 8:30 pm

Event Overview:

180 Degrees Consulting, Shaheed Sukhdev College of Business Studies (SSCBS) chapter, organised a customised workshop on how to effectively create professional charts and slides in partnership with the 180DC Global Team & Think-cell. The workshop, attended with great enthusiasm from the branch members, was quite insightful, offering a deep dive into making more effective presentations.

Keynote Speaker:

Mr Paul Tran, an academic partnerships associate at Think-cell, brought a wealth of experience to the session. With an impressive academic pedigree from the University of California, Berkeley, he presented the participants with key notable features and discussed cases on how to implement the features.

Session Highlights:

The session was structured around a podcast-style discussion, with the following key takeaways:

1. The need for Think-Cell: Mr Tran started with embracing the need for think-cell and highlighting the fact that industry experts at firms like BCG , Kearney, HSBC, etc., and academic institutions like Harvard, Yale, Columbia, etc., rely on think-cell every day for their professional success.

2. Building a Story: Mr Tran further emphasised the need to build a story using an example of Lego blocks, how there is a vast difference between visually presented data & data explained with a story, and how think-cell helps in bridging the gap to achieve the required effectiveness.

3. Offerings: As the session progressed, Mr Tran essentially explained a few features of think-cell which are as follows:

- Adding charts using think-cell
- Auto-update your charts from Excel
- Extracting data and inferences from charts
- Exploring the Think-cell library and how to access it

Audience Engagement:

The interactive session saw enthusiastic participation, with attendees posing thought-provoking questions about the software, its integration in existing systems and how to effectively use the tool for better presentations.

Conclusion:

The event concluded with a vote of thanks to Mr Paul Tran for his time and insights. His session left the participants with a clearer perspective on how to make more effective and insightful presentations using Think-cell's support.

Acknowledgments:

180DC SSCBS extends its gratitude to Think-cell, the 180DC Global Team and all participants for making the session a remarkable success.