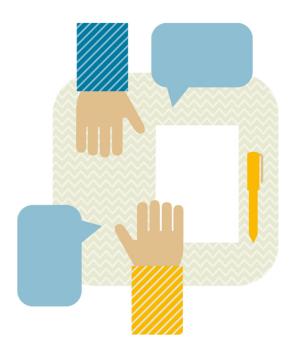INTERact

EUROPEAN UNION

How to monitor and evaluate programme communication

30 September 2020 (10.00 – 12.00, CET)
Programme Communication Strategy – Online session
A link to connect to the session will be shared with confirmed participants

European Regional Development Fund

Outline

As a programme communication manager, you may be now working on your programme communication strategy for 2021-2027. A sound evaluation plan is part of it. Without the right means of monitoring and evaluation, you will have no idea if your communication was successful and how.

They are also an excellent way to help you make sound decisions about how to steer your communication efforts. It is a learning game in which you always win. You make a decision. You watch the results. You learn from the results. Then you make better decisions.

In this 2-hour session we will be looking at the questions you need to ask yourself when preparing a plan for your programme communication evaluation:

- Why are you conducting this measurement, and who is the audience for the results?
- What will you measure?
- How will you conduct these measurements?
- When will these measurements be taken?
- How much will it cost?

At the end of the session we hope you'll be inspired and energized to carry on this task in your programme. This online session is part of a series of events devoted to strategic communication.

In this link you will find all the relevant materials distributed at previous events, including a short guide to the communication planning process and detailed information about programme communication objectives.

Objectives

During the session we will:

- Look at different evaluation experiences and models.
- Brainstorm is small groups about how to use monitoring and evaluation methods to steer and improve programme communication. Most of the session will be devoted to this exchange.

Wednesday, 30 September 2020

10.00 – 10.15   **Check-in to virtual meeting room and technical settings**

The virtual room will be open fifteen minutes before the meeting starts. Please join with sufficient time to test your technical settings and ensure they enable you to actively participate in the session.

10.15 – 10.40   **Introduction to the session**

- Monitoring and evaluation experiences and models (from Interreg and beyond).

10.40 – 11.50   **Brainstorming session**

(including a 15'   Discussion in small groups based on questions such as:
break)

- How to overcome the main difficulties in monitoring/evaluating communication, indicated by participants in the registration form?
- What indicators could be most useful to monitor/evaluate programme communication?

11.50 – 12.00   **Wrap up**