

2017 Celebrating 10 Years of Shaping the Future of Corporate Communication in Norway.

## PR and Corporate Communication Measurement Summit

10./11. November 2016, BI, Oslo



*...thanks to the generous support of:*

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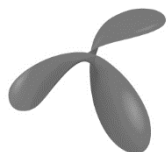


# Measurement & Evaluation Survey Practices – Drivers – Standards

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Kommunikasjonsforeningen

Oslo, 10. November 2016  
Asst. Prof. Dr. Alexander Buhmann

# Why did we do it?

## Practices

It is still not common practice to routinely measure impact (esp. outcomes) of communications\*

## Drivers

Common reasons for not measuring regularly are e.g.: Lack of budget, lack of knowledge, lack of management support, lack of standards\*\*

## Standards

Standards in M&E are not catching on\*\*\*

# Why did we do it?

## Practices

- Who performs M&E?
- What are practitioners measuring?
- What are practitioners' skills in M&E?

## Drivers

- What motivates professionals to perform M&E?
- Which are the central drivers of M&E practices?
- Which are the central barriers of M&E practices?

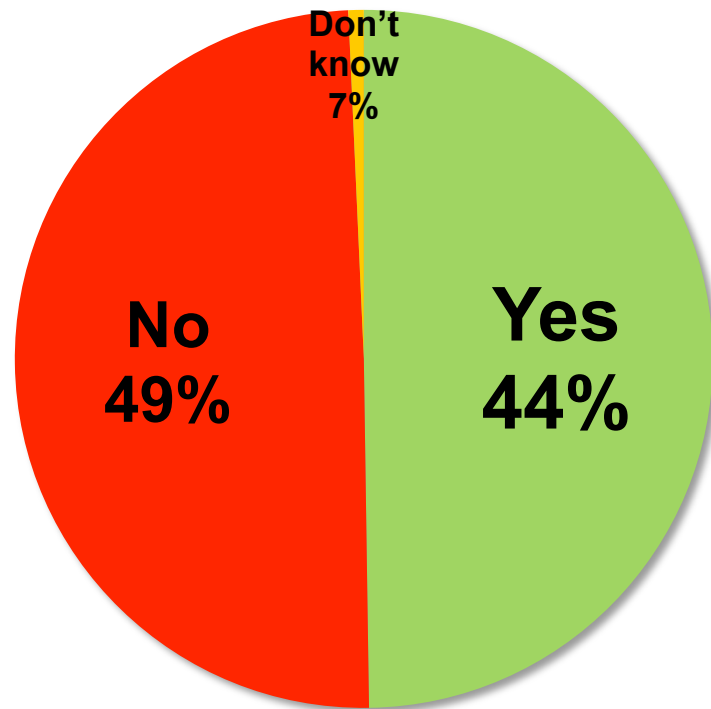
## Standards

- Do we need M&E standards?
- Are practitioners familiar with the “BP”?
- What would make M&E standards successful?

# Practices

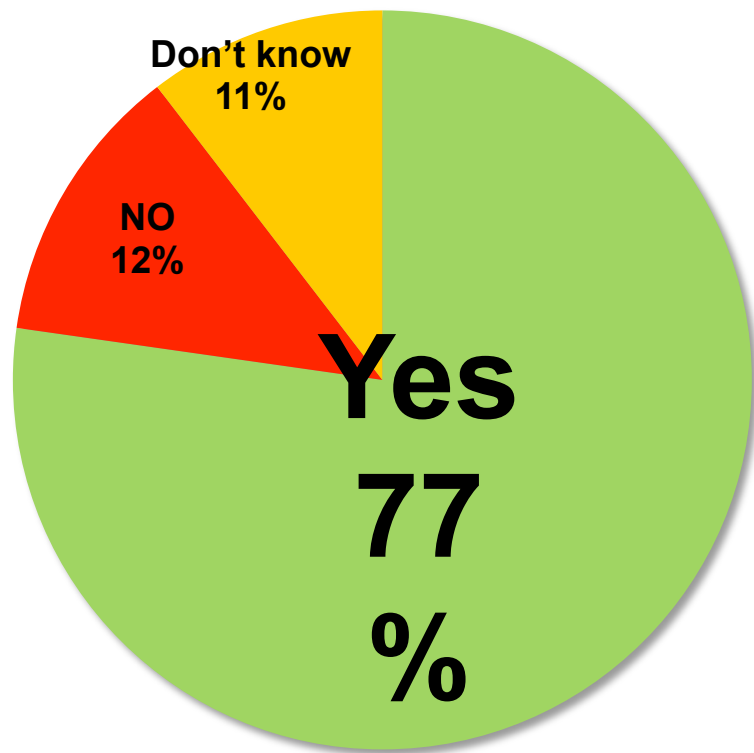
# Practices

Inngår det i din jobb å jevnlig måle resultatene (endringer i interessentgruppers holdninger, meninger og atferd) av kommunikasjonsaktiviteter?

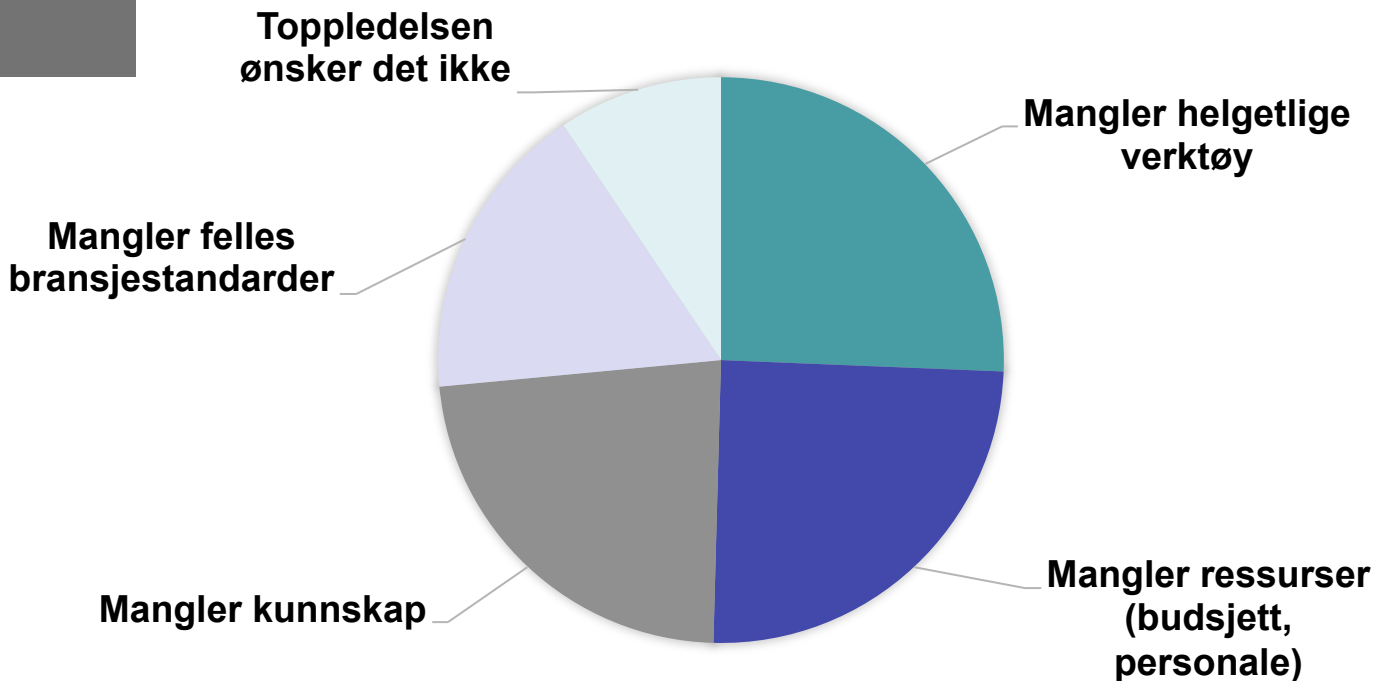


# Practices

Jeg gjør ikke dette nå, men jeg vil gjerne i fremtiden jevnlig kunne måle resultatene (endringer i våre interessegruppers holdninger, meninger eller atferd) av våre kommunikasjonsaktiviteter.



## Hindrances to measuring

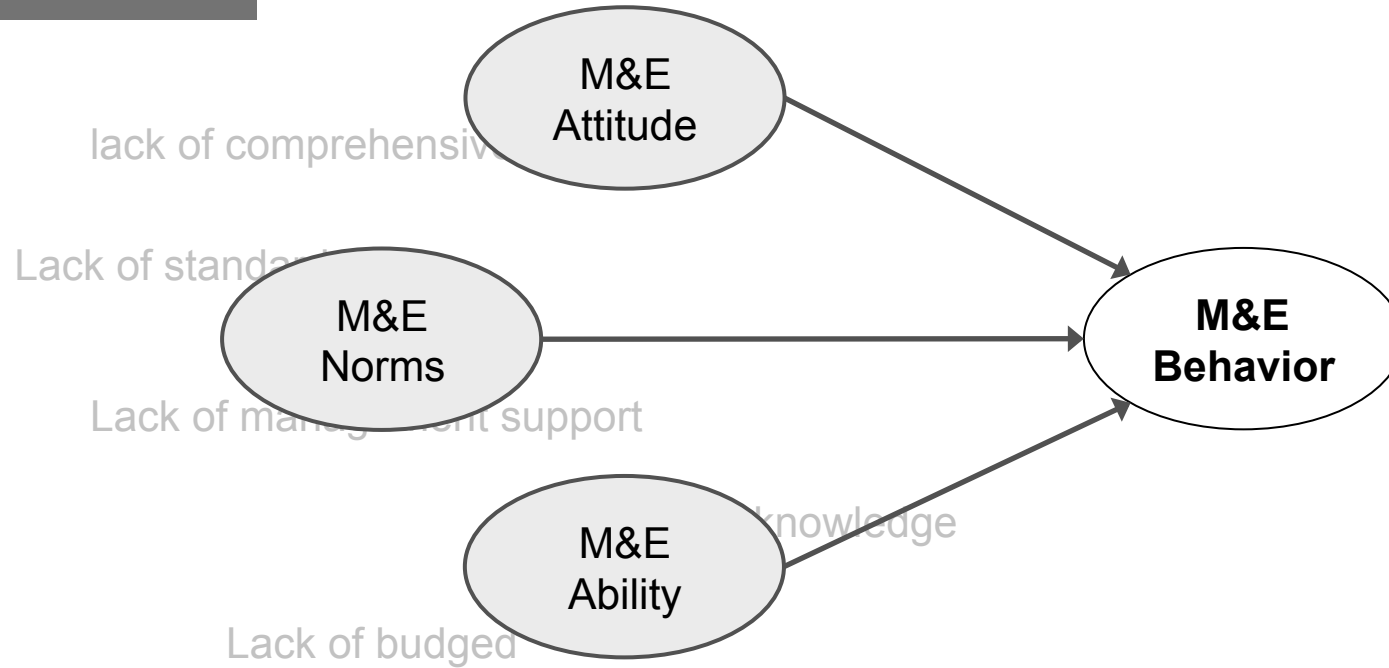




# Drivers

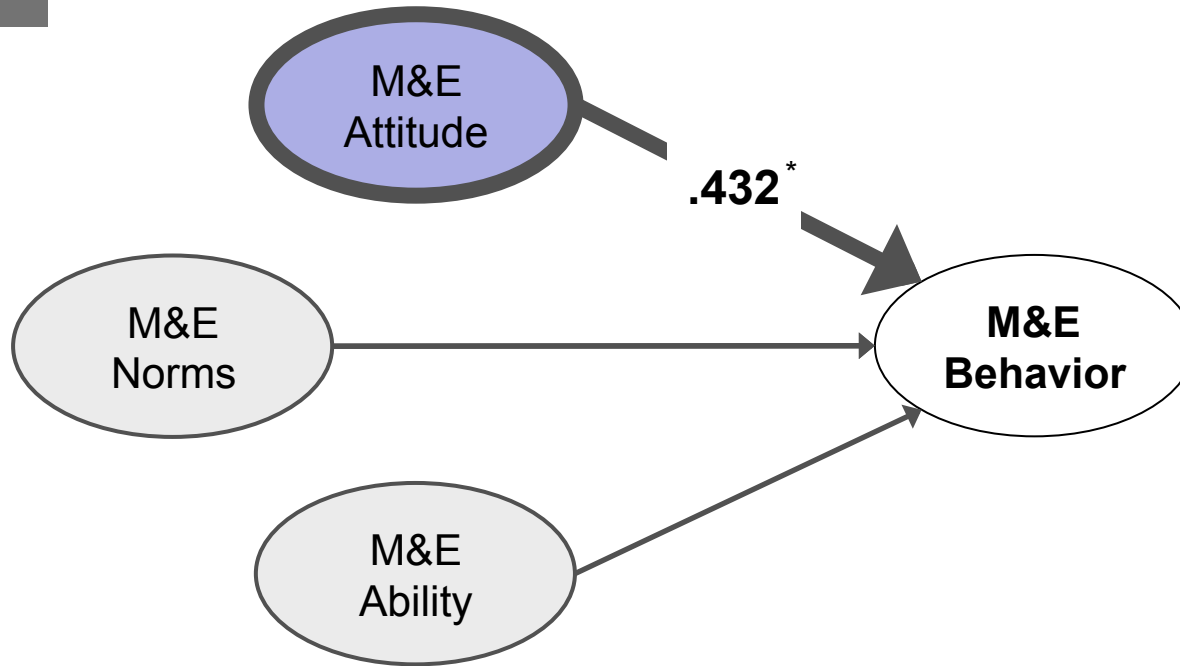
## Drivers

# What drives M&E behavior?

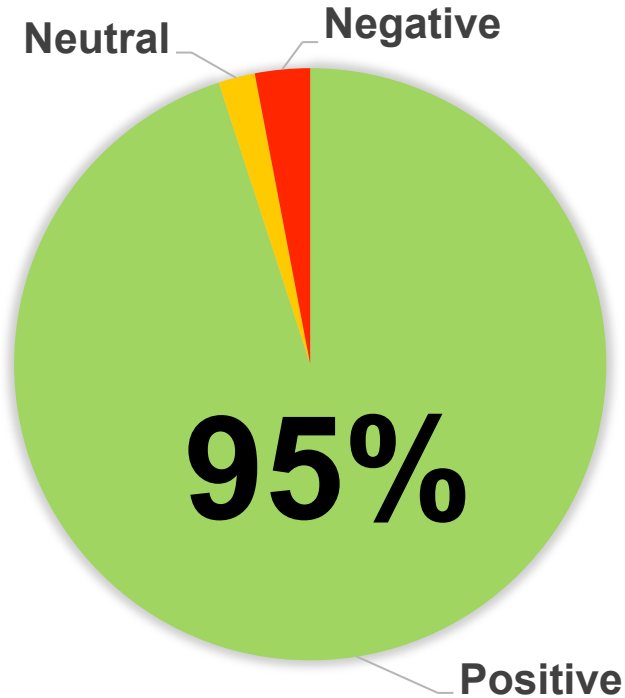


## Drivers

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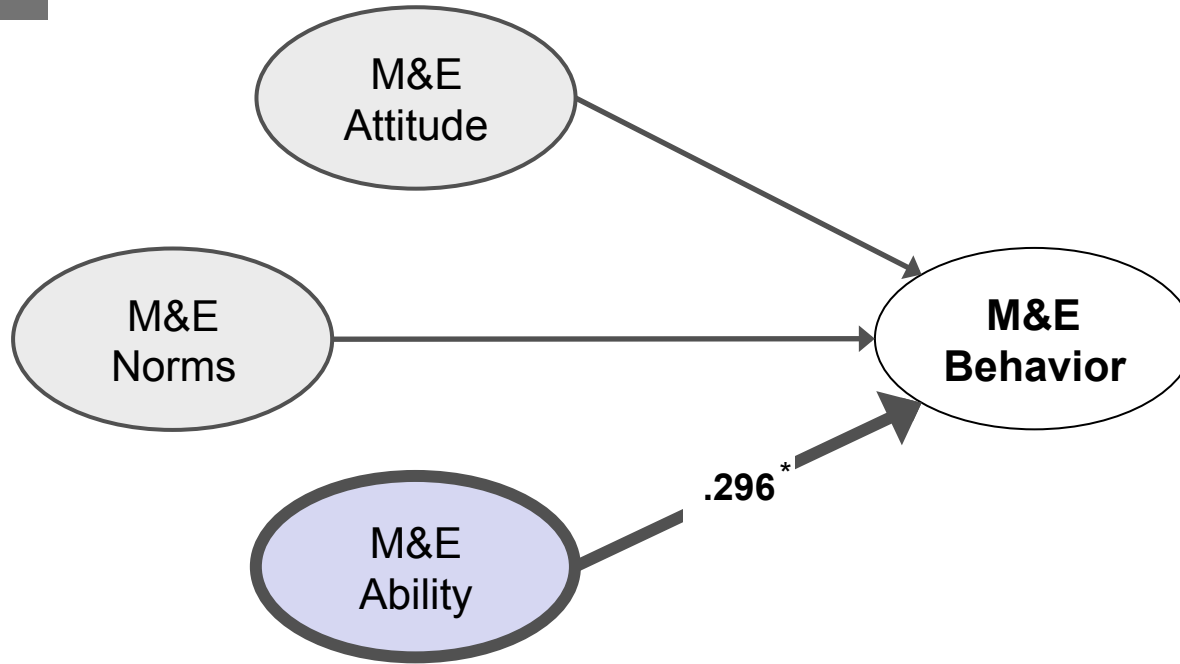


# Attitude towards M&E

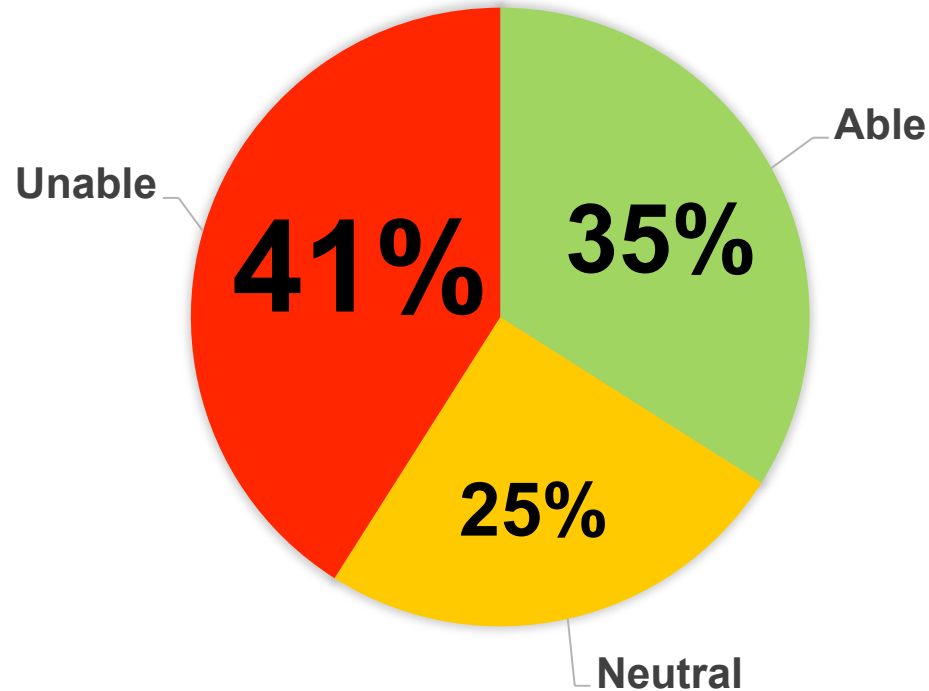


## Drivers

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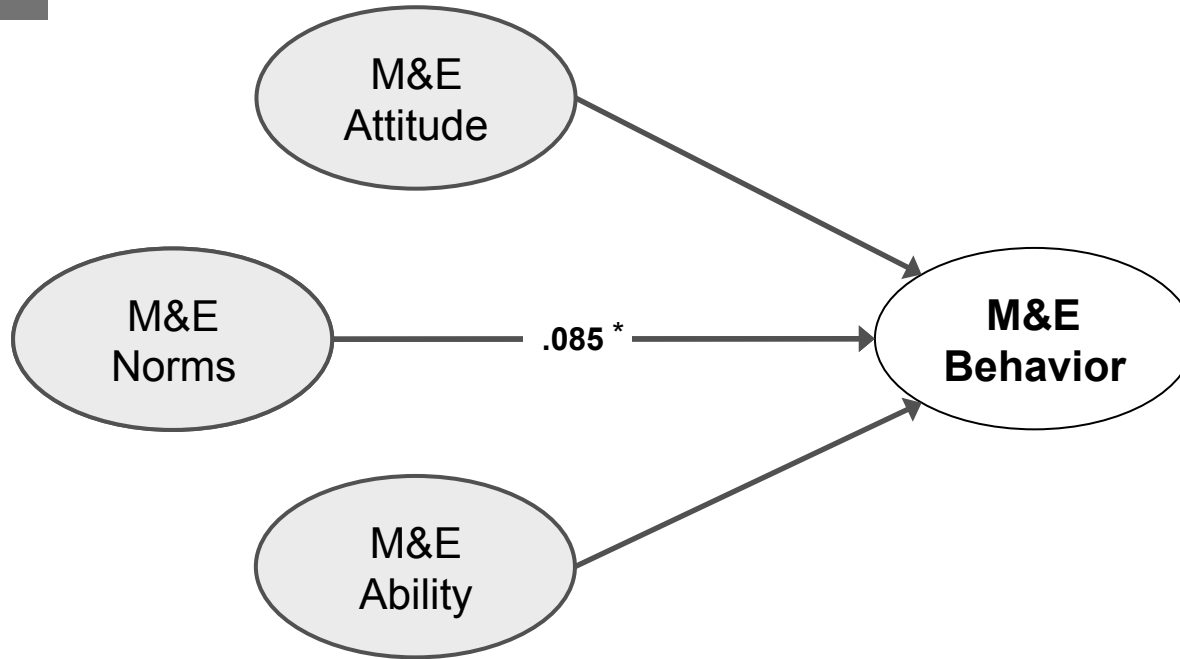


# Ability to perform M&E



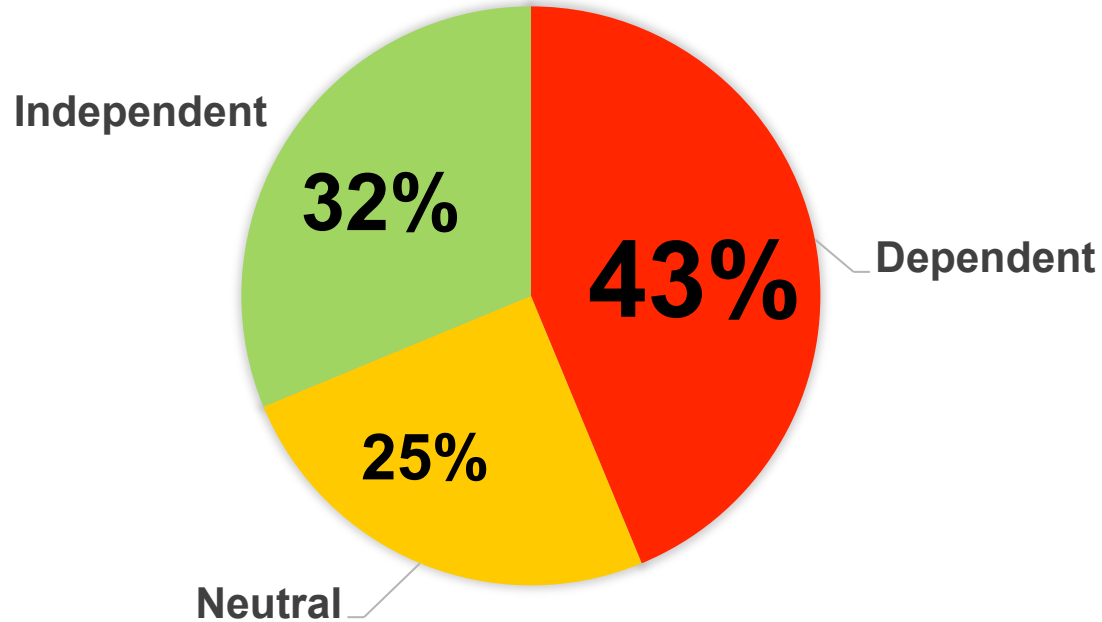
## Drivers

# What drives M&E behavior?



## Drivers

# Norms: Social pressure to perform M&E





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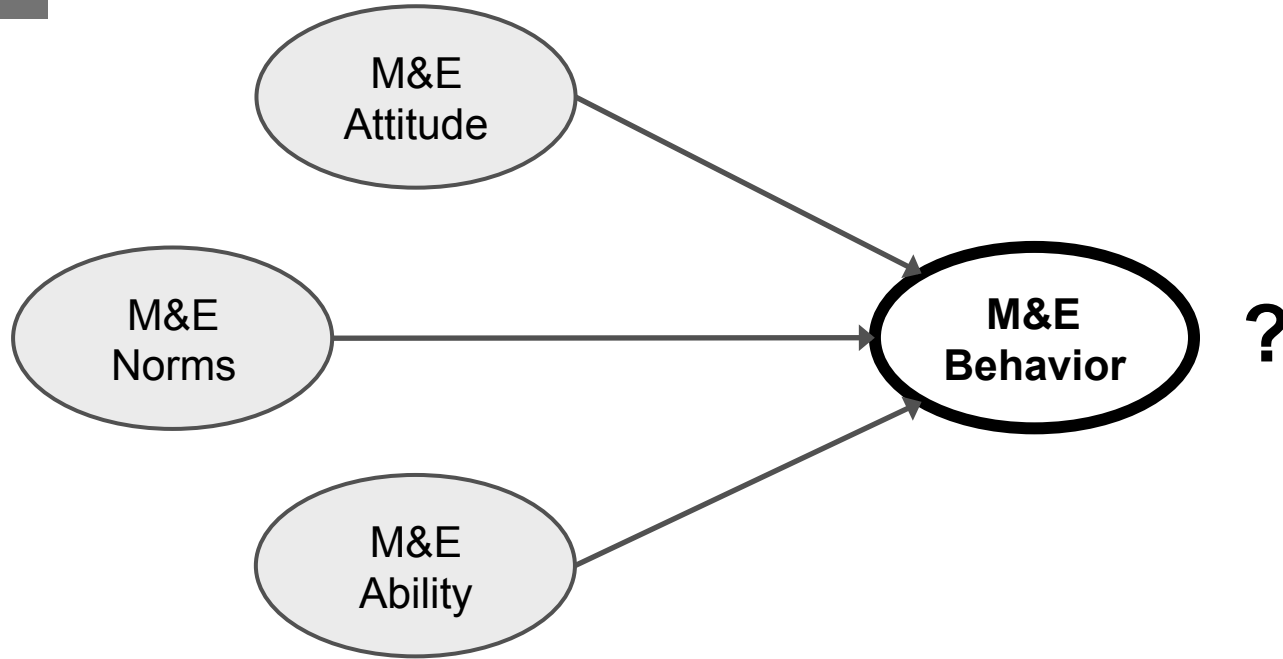


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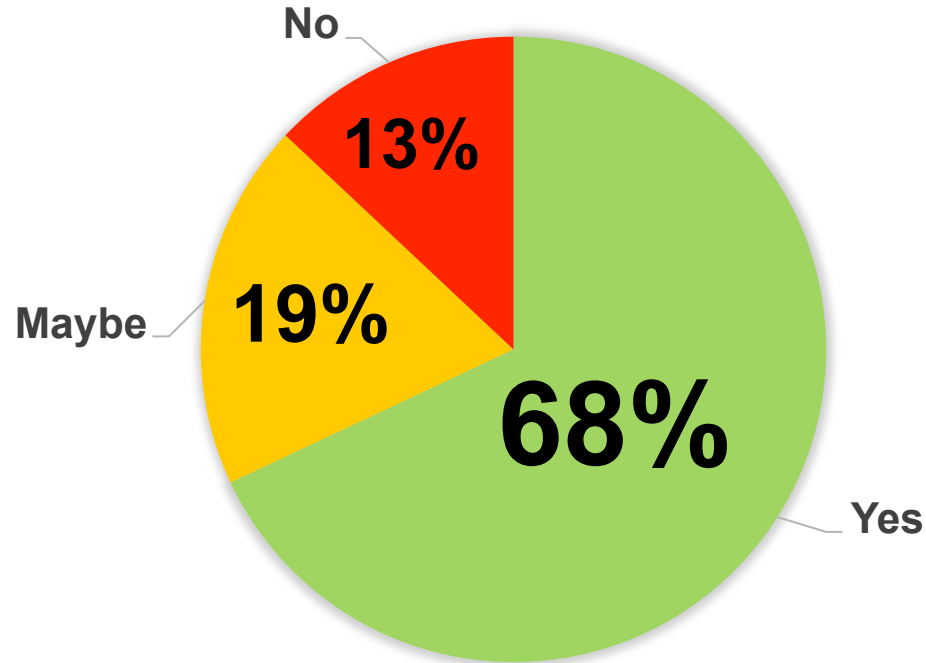
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# What drives M&E behavior?



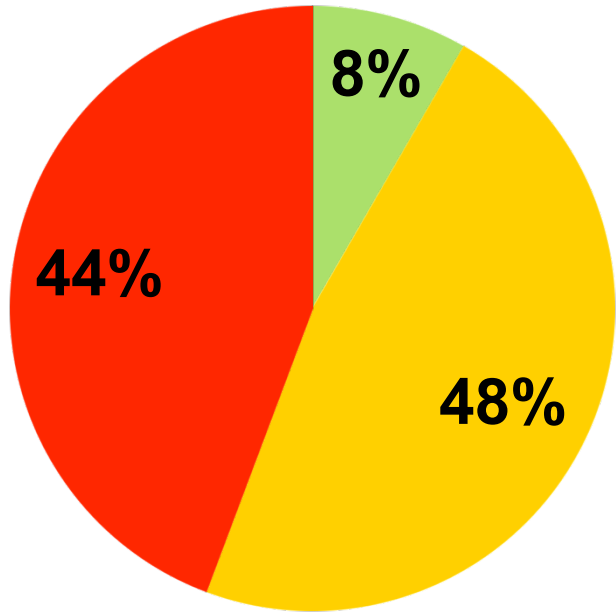
## Drivers

# Behavior: Willing to perform M&E next year



# Standards

# Are you familiar with the Barcelona Principles?



- I know them very well
- I've heard of them but do not know how they are used
- I have never heard of them

# There is more to come...

## Practices

- Who performs M&E?
- What are practitioners measuring?

For more results and resources visit and follow:

**Website:** <http://www.bi.edu/research/research-centres/centre-for-corporate-communication-ccc/>

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## Drive

## Standards

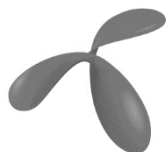
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