



<b>SESSION NUMBER &amp; TITLE</b>
<b>Parallel Session 18 - The Communication Rhapsody</b>
<b>SESSION TAKE AWAY</b>
<p>Feedback and communication of evaluation results is an integral part of the evaluation cycle. Effective feedback contributes to improving development policies, programs, and practices by providing policymakers with the relevant evaluation information for making informed decisions.</p> <p>In this interactive session, the discussants will highlight challenges and good practices followed by their organization on how to get the lessons across to target audiences, preferred methods of communicating, what works and what does not.</p>
<b>SUBTHEME</b>
<b>Inclusive partnership</b>
<b>ORGANIZATION/S</b>
ADB-IED
<b>PANELIST/DISCUSSANT #1: Saleha Waseem, Senior Evaluation Specialist, Independent Evaluation Department (IED)</b>
<p><b>2 KEY MESSAGES</b></p> <p>1. Presented the importance of effective communication in the context of evaluation and knowledge dissemination. The speaker discusses the need to communicate evaluation findings clearly, precisely, and succinctly to various audiences. They emphasize the role of communication in making evaluation results valuable and how it aligns with evaluation principles, policies, and strategies. Additionally, they touch upon challenges such as changing knowledge needs, credibility of evaluations, and the reluctance of corporate communication teams to address issues openly.</p> <p>2. She mentioned the importance of strategic communication in evaluation, celebrating successes, building relationships, and making the most of available resources to convey valuable evaluation insights.</p>
<b>PANELIST/DISCUSSANT #2: Neelakshi Mann, Program Director, Asia International Initiative for Impact Evaluation (3ie)</b>
<p><b>2 KEY MESSAGES</b></p> <p>1. Emphasizes that communication should not be taken for granted in research projects and that it requires a strategic approach. Communication is not intuitive; it requires planning, adherence</p>

to communication principles, and a clear strategy. The speaker highlights that even in the midst of research projects, effective communication should not be overlooked.

2. She discussed the significance of stakeholder engagement and communication planning in research projects. They stress the importance of aligning the research team with the communication process and provide an example of stakeholder mapping and engagement. Additionally, the speaker mentions the need to adapt communication products and activities to different stages of research and evaluation.

**MODERATOR: Jeffrey Chelsky, Manager  
Economic Management and Country Programs Unit, Independent Evaluation Group (IEG),  
World Bank (WB)**

### 3 KEY MESSAGES

1. The speaker emphasizes that it's crucial to understand your audience and recognize that what you find interesting may not be as fascinating to others.

2. The speaker differentiates between internal and external communication. Internal communication involves disseminating findings within the institution, while external communication focuses on reaching stakeholders outside the organization.

3. The speaker highlights the effectiveness of using the local language when communicating with diverse audiences. He also mention the importance of eliminating jargon to ensure clarity in communication.

### Q&A SUMMARY

Question 1: How do you measure a partner's culture of evidence use when working with them, and do you try to strengthen this culture throughout the engagement?

Answer: The speaker mentions that they evaluate a partner's culture of evidence use by looking at indicators such as media use, the number of studies they conduct, and budget allocation for evaluation. They also engage with partners through discussions, workshops, and capacity-building efforts to strengthen this culture. However, the extent to which they invest time and effort in this depends on their bandwidth and specific strategies.

Question 2: How do you balance between being constructive in communication and raising tough issues that might be uncomfortable for stakeholders, including politicians?

Answer: They emphasize the importance of avoiding "gotcha moments" and maintaining a constructive tone. However, they also raise the concern that being overly constructive might lead to quieting down or accommodating difficult messages, and they question whether this is always the best approach.

Question 3: What are the essential components of a communication strategy for new evaluations, and how do you determine what to prioritize in your communication?

Answer: They emphasize the importance of measuring the impact of communication efforts beyond simple metrics like the number of views. They also suggest that communication should focus on changing behavior rather than just getting media coverage.

Question 5: What is contribution tracing, and how does it help in measuring the influence or impact of evaluation communication efforts?

Answer: They mention that it involves determining whether communication efforts have influenced behavior and that it can be challenging to measure. Contribution tracing likely refers to the process of tracing the impact or contribution of communication activities to achieving desired outcomes or behavior changes.

### **SESSION COORDINATOR**

Jullie Ann Palomares