



Training programmes: Engagement and impact

with Professor Eric Jensen

Our training programmes combine the flexibility of self-paced learning with the benefits of live online workshops.

AVAILABLE TOPICS FOR WORKSHOPS

- ✓ **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.

In addition to the live workshops, a 6-month subscription to a **self-paced online course** is included. Participants will be able to access the course on their own schedule to supplement and extend learnings from the live workshops.

Cost



3-hour workshop for up to 30 people
Self-paced training course subscription
€4776



3-hour workshop for up to 50 people
Self-paced training course subscription
€5970

Book a training programme for your organization by contacting events@methodsforchange.org

Alternative options

Entirely **self-paced online courses** available on the following topics via [Methods for Change](#):

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



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