

CERTIFICATE OF ATTENDANCE

PRESENTED TO:

Sara Orlandi

for attending the following event

Neutralising the HiPPO Effect with User Evidence

On **29/04/2026**

CPD Hours awarded **1**

delivered by

Women in Data®

in partnership with

ICO

women
in
data

®



ico.
Information Commissioner's Office

Certification details

Event Details

Event Title	Neutralising the HiPPO Effect with User Evidence	Event short ID:	The HiPPO Effect
Date of Event	29/04/2026	Expiry date:	No expiry
Learning Aims	To empower attendees to challenge senior decision makers.		
Key skills	- User and stakeholder research and insight methods - Stakeholder influence - User centred mindset in a strategic, project and delivery context.		
Outcomes	Having completed this session, you will be equipped with the skills and knowledge to: - Align senior leaders around user-centred, outcome-driven decision-making. - Secure organisational commitment to user research and analytical insight. - Apply research findings to inform strategy, influence decisions, and challenge assumption-led or preference-led thinking.		
CPD Points/Hours	1		
Conditions			
Additional information			
Assessed	No	On behalf of Women in Data®	
DeliveryType	Webinar		
Certificate ID	132047SI87D2		





Certificate Provider Details

CompanyName Women in Data®

Company ID 132047

Company website www.womenindata.co.uk

Phone Number 01256 314660

Company Profile Women in Data® plays a key role in driving for more accurate representation wherever data is being gathered and analysed. We provide the platform that allows professionals at all levels to share their knowledge and experience, while working alongside businesses to help them embrace and develop the enormous advantages generated by diversity.

Public Info

Team or unit name

Location United Kingdom



Find us on these social media links:



<https://www.linkedin.com/company/womenindata>



https://www.instagram.com/women_in_data/



<https://www.facebook.com/womenindatauk/>



<https://www.youtube.com/c/womenindata>



Attendee details

Name	Sara Orlandi
Email address	sara.orlandi1@gmail.com
Other personal details	
Score	

Congratulations on Your Achievement!



*"In a world of constant change, let your lifelong learning leave enduring footprints."
- Marta Kalas, Founder, Open CPD*

You've reached a significant milestone in your professional journey by completing this course. Remember, every course you complete builds not only your expertise but also your ability to adapt and thrive in an ever-changing world.

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