

Effective and Creative Evaluation Report Writing:

E-Learning Course

This course focuses on the key product of an evaluation: the evaluation report. In this course, students will learn best practices for effective and creative report writing specific to evaluation reports. Learning points and practical exercises are combined to develop skills in putting together an effective and engaging evaluation report.

Aim:

By the end of the course, the participants will be able to:

- Understand the key preparatory elements needed for an effective evaluation report;
- Learn the best principles for evaluation structure, content and design;
- Understand the key preparatory elements needed for an effective evaluation report;
- Learn how to present evaluation data in diverse manners and formats;
- Develop writing skills specific to evaluation reports.

Target audience:

Field and HQ staff of humanitarian organisations, government agencies and the private sector; evaluation consultants, researchers and support staff; evaluation managers; teaching and research staff working in the evaluation field; communication and information specialists.

Trainer:

Glenn O'Neil, Evaluation consultant. Glenn led some 100 evaluations, research and communication projects for international organizations and NGOs in over 40 countries, with a specialization in the communications, advocacy and media areas.

Effective and Creative Evaluation Report Writing:

Course Content

Course Features:



Interactivity



Experts



Assessment



Videos



Case Studies



Resources



Certificate

Module 1: Before you write

- Evaluation Report as a part of the evaluation process and as a key communication tool;
- Main strategic and tactical considerations before writing the Evaluation Report;
- Tips for getting ready to write the report.

Module 2: Structure and content of the Evaluation Report

- Key components of the Evaluation Report;
- Approaches to structuring the report;
- Skills to improve the logic and flow of information, tone and style of the Evaluation Report.

Module 3: Key components of the Evaluation Report

- Findings as the most important part of the report;
- Techniques to develop and improve Conclusions;
- Characteristics of Effective Recommendations and skills to ensure feasibility of Recommendations;
- Do-s and Don't-s of writing the Executive Summary.

Module 4: Design of the Evaluation Report

- Graphical tools to communicate the findings;
- Main design principles and effective use of visual items to support findings;
- Skills to improve the design of charts, tables, text, illustrations, and the overall layout;
- Effective summaries to present the evaluation findings in a snapshot format.

Module 5: Promoting the Evaluation Report

- Final report check list;
- Why, when and how to promote the Evaluation Report;
- The primary audience and effective communication of the findings;
- Successful report presentation and its different formats/learning tools, depending on the audience;
- Action plan for effective follow up.

Course price: US\$375.-

To know more and to enroll to the course, please visit: www.traass.org or contact us: contact@traass.org

