Statement of Work (SOW)
Data Storytelling Workshop for NASA

1. Project Overview
This SOW covers the delivery of two full-day workshops for MSFC financial and project analysts in Huntsville, AL. The workshop must be designed to elevate participants' data communication skills, focusing on crafting effective data-driven stories and presenting them confidently and credibly. Must include content and examples to meet the following objectives:

- Guide participants through strategies for creating impactful data stories.
- Develop skills in graph and slide creation.
- Integrate message and data into compelling narratives.
- Refine presentation skills for audience engagement.

2. Scope of Services/Deliverables
Two full-day workshops for up to 35 participants each (total 70 attendees). Workshops to be delivered in-person/onsite in Huntsville, AL over two consecutive days workdays. NASA-provided examples/visuals to be used to tailor content and hands-on exercises. Vendor to provide all training material, including but not limited to, participant handouts, materials for hands on exercises and follow-up resources provided to NASA for distribution.

NASA Responsibilities: Provide a training room equipped with projector/sound system for training of 35 employees per session.

3. Date: Training to be delivered August 24-26 or September 14-17, 2026.