

Is anybody listening?

Evaluating your communications program

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On Oct. 23 over 50 CPRS Ottawa/Gatineau members, non-members, and students gathered at the Courtyard Restaurant to hear Bernard Gauthier, Managing Partner at Delta Media speak about the importance of evaluating communications programs.

In his presentation, Gauthier said the majority of professionals do not do any evaluation. According to him, the three main reasons are time money, and anxiety.

Gauthier encouraged communicators to use multiple evaluation techniques when surveying audiences, to give incentives for respondents to complete surveys and to keep surveys simple.

"We're in the business of changing opinions and attitudes," said Gauthier, "therefore we need to measure the attitudes of our publics."

Gauthier emphasized the value of qualitative research with audiences, stressing that it provides professionals with a handle on whether their messages are being understood and accepted by audiences.

"We can't expect to get better without evaluation," said Gauthier. "It's essential if we want to advance as communicators."