



Effective and Creative Evaluation Report Writing: E-Learning Course

This online 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.



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

