

The Prince Edward Island Chapter of  
**THE CANADIAN EVALUATION SOCIETY**

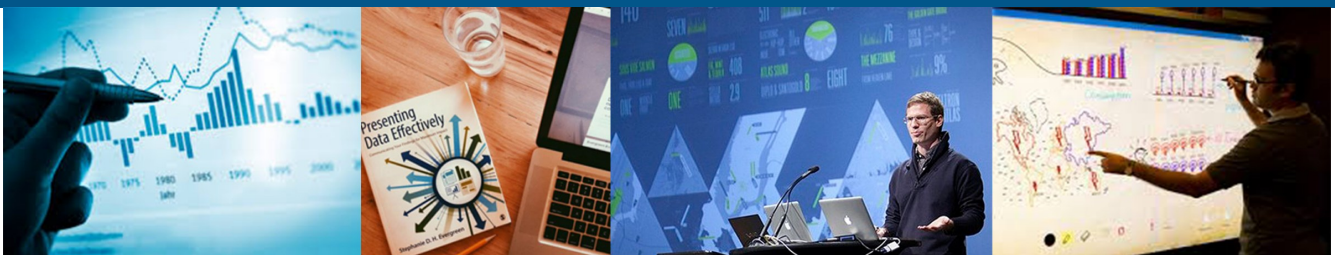
*is pleased to announce...*

Analyzing & Presenting Information

# FOR IMPACT

*A one-day professional development conference*

OCTOBER 1, 2015 > 9:00AM TO 4:30PM > REGISTRATION @ 8:30AM > HOLLAND COLLEGE CENTRE FOR APPLIED SCIENCE & TECHNOLOGY



*Featuring leading*  
**provincial,**  
national and  
**INTERNATIONAL**  
*speakers*

**Stephanie Evergreen**—Keynote Address—A Vision for Viz (Data Visualization)

**Stephanie Evergreen**—Presenting Data Effectively (Intermediate Level)

**Benoit Gauthier, CES President**—Lunchtime Address—The Professionalization of Evaluation

**Benoit Gauthier**—Qualitative Analysis for the Humble: Spreadsheets At Your Service (Intermediate Level)

**Dr. Brandi Bell**—An Introduction to nVIVO for Qualitative Research (Introductory Level)

**Policy Analysts, Evaluators, Researchers, Communications Professionals, Executive Directors, and those who need to analyze and present information to effectively engage their audience**

**WHO SHOULD**  
*attend*

# Purpose of this year's conference:

**TO PROVIDE PARTICIPANTS WITH THE TOOLS NEEDED TO ORGANIZE, ANALYZE AND PRESENT INFORMATION FROM A VARIETY OF SOURCES FOR BRIEFINGS, RESEARCH, EVALUATION AND OTHER PROFESSIONAL PURPOSES.**

## Presenters:

### DR. STEPHANIE EVERGREEN

A sought-after speaker, designer and evaluator, Dr. Evergreen is best known for helping evaluators better communicate their work through effective graphs, slides and reports. She holds a PhD that includes a dissertation on the extent of graphic design use in written evaluation reporting.

Dr. Evergreen has worked with evaluation luminaries, including Michael Scriven and Michael Quinn Patton, to redesign their communications.

She writes a popular blog on data presentation at [stephanieevergreen.com](http://stephanieevergreen.com) and her book, *Presenting Data Effectively: Communicating Your Findings for Maximum Impact*, was published by Sage in the fall of 2013. It remained #1 in Social Science Research on Amazon for several weeks.

For more information visit her website: [www.stephanieevergreen.com](http://www.stephanieevergreen.com)

### BENOIT GAUTHIER, CE

Benoit Gauthier is a credentialed evaluator and President of the Canadian Evaluation Society. Over the past 30 years Benoit has been involved in more than 500 research and intervention assignments and 100 evaluation projects. He has taught social research methodology and is the editor of the textbook, *Recherche Sociale: de la Problématique à la Collecte des Données*.

He is the recipient of the CES Service Award and the CES Award for Contribution to Evaluation in Canada, among other awards.

### DR. BRANDI BELL

Brandi is a Postdoctoral Fellow in the Young Lives Research Lab at UPEI. She holds a PhD in Communication Studies from Concordia University. Brandi has been doing qualitative research for over 10 years on topics ranging from technology in nursing practice to youth cultural production (using traditional and digital media) and child/youth health. She is passionate about using innovative research methods to understand the complexities of young people's lives.

### PARKING MAP:

[HTTP://WWW.HOLLANDCOLLEGE.COM/  
WORDPRESS/WP-CONTENT/  
UPLOADS/2013/08/PARKING-MAP.PDF](http://www.hollandcollege.com/wordpress/wp-content/uploads/2013/08/parking-map.pdf)

### FOR MORE INFORMATION:

CINDY WOOD, CE  
PRESIDENT, PEI CHAPTER  
[CESEVENT2015@GMAIL.COM](mailto:CESEVENT2015@GMAIL.COM)  
(902) 394-1360

### Registration Information:

Please register online at [www.fluidsurveys.com/s/CES\\_PEI\\_Oct1\\_regist/](http://www.fluidsurveys.com/s/CES_PEI_Oct1_regist/)

Registration deadline is September 2, 2015

Deadline to cancel your registration is September 15, 2015. After this date, no refunds will be permitted, though substitution of attendees is permitted.

Note: Registration is limited and will be accepted in the order received until the event is filled.

Thanks to MRSB Consulting Services for sponsoring the morning coffee break: [www.mrsbgroup.com/consulting-services](http://www.mrsbgroup.com/consulting-services)