Evaluation of communication effectiveness
CAP of MA JROP – Objective 1
CAP of MA SPD 2 – Objective 2

I. **Used Information and Publicity Measures**
   Coordinated design – logos
   Establishment of the communication channel

II. **Tools**

   **Information tools:**
   - Internet
   - Programme publications, manuals, booklets
   - Seminars, workshops, conferences
   - Information centers
   - Face to face consultancy
Promotional tools:

- Media relations – print, broadcast and on-line
- Posters, leaflets – project sheets
- Digital media
- Press releases
- Advertising
- Bulletins

Others:

- Partnerships in the regional and local level

Evaluation of effectiveness of used information and promotional tools
Evaluation as a prerequisite for effective communication plan

**KEY INPUT**

- **Evaluation**
  - summarizes all communication activities of previous period
  - gives feedback from key target groups
  - identifies the more and less effective communication tools
  - provides with practical recommendations for improvement
  - analyzes strength and weaknesses of implementation

**PROVEN INSTRUMENT**

- **Communication plan**
  - Improves implementation action plan
  - Gives good arguments for budgetary negotiations
  - Helps specify comm. tools and gives reasoning for concrete activities
  - Provides experience & skills
  - Clarifies comm. objectives
  - Key building stones

**OBJECTIVES**

- Effective communication
- Informed, motivated and convinced target groups
- High interest on SF OP, high quality applications
- Satisfactory absorption capacity
- Positive impact of EU regional policy on peoples everyday life
Evaluation experience in Czech republic – selected case studies

Regional Authority of Usti Region

Regional Authority of Prague Region

Regional Authority of South Bohemian Region

Managing Authority of OP Agriculture

Managing Authority of JROP
Evaluation methodology 1/2

Using **objective** and **subjective** sources of information

Sources of evaluation:

- **Quantitative** sources – statistical data, SF absorption results, quantitative market research methods (representative surveys, questionnaires and barometers)
- **Qualitative** sources – in-depth interviews, informal meetings
- EU, national and regional legal and administrative **documents**, monitoring reports
- **Personal** experience

**Limits** to evaluation:

- **Insufficient definition** of evaluation indicators and general communication objectives
Evaluation methodology 2/2

Quantitative & qualitative sources
Legal documents & monitoring reports
Subjective assessment based on personal experience

Media communication | On-line communication | Publication activities | Direct communication | Promotional objects

Positive and negative aspects of communication structure
Conclusions and practical recommendations
Media communication 1/2

Evaluation base:
- advertisements
- press releases
- electronic database of articles and information published/broadcast in the monitored media

Methods of evaluation:
- content, graphical layout, airing and budget related to ads
- content, distribution and frequency of press releases
- monitoring and quantitative/qualitative analysis of articles/news as a result of press releases and media relations
Media communication 2/2

Evaluation of Ad: „European Money supports Czech projects“

Evaluation of EU publicity
- clearly identifiable with EU funding and with the advertiser?

Content evaluation
- clear message?
- addressing correct target group?
- understandable text?

Visual evaluation
- attractive format?
- eye-catching pictures?
- dynamic graphic layout?
On-line communication 1/2

Evaluation base:
- websites related to the OPs
- interviews with the webmasters/managing authorities
- in-depth interviews with target groups

Methods of evaluation:
- access to the website, basic orientation in homepage
- structure of on-line content related to OP (menu)
- form and content of on-line area (graphic design, language clarity, etc.)
- accessibility of the required information (e.g. number of clicks, links)
- website promotion
Can the website be found easily? How is it promoted?

Is the info structure clearly arranged? Is the site navigation simple and understandable for target groups?

Are the content and form of information sufficient and understandable?
Publication activities 1/2

Evaluation base:
- publications/brochures/leaflets issued by MA/IB
- interviews with communication officers
- in-depth interviews with target groups, general surveys

Methods of evaluation:
- ability to catch the attention
- visual identity (unified and easily identifiable graphic design)
- structural and textual clarity for target groups
- quality of distribution network
Publication activities 2/2

Example of visual presentation typical for the launching project (no corporate identity from the beginning):

Example of visual presentation from the later period – when corporate identity already exists:
Direct communication

**Evaluation base:**
- analysis of a sample conference (seminar, workshop)
- interviews with communication officers
- in-depth interviews with target groups (e.g. SPD 2), feedback from the event participants

**Methods of evaluation:**
- clear and structured educational plan
- quality of overall organization (venue, timing, budget, invitations)
- design, length and content of presentations, skills of presentators
Promotional objects

**Evaluation base:**
- examples of objects, their distribution and budget
- interviews with communication officers
- in-depth interviews with target groups (e.g. SPD 2)

**Modes of evaluation:**
- distribution network
- impact on target groups
Evaluation summary and recommendations

3-level classification table

<table>
<thead>
<tr>
<th>Classification</th>
<th>Compliance with comm. objectives</th>
<th>Efficiency of management</th>
<th>Efficiency of financing</th>
<th>Effectiveness of distribution</th>
<th>Effectiveness of targeting</th>
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</thead>
<tbody>
<tr>
<td>Media communication</td>
<td>Strengthen presentation of completed projects</td>
<td>Strengthen cooperation among the organizational units</td>
<td>Increase budget and make financing transparent</td>
<td>Focus on targeted (professional) media</td>
<td>Conduct detailed media planning</td>
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<tr>
<td>On-line communication</td>
<td>Add case studies</td>
<td>Unify on-line space and web mastering</td>
<td>Plan and monitor the costs</td>
<td>Improve the web site promotion</td>
<td>Simplify the navigation</td>
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<tr>
<td>Publication activities</td>
<td>Set up objectives of publication activities</td>
<td>Define editorial plan and management</td>
<td>Specify and monitor the costs</td>
<td>Define the rules of distribution</td>
<td>Unify visual identity</td>
</tr>
<tr>
<td>Direct communication</td>
<td>Monitor and analyze feedback</td>
<td>Make multi-source financing transparent</td>
<td>Use a network of innovation centers</td>
<td>Create a database of contacts</td>
<td></td>
</tr>
<tr>
<td>Promotional objects</td>
<td>Set up a system of production and distribution</td>
<td>Monitor and reduce the costs</td>
<td>Develop distribution channels</td>
<td>Reduce the objects’ selection</td>
<td></td>
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</tbody>
</table>
Structure of communication plan/strategy

- Introduction
- Analysis of background situation
  - External & internal inputs
- Objectives definition

- Definition & characteristics of target groups
- Strategy of communication
  - Content of messages
  - Tools and methods of communication

- Action plan for 2007
  - Timetable of communication activities
  - Budget

- Management Team - responsibilities

- Rules of ongoing monitoring
  - Criteria for evaluation
Thank you for your attention.

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