

Bali Process Training on Monitoring and Evaluating Migration-related Information Campaigns

The *Bali Process Training on Monitoring and Evaluating Migration-related Information Campaigns* (the training) promotes an evidence-based approach for Bali Process Members to develop, monitor and evaluate their own information campaigns that address the challenges of people smuggling, trafficking in persons and related transnational crime.

The training has been developed to complement the *Bali Process Handbook on Addressing Irregular Migration through Effective Information Campaigns*. Together, these resources highlight the importance of a planned approach to the development of information campaigns and how monitoring and evaluation activities are essential to the success of the campaign.

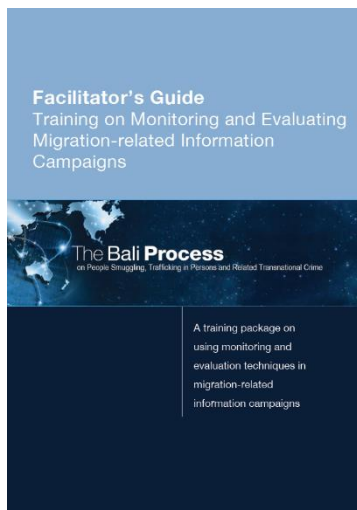
The purpose of this training is to build an understanding of, and appreciation for, monitoring and evaluating migration-related information campaigns. The training encourages the use of a step-by-step logical process to design and implement strategic and evidence-based information campaigns.

Topics covered in the training materials include;

- designing an information campaign,
- the monitoring and evaluation process,
- building monitoring and evaluation frameworks, and
- methods and tools to collect data.

The training curriculum consists of a Facilitator's Guide and associated training materials, including a slide deck, handouts, exercises and scenario instructions. These materials can be delivered in a workshop using a participatory and hands-on approach along with a mix of learning methods. Presentations from facilitators, guest speakers, group discussions and group exercises are employed to facilitate the comprehension and absorption of training content. A case study is used throughout the training to give context to the concepts and exercises and allow the participants to apply their learning.

The curriculum is suitable for a broad audience and has been designed in flexible modules so that it can be tailored for different audience needs, including training time periods and experience levels.



The **Facilitator's Guide** is designed to assist in the delivery of training. It includes:

- Training content, including detailed notes on every session
- Proposed training schedules
- Learning objectives and guidance on delivery
- Handouts and slide deck
- A training scenario and related exercises

To request delivery of the training or training materials, please contact the Regional Support Office at: info@rso.baliprocess.net