



Harley House  
Consultants Inc.

# The Power of Communications Evaluation (HH-04)

## ***Making Communicators Better Managers – Making Managers Better Communicators***

### **Introduction**

New digital technologies have revolutionized our access to data on the communications habits of Canadians. But how do we use that information to create success for our communications programs and generate new and innovative methods of to build our relationships with audience groups? This three-session virtual (or one-day classroom delivery) course teaches participants how to harness the power of performance information and turn it into more effective, innovative communications plans for the future.

### **Schedule**

- Day 1**  
(2 hours)
- Introductions & Individual Objectives
  - Session I – The Case for Evaluation
    - Changing government policies
    - Communications competencies
    - Proving our worth
    - Getting to innovation
  - Session II – Options and Characteristics
- Day 2**  
(2 hours)
- Session III – The Project Evaluation Process
    - The four steps to effective evaluation
    - Different measurement approaches
    - Towards a culture of evaluation
  - Session IV – Case Study Assignments
- Breakout Group Assignment**
- Day 3**  
(1 hour)
- Session V – Case Study Presentations
  - Session VI – Making it happen in your workplace
    - Impediments
    - Solutions
    - Strategies for implementation
  - Session VII - Review and Wrap Up

### **Overview**

This course provides participants with a road map to successful use evaluation in all their future communications activities. It builds motivation, knowledge, and skill by delving into all elements required to bring the power of evaluation to bear in their communications undertakings:

- The rationale
- A systematic approach
- Modern tools and techniques
- Implementation strategies that will make it all possible

### **Who Will Benefit?**

Mid-level communications officers, advisors, and aspiring managers at the IS-3 to IS-5 level in all areas of communications activity.

### **How Will You Benefit?**

Participants will leave the session with an understanding of why, when, and how to evaluate the performance of communications outputs and services. Emphasis is placed on linking communications activities to program and departmental goals and making effective use of data and analysis following completion of evaluation work.

### **Fees:**

Remote Learning – Video Conferencing: \$3,000 per Department/Agency - max 12 participants (includes printed participants manual)  
In classroom: \$500.00 per participant (Fee includes: Manual, Lunch, Breaks)

### **Schedule:**

<b>Venue:</b>	<b>Date:</b>	<b>Location:</b>
Virtual Delivery	Negotiable	Remote
Classroom	TBD	National Capital Region

### **For More Information / To Register:**

For more information, or to register, please contact Dale Harley at 613-882-5684 or at [dale@harleyhouse.com](mailto:dale@harleyhouse.com)  
For more information about other Communications Training sessions visit our web site at [www.harleyhouse.com](http://www.harleyhouse.com)