

about UKES

The UKES exists to promote and improve the theory, practice understanding and utilisation of evaluation and its contribution to public knowledge. It was founded in 1994 and already has around 150 full members and 11 corporate members with a further 700 individuals taking part in, or registering an interest in, the Society's activities.

UKES Strategy for 2003-04

The UKES Council has defined a strategy for the coming year, which sets out how it is planning to achieve its aspirations to be:

- A credible and authoritative source of information and advice on evaluation in the UK
- A key provider of CPD and training events for those involved in evaluation in the UK
- The hub of professional evaluation networks in the UK and internationally and to achieve the following targets by December 2004:
 - 300 individual paid-up UKES members
 - 20 corporate UKES members

For a brief description of the **United Kingdom Evaluation Society (UKES)**, please read the green **UKES information leaflet**.

For information about recent and future events, please refer to the Spring 2004 edition of **The Evaluator**.

The Evaluator also contains information about last year's conference in Cardiff, the UKES strategy, and information on the regionalisation of the UKES.

The **UKES Guidelines for good practice in evaluation** informs you of quality standards for evaluators, commissioners, and participants of evaluations.

For more information about the UKES and its activities, please visit our website:

www.evaluation.org.uk
or
email info@evaluation.org.uk

about the conference

The theme of the conference will be '**Enhancing and Improving Evaluation Practice**' with a strong emphasis on **building skills and capacity for and through evaluation** within the contexts of professional, organisational, community, regional, and international development

Keynote speakers

Patricia J. Rogers

'Leading Horses to Water? Challenges in Building Evaluation Capacity'

Patricia Rogers is Associate Professor in Public Sector Evaluation at CIRCLE (Collaborative Institute for Research, Consulting and Learning in Evaluation) at RMIT University, Australia (Royal Melbourne Institute of Technology).

Evert Vedung

'Enhancing evaluation utilization'

Evert Vedung is Professor of Political Science especially housing policy at Uppsala University's Institute for Housing and Urban Research (IBF) and Department of Government. He is also associated with Mälardalen University College and its Evaluation Academy (Eskilstuna) and with the University of Helsinki.

Further keynote speakers are yet to be confirmed.

Conference streams

- Widening participation in evaluation
- Evaluator skills and professional development
- International development and evaluation
- Building capacity for evaluation
- Improving public services and organisations through evaluation
- Developing innovative methodologies
- Postgraduate and novice evaluators

Pre-conference workshops

These will take place on 6th December. These will be a mix of whole day and half day workshops and will offer participants an opportunity to build their skills and deepen their knowledge about specific aspects of evaluation. Details of these workshops will be published in June 2004.

Social programme

A busy social programme is planned. This includes a drinks reception, conference dinner and post-dinner entertainment on offer at the Lighthouse Restaurant in the centre of Glasgow. The Lighthouse building was originally designed in 1895, for the Glasgow Herald, but opened as part of Glasgow's year as the 'City of Architecture and Design' in 1999.

The conference organisation is managed by Professional Briefings.

10th Annual Conference 2004

University of Glasgow, 6-8 December 2004

Enhancing and Improving
 Evaluation Practice

target audience

Currently, the UKES has around 150 full members and 11 corporate members with a further 700 individuals taking part in, or registering an interest in, the Society's activities. This year, the UKES council has set out to increase memberships to 300 individual and 20 corporate members.

The following two tables give an overview of individuals and organisations attending the UKES conferences.

Number of delegates attending previous UKES conferences:

	2002 in London	2003 in Cardiff
Number of delegates	220	220

Number of organisations from different public and private sectors sending delegates to previous UKES conferences:

Organisations	2002 in London	2003 in Cardiff
Universities	38	42
Government Agencies	40	33
Private Sector Companies	27	34
Health Service Organisations	14	9
Charities and Voluntary agencies	11	8

Delegates from the following international organisations attended:

World Bank
 The European Commission
 Ministry of Finance, The Netherlands
 Ministry of Economics, Italy
 Swiss Federal Office of Public Health
 Karolinska Institute Sweden
 National Agency for Education Sweden
 Office of the Auditor General, Norway
 Polish Evaluation Society

sponsorship opportunities

We offer our sponsors a choice of packages with different levels of involvement at a varying range of investments. However, the packages are guidelines and subject to negotiation.

Main sponsors

As a primary sponsor you would benefit from a high profile participation in an event reaching decision-makers, managers, and practitioners in universities, government agencies, private companies, health and social care services, voluntary agencies, and international organisations.

Opportunities to promote your organisation include:

- Display of company LOGO at reception area
- Full-page, back cover or inside back cover colour DISPLAY ADVERT in the conference program book
- Hanging of company supplied BANNER in premiere location
- Distribution of COMPANY LITERATURE with conference materials
- Article about sponsor in the EVALUATOR reaching more than 700 professionals
- Listing as Sponsor in all PROMOTIONAL MATERIAL

Sponsorship level £ 2000

Exhibition space

Throughout the conference you will have the opportunity to present and distribute items of your organisation's literature and giveaways. 250 people from different professional and organisational backgrounds but all with an interest in evaluation will be aware of your stand.

Organisations exhibiting and directly selling products

Sponsorship level £1000

Commercial organisations exhibiting products

Sponsorship level £ 500

Government and non-profit organisations exhibiting products

Sponsorship level £ 300

Delegate packs

The sponsorship of the DELEGATE PACKS is geared for an organisation that desires visibility. This package ensures that your organisation's name stands out not only at the time of the conference but also long after the event when the attendees refer to conference materials.

Sponsorship level £ 700

Social events

Whilst taking place within the formal framework of the conference, social events also provide the opportunity to emphasise your organisation's services or products in a more congenial setting.

Drinks reception at conference dinner

Sponsorship level £ 400

Drinks reception at the end of the conference

Sponsorship level £ 250

Placement of logo and distribution of promotional material

Your organisation's name and logo appear in the conference pack, on the UKES conference website and on a display board in the conference registration area. Promotional material will be laid out on tables in the conference registration area or in breakout rooms of your choice.

Sponsorship level £ 200