



# FREE VIRTUAL WORKSHOP SERIES

## Understanding Evaluation: Principles, Practices, and Integration

Thursday, September 26th, 2024 // 8:00–9:00 a.m. EST



**Presented by:**

**John Akwetey, MSc.**

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In this workshop, we will explore the importance of evaluation in assessing the impact of social purpose organizations, discuss the challenges of impact measurement, and highlight the value of frameworks like the Program Evaluation Standards. Furthermore, we will review how the integration of evaluation into impact measurement practices could effectively enhance how organizations demonstrate the positive changes they seek to create and achieve their long-term goals.



For access to this virtual workshop, please contact

**Dr. Lilliana Rodríguez-Campos**

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### Call for Workshop Proposals:

We are seeking presenters on a broad array of topics at the national and international levels.

