



Museum Development London Skills Plus Training

An Introduction to Evaluation

Date: Wednesday 29 September

Time: 10:00 – 13:00

Location: Online (Zoom)

Facilitator: MDO Workforce

Trainer: Nicky Boyd

What will be covered?

This workshop provides an introduction to undertaking evaluation in your own organisation, making the data useful, reporting to funders and working within your team's capacity. Participants will explore what evaluation is, the different types of data and stages of evaluation, useful models and frameworks, developing targets and intended outcomes, asking the right questions, data protection legislation and ethics. Participants will discuss traditional, creative and online evaluation tools, audience appropriateness, incentives and sampling. Participants will also find out more about collating, analysing and interpreting data as well as reporting findings internally and externally.

Who should attend?

Museum employees and volunteers who are looking for an introduction and/or refresher course in evaluation.

Approximate timetable:

10:00	Arrival, Welcome, Introductions
10:15 – 11.15	Theory and Practice
11:14 – 11:25	Break
11:25 – 12:25	Collecting Data and Evidence
12:24 – 12:45	Understanding, Sharing and Using Evidence
12:45 – 13:00	Q&A

Learning objectives

By the end of this course participants will have a better understanding of how to plan evaluation and find out which tools are available and how to use them.

Support towards Museum Accreditation:

Users and their Experiences:

- 8 Understand and develop your audiences
- 8.1 To understand who uses your museum, and who doesn't
- 8.2 To use information to assess your users' needs
- 8.3 To have a plan for developing your range of users

Further information

Please ensure you have your line manager's permission to attend before booking your place. Final confirmation of places will be sent out at least a week before the course. Please keep the **29 September** available in your diary until your place has been confirmed.

Priority is given to staff working in non-national and non-National Portfolio museums in the London region.

 @LondonMusDev



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