

Content overview

Evaluating public engagement

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The workshop is designed to have lots of opportunity for debate, discussion and activity. Starting with an introduction to the topics participants will have the opportunity to see some best (and worst) practise examples with activities designed to give a practical working knowledge of evaluation processes.

1. When and Why to evaluate

Short introduction looking at when and when not to evaluate and what you can hope to get from it.

2. Clarifying objectives

How to crystallise your engagement objectives into clear and monitorable outputs and outcomes.

3. Evaluation methods and tools

Exploring the various methods for audience data capture along with the advantages and limitations of each.

4. Short term Vs Long term

Exploring how to carry on the dialogue beyond the interaction window and track long term change.

5. Question preparation

i) What to ask: looking at how to turn engagement objectives into evaluation questions

ii) How to ask it: Looking at phrasing and format of questions.

6. Questions, discussion

Dealing with matters arising over the day and ensuring all the submitted questions have been answered. Participants will also be invited to bring specific examples or topics for group analysis.