

## **How the OECD measures and evaluates the effectiveness of data dissemination**

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### ***Abstract***

The OECD's Communication Directorate has embedded Monitoring & Impact Evaluation approaches to its own communications, especially the dissemination of data which is a core output and driver of the OECD's perceived value and effectiveness. This transformation to evidence-based communications took many years and required the establishment of new roles, responsibilities, tools, processes and ways of working. Camille Raymond, the Head of the Standards, Impact & Capacity building team, will outline how the OECD was successful in its journey to embed an impact and data-driven approach to the organisation's dissemination of data. She will outline the importance of establishing an impact evaluation framework, moving from measuring short term reach metrics to capturing audience perceptions and ultimate impact, as well as how insights and strategic recommendations have driven changes to the OECD's communication campaigns and strategy.