

MASTERCLASS

How to Measure & Evaluate Social Outcomes

8 & 9 April 2019
Sydney

11 & 12 April 2019
Perth

29 & 30 April 2019
Brisbane

2 & 3 May 2019
Melbourne

Masterclass Facilitator



Jen Riley
Principal Consultant
Clear Horizon

Clear Horizon

Get case consultation with a leading expert in social outcomes measurement

SAVE \$600

when you book & pay by
24th January 2019

Benefits of attending

- Develop a more strategic approach to outcomes measurement
- Apply modern measurement & evaluation tools & frameworks to advance your work
- Unpack opportunities & challenges in transitioning to digital outcomes
- Enhance stakeholder engagement & work towards a co-design approach

Spaces are limited, book today!
Call 1300 316 882 to register

Your guide to effective outcomes measurement & evaluation from theory to practice

For-purpose organisations are driven by their mission and want to know the work they are doing is making a difference and creating positive social change. Critical to the ability for organisations to do this is effective outcomes measurement.

Whether you are looking at how to improve measurement for funding purposes, reporting requirements, or service design and delivery, this masterclass will equip you with the tools and knowledge to drive continuous improvement to help advance the social impact of your organisation.

This masterclass will take a deep dive into recent trends and tools in impact measurement and will provide you with the skills to enable you to be more strategic in the way you prioritise, measure and report on your outcomes.

Masterclass Facilitator



Jen Riley
Principal Consultant
Clear Horizon

Clear Horizon

As a Principal Consultant of Clear Horizon, Jen has highly developed program design, monitoring and evaluation skills, including qualitative and quantitative research methods, and is experienced in developing data management systems and data dashboard solutions for social change.

Jen is experienced in co-design, delivery and evaluation of collaborations working with complex and wicked social problems including poverty, homelessness, Aboriginal and Torres Strait Islander health and development, school to work transitions and school readiness in vulnerable communities.

She is skilled and trained in a range of reporting and communication formats to engage and mobilise communities and stakeholders to improve practice and is a sought-after facilitator and trainer to improve knowledge and skills in the areas of design and evaluation, especially in cross-sector collaborations and has excellent relationship management and interpersonal skills, with experience working with individuals from a range of NGOs, corporations, charitable organisations and government agencies.

Why should you attend this masterclass?

- **Get case consultation** with a leading expert in social outcomes measurement
- **Move your project to the next step** - bring your outcomes data and get expert and peer-reviewed feedback
- **Build valuable connections with like-minded people** - get the chance to develop a community of practice to support you on your continuing outcomes journey

"This is a conference that will give you the courage and some skills to embark on the social outcomes journey - or to pick it up again if you flag."

- Barbara Bates, Executive Officer, Paint the Town Read, Measuring Social Outcomes conference attendee 2018

"This conference met all my expectations and more. The right people, topic, content and opportunities to network."

- Kim Casburn, Royal Care West, Head of Service Innovation & Research, Measuring Social Outcomes conference attendee 2018

Who will attend?

Representatives from for-purpose organisations with roles & responsibilities of:

- Chief Executive Officer
- Program Manager
- Research
- Evaluation
- Measurement
- Impact
- Strategy
- Reporting
- Policy/Finance

How to Measure & Evaluate Social Outcomes

Day 1

8:30 Registration, coffee & networking

9:00 Welcome & introduction

9:10 Setting the scene

In this session, you'll get to know who's in the room and what challenges they face when it comes to measuring and evaluating social outcomes. The group will get a chance to discuss and set some goals they want to achieve and get out of the masterclass.

10:00 Current trends & future directions

- Digital data collection, storage and reporting
- Complexity-aware outcomes measurement
- Evaluating systems changes
- Place-Based-Shared Measurement Frameworks

11:00 Morning tea & networking

11:30 Developing a modern outcomes toolkit

- Why measure outcomes? For who and for what use?
- Making your approach fit for purpose
- Linking measurement to decision making and planning
- Weighing up the different measurement tools and frameworks
- Deciding which method to apply and being strategic in your execution
- Using outcomes data to improve services and leverage funding

1:00 Networking lunch

2:00 Transitioning to digital outcomes - opportunities & challenges

- Examining new digital tools and methods that support effective measurement practices
- Better managing data collection and storage to improve data sharing and linkage
- Automating feedback and creating quicker feedback loops to meet the needs of your stakeholders
- Addressing privacy concerns

3:30 Afternoon tea & networking

4:00 Key learnings from the day

Review and consolidate the key learnings from today and surface questions. Attendees will be asked to share projects, data and measurement and evaluation challenges to crowdsource key areas of focus for the next days session.

4:30 Closing remarks and close of day one

Day 2

8:30 Welcome, coffee & networking

9:00 How do you manage complexity in outcomes measurement?

- Measuring outcomes across systems and across the organisation
- Unpacking key reasons why measurement fails in organisations and how to overcome this
- Extracting measurable data from case notes, interviews and open ended feedback

10:00 Enhancing stakeholder engagement & communication

- Co-designing outcomes between your stakeholders
- Communicating the value of the work you do
- Understanding what your community values are

10:30 Morning tea & networking

11:00 Case consultation

Using the tried and tested 'Case consultation' method, this Interactive session will provide the opportunity to deep dive into participants current challenges. You will get the chance to have personal case consultation through expert and peer review.

12:30 Networking lunch

1:30 Case consultation continued

3:00 Afternoon tea & networking

3:30 Creating & sharing your plans

In this session, participants will get the opportunity to consolidate all key learnings across the masterclass and develop an action plan moving forward as well as workshop any outside outstanding or emerging challenges raised throughout the two days. The facilitator will provide insights from her toolkit based on the groups needs.

4:30 Closing remarks and close of masterclass

Pricing & Registration

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11 & 12 April 2019 Perth

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2 & 3 May 2019 Melbourne

How To Register



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www.criterionconferences.com/event/social-outcomes-masterclass



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Tick relevant box	Book & pay by 24 Jan 2019*	Book & pay by 22 Feb 2019*	Book & pay by 22 Mar 2019*	Standard price AFTER 22 Mar 2019*
Standard Delegate Rate				
<input type="checkbox"/> 2 Day Conference	\$1599 + GST = \$1758.90	\$1799 + GST = \$1978.90	\$1999 + GST = \$2198.90	\$2199 + GST = \$2418.90
	SAVE \$600	SAVE \$400	SAVE \$200	

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Please note group bookings must be made for the same package at the same time and discounts are valid off the current price.

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