



WORKSHOP I: Measure what Matters in Communication

(only in English; 9 am – 5 pm)

All over the world, professional communicators are sadly still struggling to accurately demonstrate the effect and value of the work they do. Measurement is reduced to simplistic exercises like counting press clippings or Facebook likes and evaluation and analysis is often non-existing. Is it any wonder then that we struggle as a profession to get recognition and, more importantly, a seat at the table where decisions are made?

This workshop is about advancing from simply 'counting what is easy to count' to measuring what matters. By looking at how your message changes the attitude and actions of your target audience, you can demonstrate a link from your communication all the way to business or organisational impact. And by analysing and evaluating your results, you can generate insights that will help you and your team perform even better in the future.

In this interactive workshop you will learn:

- How to implement the concepts of outputs, outtakes, outcomes and impact to design communication activities that deliver measurable, value-creating results for your organisation
- How to set up objectives that are relevant, operational and measurable
- How to link and align your communication objectives with your organisation's strategic goals, ensuring business impact
- How you can get started measuring and evaluating communication in your organisation

Please note:

Please bring the results from your personal completion of the survey to the workshop. If enough participants do so, we will try and end the workshop with a short session comparing and discussing the audience's results and what we may learn from them.



JESPER ANDERSEN is a strategy advisor and international speaker specialising in communication measurement and evaluation. As the lead consultant of Quantum PR Measurement, he trains and helps corporations, organisations and government institutions to link and align their communication objectives with their strategic organisational goals – thereby measurably demonstrating the outcome and business impact of their professional communication. With a master's degree in English from the University of Copenhagen, Jesper has more than 15 years of experience in the public relations industry, is a former associate professor and a regular guest teacher at several universities. In 2014, Jesper became a member of AMEC – the international Association for the Measurement and Evaluation of Communication – a mark of the highest professional standards in the industry.



WORKSHOP II: Cost Benefit Analysis (CBA)

(depending on the participants' interest, it will be held either in Czech or English; 9 am – 5 pm)

At this workshop we will cover the basic logic and purpose of the cost-benefit analysis as a method for policy impact evaluation. The workshop is intended for professionals who either conduct CBAs themselves or use the outcomes of CBAs when designing and evaluating public policies and interventions.

Apart from the fundamental principles of quantification of relationships between the intervention, its goals and other impacts, we will deal in more detail with the pitfalls and limitations of CBA and its possible applications in the decision making of public administration. At the workshop we will take you through the analysis interactively step-by-step and use real problems from your experience to demonstrate some of the procedures.

We shall cover the following topics:

- Role of CBA in the public sector
- Economic foundations of CBA and its relationship to other impact evaluation methods
- Identification of objectives, stakeholders and individual impacts of the intervention
- Available methodological and data sources
- Monetisation of goods and services with unknown market price, sources for estimating the strength of impacts, how to deal with unquantifiable impacts
- Discounting and choice of discount rate
- The outcomes of CBA (Net present value and Benefit to cost ratio)
- Sensitivity analysis, how to deal with uncertainty
- CBA case study



ZDENĚK ROSENBERG studied applied mathematics and economic theories at the Masaryk University in Brno, where he later worked and specialized in macroeconomics, economic history, taxation, economic growth and simulations of the impact of aging. Besides Masaryk University he has teaching experience from primary education (Primary School Labyrinth), secondary education (Grammar School Brno) and also from Mendel University in Brno. When employed by OGRsearch, s.r.o. he was involved in macroeconomic analyses and the development of GE models, which he was helping to put in practice in the central bank of Morocco as an external expert of the International Monetary Fund. As a senior analyst for Cyrrus, a.s. he took part in macroeconomic and financial analyses. He cooperated with Didactis Publishing, s.r.o. and the Government of the Czech Republic. In the project of the organisation Czech Priorities Zdeněk works on analyses and methodological issues primarily related to the social cost-benefit analysis.



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LUCIE ZAPLETALOVÁ has joined the Czech Priorities project as a CBA methodology manual coordinator and contributes to analyses in the field of education, social and environmental issues. She graduated from the University of Economics in Prague, received a Master's degree in Public and Social Policy at the Charles University and in Economics and Econometrics at CERGE-EI in Prague. She worked as a project manager in the NGO People in Need and worked on a number of sociological and economic analyses for both private and public entities. Lucie teaches MA courses in policy evaluation methods at the University of Economics in Prague and occasionally collaborates with the think-tank IDEA (Institute for Democracy and Economic Analysis).



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WORKSHOP III: Monitoring the impact and mechanisms of change: application to a systemic change in education

(only in Czech, 9 am – 12:30 am)

Monitoring the impact and mechanisms of change: application to a systemic change in education

In addition to educating teachers, parents and social workers, Schola Empirica has long focused on the evaluation of pre-school and primary education. At the workshop we will briefly present the organisation, specific lessons and methodological concepts illustrated primarily on the biggest currently running project. It concerns the promotion of socio-emotional skills (Incredible Years methodology) and we are carrying out a robust evaluation in it.

The main part of the workshop will be interactive. It will outline the evaluation of the Eduzměna project, which we are undertaking. We will present the current design proposal for the evaluation of the project and the issues we are addressing. Then, in two separate groups, with mentors from our team, we will discuss specific issues and propose solutions in two areas: (1) quantitative evaluation and (2) qualitative evaluation of Eduzměna. At the end of the workshop, there will be space for presenting the proposals of working groups and for discussion.

The workshop is suitable for active evaluators, especially from the educational field.

At the same time, as part of the workshop, we want to strengthen cooperation among the evaluators. Our aim is to create conditions for long-term cooperation based on maximum openness, including the sharing of tools and experience.



MARTIN SCHLOSSAREK is an academic fellow in the Department of Development and Environmental Studies at Palacký University in Olomouc. At the same time, he works for the Schola Empirica organization on the evaluation of several social and educational projects. He is the founder and chairman of the association Maendeleo, which provides assistance to small farmers from southwestern Tanzania in an innovative form.



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MAGDALENA KLIMEŠOVÁ graduated in Sociology and Social Policy and Public and Social Policy at the Faculty of Social Sciences of Charles University. She has served in a number of NGOs primarily as an analyst, lobbyist and methodologist. At the Impact Academy, she set the methodology for planning and monitoring the impact of non-profit organisations. She is involved in the evaluation of education and non-profit projects under Schola Empirica. She focuses mainly on qualitative evaluation.



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WORKSHOP IV: The choice of monitoring and result indicators and their relationship to the objective of the intervention

(only in Czech, 1:30 pm – 5 pm)

The workshop aims to serve as a platform for a discussion on the choice of monitoring and result indicators and their relationship to the objective of the intervention in the light of the theory of change. Participants of the workshop will get acquainted with examples of implemented evaluations in the form of case studies and discuss how to choose suitable indicators, both at the level of the programme and of the programme participants, but also at the regional/sectoral and national levels. The workshop will also address the issue of data availability for the selected indicators in the Czech environment.

Workshop content:

- Introduction of the intervention in the form of a case study
- Discussion of the suitable monitoring and result indicators at different levels (beneficiary, programme, region/sector, country) with the workshop participants
- Comparison of the proposed indicators with the indicators selected by the evaluation team
- Debate on data availability



ONDŘEJ DVOULETÝ has obtained a Master's degree in Economic Policy at the University of Economics in Prague and Master's degree in Entrepreneurship at Linnaeus University in Sweden. He is currently working at the Department of Entrepreneurship, the University of Economics, Prague, where he also accomplished his doctoral studies. Ondřej is dedicated to the investigation of entrepreneurial activity, evaluation of the impacts of public policies supporting entrepreneurship and entrepreneurial economics.

He is involved in various international projects, and he also actively contributes to the development of the academic community as a reviewer of academic studies and research projects. Ondřej is a member of editorial advisory boards of several journals, and he is also active in other professional organisations. He is a member of the Czech Evaluation Society, and he is a member of the Committee for Socioeconomic Development that is a part of the Czech

Government Council for Sustainable Development.