

title. Campaign Evaluation

Working
on what
you value

Our Manchester



MANCHESTER
CITY COUNCIL

(Optional)
Use full screen image here

Objectives

Objective 1

Succinct description of objective. Add or remove objectives to suit presentation.

See Presenter's notes for more info about content.

Objectives

Objective 2

Succinct description of objective. Add or remove objectives to suit presentation.

See Presenter's notes for more info about content.

Objectives

Objective 3

Succinct description of objective. Add or remove objectives to suit presentation.

See Presenter's notes for more info about content.

Audience

Detailed description of target audience.

Advise using short sentences in list format.

See presenter's notes for more into about content.

Key messages

List your key messages here

Key message 2

Key message 3

Key message 4

What we delivered

Heading (Social Media)

Detail about delivery. See presenter's notes for more prompts.

Heading (Print)

Detail about delivery

Heading (Press)

Detail about delivery

Heading (Survey)

Detail about delivery

Outputs

*Replace this with an image or chart
E.g. Twitter stats / website hits*

Output 1

Enter description of output 1, use stats and figures where possible.

Outputs, Out-takes and Outcomes sections can be used flexibly to suit each presentation. See presenter's notes for more info.

Add or removes outputs to suit presentation.

Outputs

*Replace this with an image or chart
E.g. Twitter stats / website hits*

Output 2

Enter description of output 1, use stats and figures where possible.

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Add or removes outputs to suit presentation.

Outputs

*Replace this with an image or chart
E.g. Twitter stats / website hits*

Output 3

Enter description of output 1, use stats and figures where possible.

Outputs, Out-takes and Outcomes sections can be used flexibly to suit each presentation. See presenter's notes for more info.

Add or removes outputs to suit presentation.

Out-takes

List key ways your audience responded

See presenter's notes for more info.

Outcomes

List key ways your audience were impacted, how have they been changed/affected?

See presenter's notes for more info.

Impact

Fill in the impacts here, use a list format. See presenter's notes for more info.

Key learning

List key learning points over the duration of the campaign

See presenter's notes for prompt questions.

What's next?

What are the next steps for this client/service?