**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

- **Impact evaluation design**
  How to set up your evaluation effectively

- **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, evaluations participatory activities, evaluating accessibility.
  - Designing and conducting qualitative interviews
  - Designing and conducting focus groups

- **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

**Structure and Approach**

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

1. Developing new knowledge and capabilities around the topic
2. Getting practical work done on a real planned activity or evaluation, with expert support and feedback available

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**

<table>
<thead>
<tr>
<th>Workshop Duration</th>
<th>Participants</th>
<th>Cost (€)</th>
<th>Cost (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-hour</td>
<td>30</td>
<td>1680</td>
<td>1440</td>
</tr>
<tr>
<td>3-hour</td>
<td>50</td>
<td>2100</td>
<td>1800</td>
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</tbody>
</table>

**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.

methodsforchange.org