gLOCAL Event Report

DMEO Partnerships Team

9th June 2020
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

### 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

### 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

### 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

- Users: 1,837
- New Users: 1,827
- Sessions: 1,899
- Number of Sessions per User: 1.03
- Pageviews: 2,523
- Pages / Session: 1.33
- Avg. Session Duration: 00:00:32
- Bounce Rate: 80.41%
3.1 Outreach Analysis: Registrants

- Session titles matter
- High NGO participation, low govt participation
- High representation of evaluation practitioners & researchers
3.1 Outreach Analysis: Feedback Survey

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

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

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3.2 Effectiveness: Feedback Survey

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

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!