

# Conducting Effective IPR Public Education & Awareness Campaigns for SMEs

1 – 3 APRIL 2009, MELBOURNE, AUSTRALIA



# Conducting Effective IPR Public Education & Awareness Campaigns for SMEs

1 – 3 APRIL 2009, MELBOURNE, AUSTRALIA

## Evaluating public education and awareness campaigns

### Overview of session

Speaker 1: Vjek Bradaric, IP Australia

- Evaluation 101 – the fundamentals

Speaker 2: Soh Tze Chyn, Intellectual Property Office of Singapore

- The role evaluation plays at IPOS

Speaker 3: Narelle Riley, IP Awareness Foundation

- Case study presentation

Group activity



# Conducting Effective IPR Public Education & Awareness Campaigns for SMEs

1 – 3 APRIL 2009, MELBOURNE, AUSTRALIA

## Evaluation 101 – the fundamentals

- ➔ What is evaluation?
- ➔ Why bother?
- ➔ Types of evaluation
- ➔ Tools of the trade
- ➔ Campaign measurement model
- ➔ The 'take-homes'










## Conducting Effective IPR Public Education & Awareness Campaigns for SMEs

1 – 3 APRIL 2009, MELBOURNE, AUSTRALIA

### What is evaluation?

It's a project manager's Swiss Army Knife:

-  helps quantify performance
-  can identify and solve problems
-  find ways to improve processes
-  determines a projects worth
-  measures success or failure
-  identifies costs and benefits
-  helps build credibility and support

# Conducting Effective IPR Public Education & Awareness Campaigns for SMEs

1 – 3 APRIL 2009, MELBOURNE, AUSTRALIA

## Why bother?

...because it helps to answer 4 project 'must knows':



Should you be doing what you want to do?



Are you doing what you said you should be doing?



How well is it going?



Has it achieved the desired outcome?



# Conducting Effective IPR Public Education & Awareness Campaigns for SMEs

1 – 3 APRIL 2009, MELBOURNE, AUSTRALIA

## 3 basic types of evaluation

### **Formative (before you start)**

- ➔ Researching and evaluating other similar projects/campaigns
- ➔ Conducting a feasibility study
- ➔ Identification of costs and resources

### **Process-based (during implementation)**

- ➔ Audit to check if the plan is being implemented as intended
- ➔ Using milestones as a checklist to ensure the project is 'on track and on target'

### **Outcomes-based (on conclusion)**

- ➔ What did the project/campaign achieve?
- ➔ Was it a success or failure (or somewhere in between)?

# Conducting Effective IPR Public Education & Awareness Campaigns for SMEs

1 – 3 APRIL 2009, MELBOURNE, AUSTRALIA

## Tools of the trade

**What you should be measuring with depends on what you are measuring**

### Quantitative tools

- 📌 Surveys or questionnaires
- 📌 Gate counts, television ratings, website hits
- 📌 Time spent in exhibits
- 📌 Number of opened emails
- 📌 Number of posts to a website or comments/questions

### Qualitative tools

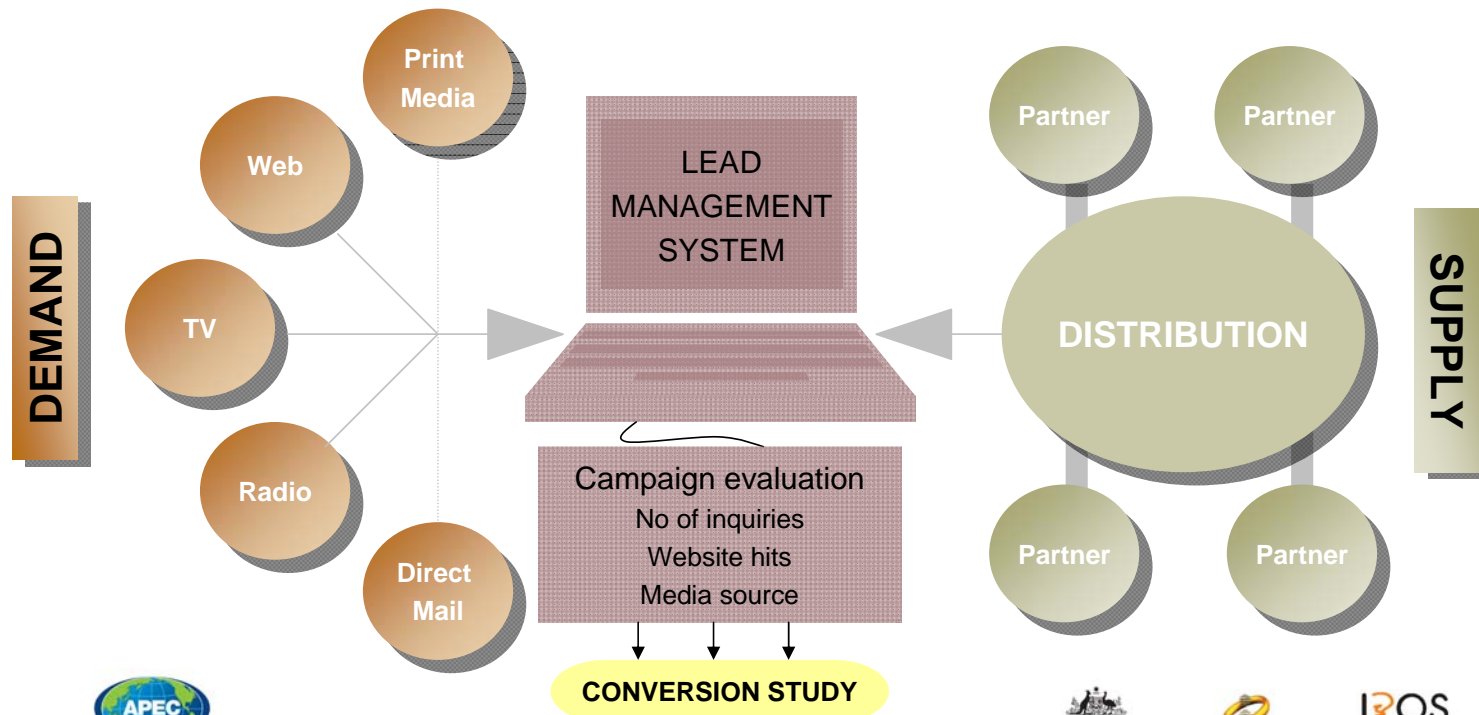
- 📌 In-depth interviews
- 📌 Focus Groups
- 📌 Observations



# Conducting Effective IPR Public Education & Awareness Campaigns for SMEs

1 – 3 APRIL 2009, MELBOURNE, AUSTRALIA

## Campaign measurement model



# Conducting Effective IPR Public Education & Awareness Campaigns for SMEs

1 – 3 APRIL 2009, MELBOURNE, AUSTRALIA

## Evaluation design

### Focus the design on your “must knows”

Before you start, stop to consider:

- ➔ What evidence do you need to gather?
- ➔ Which approach will you use (formative, process, outcome)?
- ➔ Which tools will you use?
- ➔ How much will it cost and who will do it?

**Be realistic**...it's not practical to expect an evaluation to answer all your questions



## Conducting Effective IPR Public Education & Awareness Campaigns for SMEs

1 – 3 APRIL 2009, MELBOURNE, AUSTRALIA

Key take-homes...

If you remember nothing else...

**Evaluation** is a tool to help you make decisions concerning program performance

The “**20-80**” rule applies, where 20% of the effort can produce 80% of the insights

