



Live online workshops: Engagement and impact

with Professor Eric Jensen

Book group live online workshops for your organization by contacting events@methodsforchange.org

AVAILABLE TOPICS

- ✓ **Introduction to evidence-based science communication/public engagement**
How to approach public engagement in a scientifically-based way
- ✓ **Impact strategy: Logic models and Theory of Change**
How to ensure your evaluation is well-aligned to your activity/intervention
- ✓ **Introduction to Data Collection Methods**
How to collect qualitative and quantitative evaluation data effectively
 - **Designing and conducting surveys**
Option to focus on: quality of experience, impact, long-term impact, evaluating participatory activities, evaluating accessibility.
 - **Designing and conducting qualitative interviews**
 - **Designing and conducting focus groups**
- ✓ **Impact evaluation design**
How to set up your evaluation effectively
- ✓ **Introduction to Data Analysis**
How to systematically analyze your evaluation data
 - **Qualitative Data Analysis**
 - **Quantitative Data Analysis**
- ✓ **Data Management**
How to organize and save your data effectively
- ✓ **Reporting evaluation results**
How to effectively communicate your evaluation findings

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Structure and Approach

These Zoom-based workshops are designed to serve a dual purpose:



For this reason, there is a back-and-forth rhythm between presentations, breakout discussions and plenary discussions. Throughout, Professor Jensen brings his extensive 20+ years of experience in this field to provide feedback and practical recommendations.

Cost



3-hour workshop for up to 30 people
€1680 / £1440



3-hour workshop for up to 50 people
€2100 / £1800

Alternative options

Entirely self-paced online courses available on the following topics via Methods for Change:

- ✓ **Public Engagement Evaluation**
- ✓ **Survey Design**

Hybrid (self-paced survey design course subscription and live workshop together) online workshops on **specific aspects of survey design** via Methods for Change (methodsforchange.org).

[Pre-arranged group bookings](#) for organizations available.



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