



PROVING IMPACTS > MEL support in the design phase, at the beginning of your project

Designing Communication for M&E and Innovation Uptake in your DeSIRA project

Why should you choose this course?

Do you feel sometimes frustrated because the results of your research or innovation are not being considered by policy makers, peers or other stakeholders you feel would benefit from them? Do you struggle with presenting your M&E results in an attractive way?

This online course will help you formulate your communication strategy and provides opportunities to practice with tools and techniques that support the communication of your M&E results.

Learning objectives

At the end of the online course, participants have:

- Outlined an effective communication strategy for their DeSIRA project.
- Practiced with gathering visual information in a structured way.
- Identified effective communication products, based on their communication strategy.

Course delivery methods



A series of **four** 2h online live **training sessions**, facilitated by an expert on programme communication.



Individual assignments to be done prior to the live training sessions.



Possibility of individual/group mentoring sessions over a two months period as follow-up of the implementation of the course content.

Target audience

- Communication officers of DeSIRA projects.
- DeSIRA staff involved with communication of M&E results and research uptake.

Overview of content

Module 1: Introduction to user centered communication

- Introduction to communication design
- Introduction of the 3 main topics.
- Groupwork: inventory of skills, needs & questions.
- Homework & reading material for next session

Module 2: Setting up a communication strategy

- Asking the right questions
- Setting up a communication matrix
- Homework & reading material for next session

Module 3: Collecting visual data with the AEIOU Framework

- Groupwork: discuss homework session 02
- Introduction AEIOU framework
- Homework & reading material for next session

Module 4: Creating communication products

- Designing formats
- Means & budget
- Groupwork: conclusion

Planned dates – book your calendars!

Session *	Dates	Location	Language	Registration deadline	Registration link
		Online	English	Dec 05 th , 2022	https://forms.gle/UBqxYMG8wAcmaFy47
Module 1	2022, Dec 12				
Module 2	2023, Jan 16				
Module 3	2023, Jan 23				
Module 4	2023, Jan 30				

*A second English session and a French and/or Spanish session will be organized only if there are enough requests. A dedicated question is included in the registration form following the application link.

Registration

- Click on <https://forms.gle/UBqxYMG8wAcmaFy47>
- Once registered, you will receive confirmation by email and information to access the course.

Related courses and service offering

This course will build further on the course on theory of change and feed the course on structuring your monitoring, evaluation and learning.

FAQ

- Who to contact about this course? Roger Reuver at: service@desiralift.org
- Where can I find more information on the support services for proving impact? Please visit https://padlet.com/Service_DeSIRA_LIFT/n2ld39kf0i7p1sjo
- Where can I find information on the overall DeSIRA-LIFT service offering to Pillar 1 projects? Please visit the following link <https://www.desiralift.org/service-area-1/>
- Where can I send general questions, comments and suggestions about the DeSIRA-LIFT service offer to Pillar 1 DeSIRA projects? Please send them to service@desiralift.org