# Video Summaries of M&E Findings Training Course

Professional Development Training Course Outline

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|---|---|---|---|
| **Category** | Monitoring and Evaluation | **Duration** | 5 Days |
| **Base Fee** | $1,500 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

In today’s fast-paced development and corporate environments, the ability to distill Monitoring and Evaluation (M&E) findings into concise, engaging video summaries is an essential skill for program managers, evaluators, and communication specialists. Video Summaries of M&E Findings Training Course equips participants with the technical, creative, and analytical skills required to transform complex M&E data into impactful visual narratives that enhance decision-making, stakeholder engagement, and organizational learning. Participants will gain hands-on experience in video production, storytelling, data visualization, and digital dissemination techniques tailored specifically for M&E insights.

This course emphasizes the integration of emerging digital tools, multimedia storytelling, and evidence-based communication strategies to ensure that M&E findings are not only informative but also actionable. By the end of the program, learners will confidently produce high-quality video summaries that amplify program impact, drive accountability, and influence policy decisions. Real-world case studies, interactive exercises, and practical assignments ensure that every participant leaves with both the knowledge and practical capability to produce professional M&E video summaries.

## Programme Curriculum

**Video Summaries of M&E Findings Training Course**

**Introduction**

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**Course Duration**

5 days

**Course Objectives**

By the end of this course, participants will be able to:

1. Transform complex M&E data into clear, concise video narratives.
2. Apply data visualization best practices for video storytelling.
3. Use digital video production tools for effective M&E communication.
4. Integrate evidence-based messaging into video summaries.
5. Craft compelling scripts and storyboards for M&E videos.
6. Apply interactive multimedia techniques to enhance stakeholder engagement.
7. Ensure ethical and transparent communication in video outputs.
8. Utilize social media and digital platforms for wider dissemination.
9. Analyze audience feedback to optimize video impact.
10. Demonstrate creative design thinking in M&E reporting.
11. Produce high-quality videos under tight deadlines.
12. Align video summaries with organizational strategic objectives and SDGs.
13. Implement emerging trends in visual M&E communication effectively.

**Target Audience**

- M&E officers and practitioners
- Program managers and coordinators
- Data analysts and researchers
- Communications and knowledge management specialists
- NGO and development sector staff
- Government monitoring units
- Evaluation consultants and freelancers
- Digital media and content creators in development

**Course Modules**

**Module 1: Introduction to Video Summaries in M&E**

- Importance of video in M&E communication
- Key elements of effective video summaries
- Overview of multimedia storytelling techniques
- Case study: Successful M&E video campaigns
- Identifying target audiences for M&E videos

**Module 2: Storytelling and Script Development**

- Crafting persuasive narratives from M&E data
- Scriptwriting techniques for short-form videos
- Using storyboards to plan video flow
- Incorporating evidence and case examples
- Case study: Storyboard-led evaluation video

**Module 3: Data Visualization for Videos**

- Principles of visualizing M&E data
- Selecting appropriate charts, graphs, and infographics
- Animating data for dynamic storytelling
- Highlighting trends and key insights visually
- Case study: Animated infographic M&E video

**Module 4: Video Production Tools and Techniques**

- Introduction to video editing software (free & paid)
- Shooting and recording high-quality visuals
- Using stock footage, images, and soundtracks
- Basic animation and motion graphics
- Case study: Low-budget M&E video production

**Module 5: Enhancing Engagement with Multimedia**

- Incorporating voiceovers and captions
- Integrating music and sound effects
- Using interactive elements to maintain attention
- Optimizing video length for audience retention
- Case study: Stakeholder-focused M&E video

**Module 6: Ethical and Transparent Video Communication**

- Ensuring accuracy in video summaries
- Maintaining confidentiality of sensitive data
- Avoiding misrepresentation of findings
- Legal and ethical considerations in video dissemination
- Case study: Ethical dilemmas in M&E videos

**Module 7: Dissemination and Digital Platforms**

- Choosing the right platform for your audience
- Video SEO and metadata optimization
- Social media best practices for M&E content
- Scheduling and tracking video reach
- Case study: Viral M&E video dissemination

**Module 8: Evaluating Video Impact**

- Metrics for measuring engagement and influence
- Collecting and analyzing audience feedback

- Iterative improvement of video summaries
- Linking video impact to organizational decision-making
- Case study: Evaluating policy influence through video

### Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

**Register as a group from 3 participants for a Discount**

**Send us an email: info@fineskilltrainingcenter.org or call** *+254769199797*

***Certification***

*Upon successful completion of this training, participants will be issued with a globally- recognized certificate.*

***Tailor-Made Course***

*We also offer tailor-made courses based on your needs.*

**Key Notes**

**a.** The participant must be conversant with English.

**b.** Upon completion of training the participant will be issued with an Authorized Training Certificate

**c.** Course duration is flexible and the contents can be modified to fit any number of days.

**d.** The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

**e.** One-year post-training support Consultation and Coaching provided after the course.

**f.** Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## Upcoming Scheduled Sessions

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 27 Nov 2026 | Online | $1,000 |

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 27 Nov 2026 | Physical | $1,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $4,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com