
gLOCAL Event Report

— DMEO Partnerships Team —

Presentation Structure

1. Background
2. Activity Outcomes
3. Analysis
 1. Outreach
 2. Effectiveness
 3. Systems Building
4. Recommendations
5. Way Forward

1. Background

- DMEO participated in gLOCAL International Evaluation Week, through three webinars, organized by the Partnerships team, on 2nd, 3rd and 5th June 2020
- First public webinar series organized by DMEO
- This presentation will cover outcomes from this activity, meeting three broad goals:
 - Outreach
 - Effectiveness
 - Systems-building

2. Activity Outcomes

260

Non-DMEO Participants

Outreach

- ~375 unique registrants, peak of 400 website hits
- 5 partners engaged: JPAL, UNICEF, WFP, ISB, MoTA
- High outreach to evaluation practitioners and researchers, as well as NGOs

73.7%

Participants found the sessions relevant

Effectiveness

- High audience engagement
- 63.8% of the attendees rated Very Good or Excellent
- 50% reported benefiting by increased awareness
- 44% benefited by gaining technical knowledge

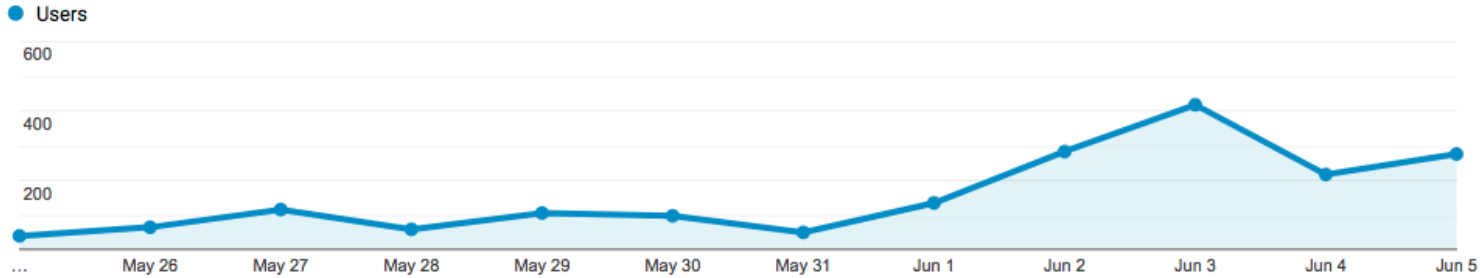
6

Documents prepared for future systems

Systems Building

- Three SOP documents (for events, moderators and technological preparation)
- Three sample documents (proposal, internal plan, moderator script)

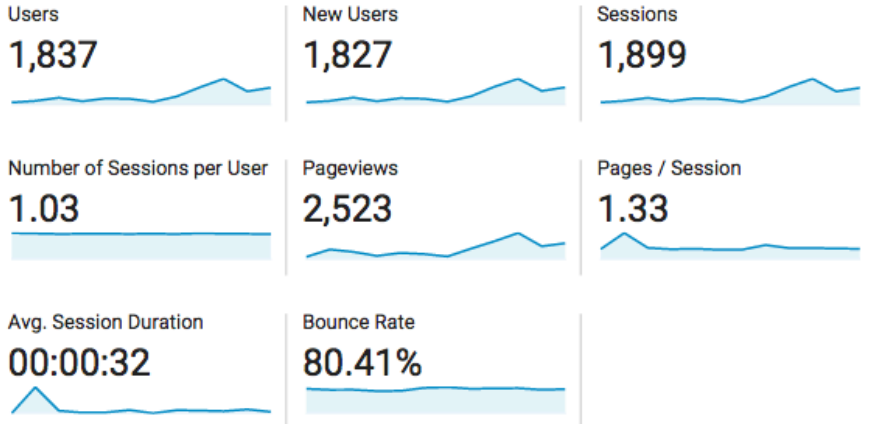
3.1 Outreach Analysis: Website



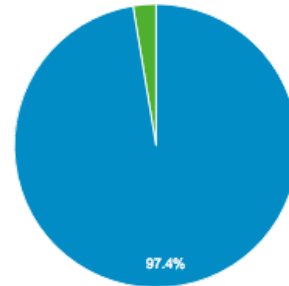
- Events drive website traffic

- Peak: 400 users

- Minimum 50% increase in hits on all three event days, versus the previous week



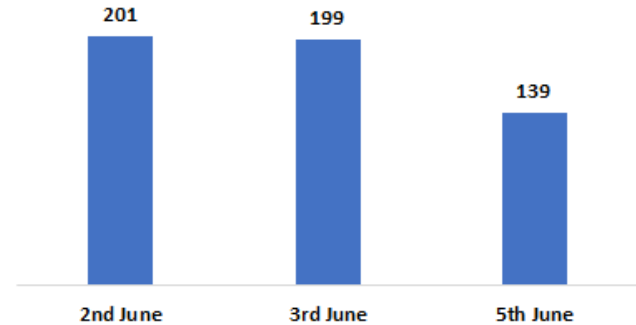
■ New Visitor ■ Returning Visitor



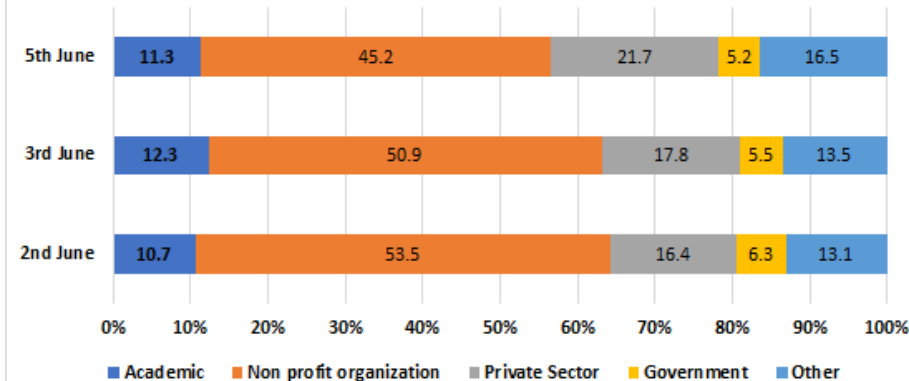
3.1 Outreach Analysis: Registrants

- **Session titles matter**
- High NGO participation, low govt participation
- High representation of evaluation practitioners & researchers

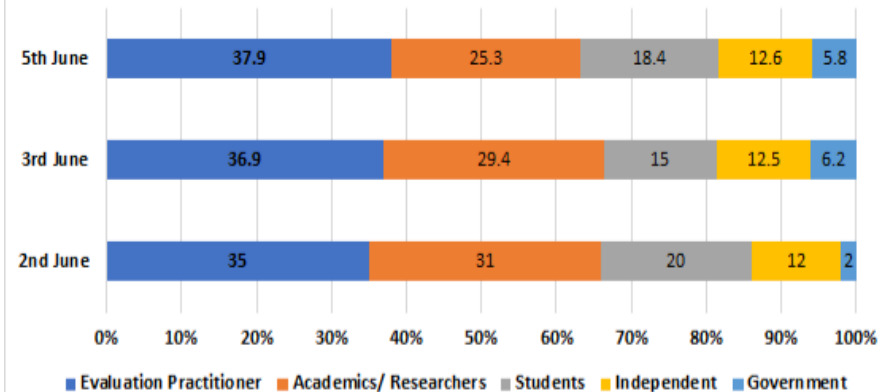
Number of Registered Participants



Affiliation of registered participants (%)

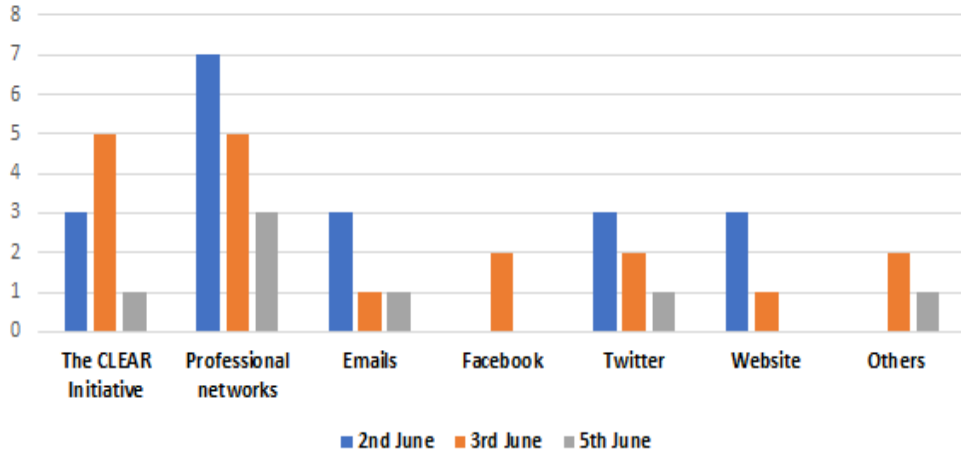


Participants by Role (%)

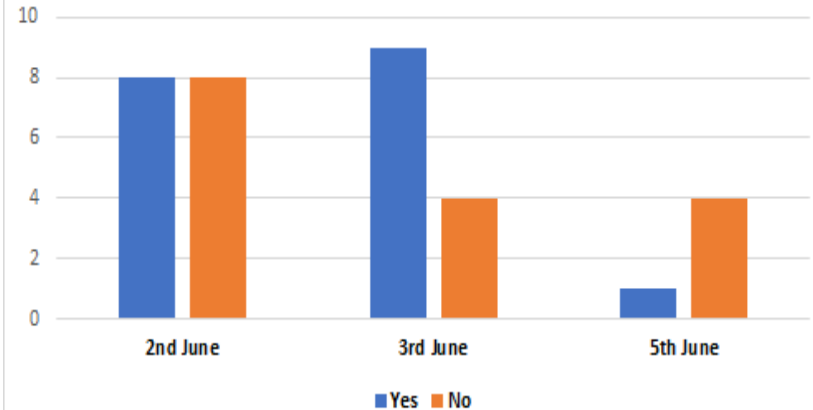


3.1 Outreach Analysis: Feedback Survey

How did you get to know about the event



If attended any events during gLOCAL Evaluation week 2019

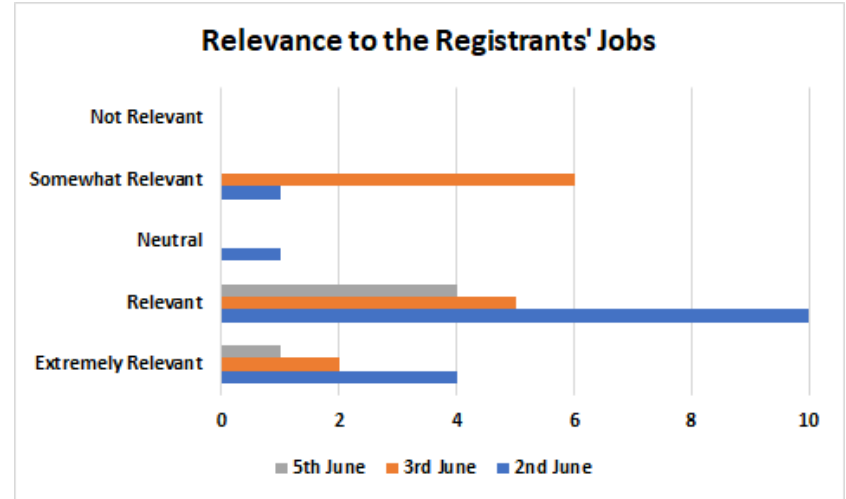
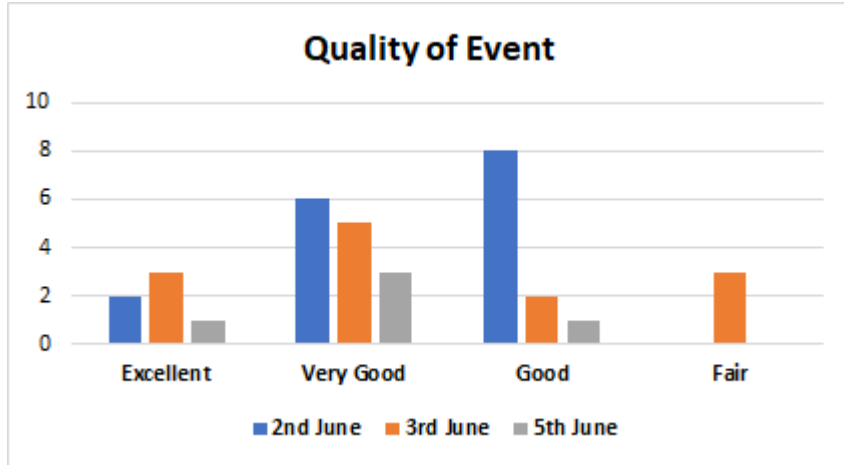


- **Professional networks are most effective at outreach**
- Much more potential in social media
- gLOCAL 2019 quality contributed to 2020 attendees for DME0

Note: The feedback survey consisted of only 34 respondents (16+13+5).

3.2 Effectiveness: Feedback Survey

- Overall quality good but room for improvement
- High relevance of the event to the registrants' jobs

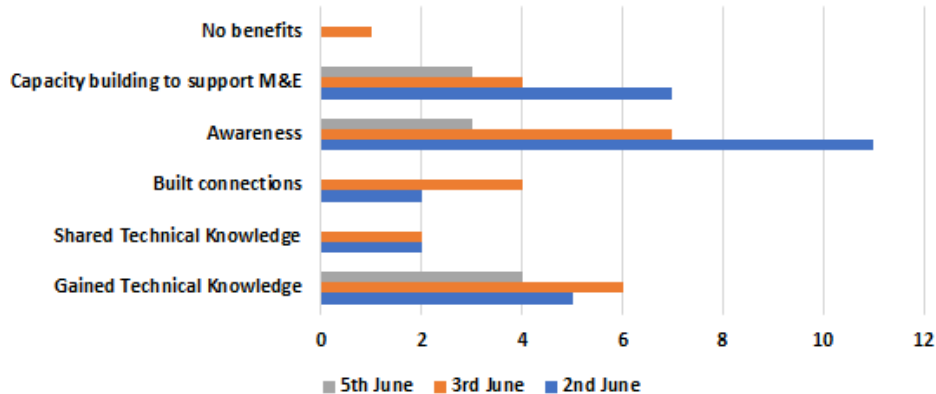


Note: The feedback survey consisted of only 34 respondents (16+13+5).

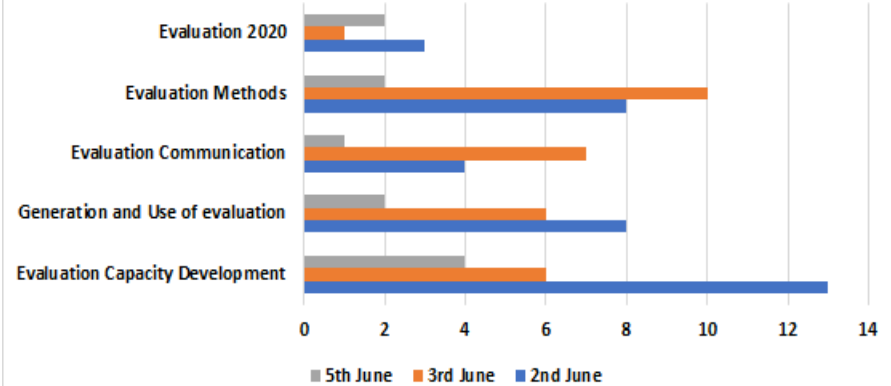
3.2 Effectiveness: Feedback Survey

- Increased awareness and technical knowledge reported as major benefit
- Evaluation capacity development and evaluation methods were topics of interest

Benefits from participating in the event



Topic of Interest for the Participants



Note: The feedback survey consisted of only 34 respondents (16+13+5).

3.3 Systems Building

3 SOP Documents, with Samples:

1. [Event Organizing SOP](#): Step-by-step activities to help future organizers
 - a. [Sample Event Proposal](#)
 - b. [Sample Event Plan](#)
2. [Panel Moderator SOP](#): Step-by-step activities to help panel moderators
 - a. [Sample Moderator Script](#)
3. Technological Preparation Guidelines

4. Recommendations

Systems Building

Outreach

- Adequate time for preparation and promotion is key
- Topic selection & titling of sessions Eg: Capacity devpt, generation & use of evaluations
- Dedicated communications person to coordinate closely with NITI comms, handle social media etc, with a focus on LinkedIn
- Own technological capabilities for conducting and live-streaming webinars + specific role assigned
- Podcast channel (NITI comms) for uploading audio-only files

Effectiveness

- Feedback needs to be taken with a pinch of salt as respondent numbers are low
- Capacity building for camera and media training
- Dedicated room or appropriately chosen background for panelists joining from the office, including light, acoustics

5. Way Forward

- Elicit feedback from the team on SOPs
- Discuss and incorporate suggestions
- Institutionalize
 - Filing of these documents?
 - Upload on website?
 - Other ways?
- Use for future events
- Revise after future events

Suggestions from Brainstorming

- **Outreach:**
 - **Email list** including States, Ministries, individual researchers
 - Consider **State officials** as panelists, eg. Karnataka
 - **Social Media** Optimization + LinkedIn focus including individual profiles
 - Structured **SEO** for Website to target front page of Google (Adwords)
 - Try for backward and forward **linkages** with prominent M&E websites, and NGO websites
NGObox.com, Devnet, Devex etc.
 - **Powerpoints** to be uploaded and disseminated post session
- **Engagement and Effectiveness:**
 - Plenary + Break out sessions/rooms
 - Real time suggestions, show of hands
 - Voting on questions for prioritization
 - In feedback form, add space for follow up questions
- **Institutionalization:**
 - Need to document SOPs and Toolkits as publications and upload on website
 - Event Initiation: Periodic forums for individual researchers to share findings with relevant govt. officials to bring evidence into policy-making

Thank You!