NEW COURSE!

Results in Advocacy:
an advocate’s guide to impact assessment

3rd and 4th Dec 2013 | Room 6, National Council for Voluntary Organisations (NCVO), 8 All Saints Street, LONDON

COURSE OVERVIEW

The course has been designed and will be facilitated by Gavin Stedman-Bryce, Head of Research and Evaluation at Pamoja Consulting. As a respected evaluation professional, Gavin has conducted complex evaluations in over 20 countries for organisations that include Oxfam, Concern Worldwide and the International HIV/AIDS Alliance. Gavin has worked in advocacy for over 10 years and is currently leading advocacy efforts in the UK for the International AIDS Vaccine Initiative. Gavin's work in advocacy impact assessment is helping to shape effective approaches to measuring results in advocacy, a topic he will be presenting on at the forthcoming American Evaluation Society Annual Conference in Washington DC.

Gavin's first-hand experience has highlighted just how difficult assessing the impact of an organisation’s advocacy activities can be, whether this is due to conceptual, technical or even practical reasons. With value for money more important than ever, it is important that organisations can clearly demonstrate the impact of their advocacy initiatives for the benefit of all stakeholders, and in particular their donors.

This new course introduces advocates to a variety of practical approaches in assessing the impact of their work, using proven techniques that work in real-life situations. You will be introduced to tools and helped to identify the best for your context. This course will give you the skills you need to build an effective evaluation framework, designed to capture results, aid future learning and shape practice.

KEY BENEFITS

- This course will assist participants to better demonstrate results in advocacy, crucial in tough economic times when competition for resources and the attention of policymakers and decision makers is increasingly challenging.

- It will provide you with new tools to aid effective planning and good practice, both key factors in securing support for initiatives to ensure you and your organisation face fewer funding challenges.

- You will learn additional skills for demonstrating results in advocacy which is vital when building and maintaining your organisation’s base of supporters and in securing the confidence of your donors.

Over two days participants will be introduced to rigorous non-experimental approaches to advocacy impact assessment.

WHO SHOULD ATTEND?

The course is designed for advocates and those engaged in monitoring and evaluating advocacy activities.

LEARNING OUTCOMES
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✓ Understand the main challenges inherent in evaluating advocacy, policy and campaigning work
✓ Develop your skills in planning advocacy initiatives that enhance effective monitoring and evaluation
✓ Know how to apply theory of change in planning and evaluating your advocacy work
✓ Understand how to get the best from non-experimental methodologies for advocacy impact assessment
✓ Be familiar with how to develop a monitoring and evaluation framework.

COURSE CONTENT

✓ The course makes use of a range of learning approaches, including: presentations, group work, facilitated discussion sessions, and case studies
✓ All participants will be provided with a fully indexed and easily accessible digital toolkit to help embed the course learning in practice

DELIVERY STYLE

This is a participatory course with a comprehensive mix of theory, practice and dialogue. Participants will be encouraged to learn by using examples from their own advocacy work and practice.

COST

£600 +VAT. The course fee includes lunch and refreshments on both days and a digital toolkit of resources. A group discount is also available for bookings of three or more.

HOW TO BOOK

We encourage you to book early for this exciting new course as places are limited. You can book your place on our website: www.pamoja.uk.com/training. Alternatively you can book by calling 01273 509 683.