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“East Asia: The Unfinished Agenda”**EXECUTIVE SUMMARY**

The Asia Development Forum (ADF), “East Asia: The Unfinished Agenda,” was held in Manila, Philippines, March 9-12, 1998. It drew almost 400 people, including 244 workshop participants from over 20 countries in the region.¹ ADF was sponsored by the Economic Development Institute (EDI) of the World Bank and the Asian Development Bank, with support from the National Economic Development Authority of the Government of the Philippines.

A. ADF Goals

The main goal of this Forum was to “provide an opportunity to the region’s development community to discuss the unfinished agenda and evaluate development priorities for the next quarter century.”² Understanding the causes of the current “financial crisis” that has affected many Asian countries led the agenda, as did potential strategies that the private and public sector might use to reduce the impact and duration of the crisis.

- ◆ Three plenaries, three keynote addresses, one panel, one special session, four dinners, a reception, opening and closing ceremonies, and a cultural evening provided the substantive context for ADF.
- ◆ The plenaries included speeches by high-ranking officials from the Asian Development Bank, World Bank, and Government of the Philippines. Keynote addresses and the opening and closing ceremonies included speeches by Philippines President Ramos, Joseph Stiglitz (World Bank), and Mitsuo Sato (Asian Development Bank). Their topics ranged from “Social and Environmental Impact of the East Asia Crisis” to “Sound Finance and Sustainable Development in Asia.”

¹ In this report, the term “participant” is restricted to ADF registrants who were not serving *only* as presenters, resource persons, or sponsoring agency organizers. That is, participants are the consumers or audience for whom the Forum was designed.

² Letter from conference coordinator, Farrukh Iqbal, December 8, 1997; brochure from EDI.

- ◆ Six workshops and one senior policy seminar met on Day 2 and Day 3 (and some workshops convened briefly on Day 4 to summarize their insights and learning).

The workshop topics were: *Decentralization and Municipal Governance*; *Economic Growth and the Environment: Greening Asia's Tigers*; *Economic Journalism in a Changing World*; *Private Investment in Infrastructure: Coping with Financial Risks*; *Social Policy: Combining Competitiveness with Caring*; and *Trade and Investment Policy: The Challenge of Integration*. (Brief descriptions of each workshop topic can be found in Chapter One, page 3.)

B. Evaluation Approach

The main purpose of the evaluation was to gauge overall participant satisfaction with and key learnings from the workshops and from ADF as a whole. In addition, the evaluators explored the learning processes entailed in holding a series of special topic workshops that are tied together by overarching thematic speeches and events. Although the purpose was to ascertain lessons learned substantively and organizationally from this particular conference, the evaluation emphasized seeking ideas for improvement that can be incorporated into future EDI endeavors. Data from ADF can also become part of an EDI databank for comparative analysis of data from similar past and future conferences.

Evaluation of the ADF used multiple methodologies, including direct observation, participant observation, individual and group interviews, and a set of self-administered Forum and workshop entry and exit survey forms. Annex A presents an overview of the evaluation model, including data collection purposes and methods.

- ◆ **Form 1** (Day 1) asked questions regarding participant expectations for individual workshops as well as for ADF as a conference. It also asked participants to rate their level of knowledge about the main topics of the workshop in which they enrolled. Other questions explored reasons for selecting a particular workshop, extent of interest in various workshop and Forum objectives set by the organizers, and perceptions of ADF's relevance to their professional roles. Form 1 combined both pre-workshop and pre-Forum instruments in order to avoid respondent fatigue.
- ◆ **Form 2** (Day 3) asked post-test questions regarding how well participant expectations and workshop objectives were met. It also asked participants again to rate their level of knowledge about the main topics of their workshop, to what extent it might benefit them in their work, and perceived learning gains.
- ◆ **Form 3** (Day 4) asked post-test questions on the extent to which expectations and objectives were met for ADF. Questions also gauged participant assessments of networking and possible post-ADF impacts, effectiveness of the various activity types, satisfaction with logistics, relevance to professional roles, and overall ADF effectiveness.

The evaluation process was facilitated by a high level of organizer and workshop coordinator collaboration, outstanding support by on-site Bank staff, and cooperative participants who responded to surveys at very high rates and who agreed to take part in individual, focus group, and post-conference e-mail interviews.

Limitations of the evaluation stem from two factors: First, the shifting numbers of participants on various days of ADF, and second the subjective nature of the measures. (See Chapter One for elaboration of these points.)

C. Overall Effectiveness of ADF

The findings clearly indicate that this was a successful conference whose ratings were higher on comparable items than other recent EDI conferences (see Chapter Three).

- ◆ The ADF received a mean score of 4.90 out of 6 points for “overall effectiveness.” On this item, over 71% of all respondents rated the conference as a 5 or 6.
- ◆ When asked if they agreed that the Forum should be repeated within two years, the mean score was 5.49 out of 6 points, which indicates extremely high interest in participating in a similar future experience. Over 91% of all respondents answered with a 5 or 6 on this question.

D. Effectiveness of Workshops

ADF successfully achieved its learning objectives. The provision of relevant concepts to help better understand the workshop’s topics ranked highest among principal objectives achieved. All workshops scored above 4.00 out of 6 points on this objective. Networking opportunities and obtaining the latest data on the topic were viewed as least well accomplished by the workshops, on average.

- ◆ ADF definitely provided participants with a conceptual base that was both timely and useful to them professionally. Fifty-nine percent of all registrants who responded said that they left with new, clearer, or expanded concepts” and 56% said that they received “new, fuller, or improved information” about the workshop topics. Respondents said that providing the latest data and information on the workshop’s topics was achieved at a relatively high level in only two workshops, however.
- ◆ When pre-post self-assessments of knowledge on specific workshop topics were compared, responding participants reported an average 20% gain. Since many (if not most) participants entered the workshops with already substantial levels of knowledge in ADF topics, this is a significant gain.³
- ◆ As might be expected, responding participants with the highest pre-workshop level of knowledge showed the lowest knowledge gain (percentage-wise). In contrast, the lowest knowledge-level group upon entry showed the highest

³ Journalists attending the Economic Journalism workshop were an exception to the trend of high levels of pre-workshop knowledge about specific topics.

gain. *The lower the knowledge level upon workshop entry, the higher the knowledge gain upon the seminar's completion.*

- ◆ Generally, ADF participants who responded to entry and exit forms viewed achievement of workshop objectives as slightly lower than achievement of overall Forum objectives, but as still very successful. Workshops varied on participant perceptions of how well certain principal objectives were met. Reported learning, benefits, relevance to work, and “most important gains” from participating in the workshop depended on which session a respondent attended.
- ◆ The only weakness observed by responding participants, organizers, resource persons, and the evaluators was a relatively serious one, considering the conference goals: Insufficient conceptual linkages existed across the workshops.⁴ Some participants suggested that ADF would have been even more meaningful if plenary speakers had related the financial crisis to each and every workshop topic.
- ◆ Respondents said that they learned from the workshops in a general way, but the scores on this item were modest. Furthermore, when pre-Forum *expectations of learning* were matched with post-Forum *ratings of learning*, a significant drop was measured. That is, respondents thought that they would learn more than they did. This drop was most serious in the areas of “better understanding of policy alternatives” (sig.=.00) and “learning about best practices that could be applied in your country” (sig.=.00). Respondents reported less drop-off in “learning about best practices in your field” (sig.=.004) and “learning how to solve work-related problems more easily” (sig.=.022).
- ◆ Participants from the media reported somewhat different findings when it came to how much they learned. Because they were not experts in the Forum topics, but often find themselves caught between public expectations that they *are* experts and the reality of their own level of knowledge, those who responded to the surveys or took part in interviews felt very involved in their own workshop. EDI has pioneered this type of outreach to journalists in a non-adversarial context—the results from this evaluation suggest that such an approach is quite successful.
- ◆ Responding participants thought that policy and generic best practices were more salient and more successfully presented than narrowly-defined practical applications. For some of those who found the “best practices” aspect of their workshop useful, the pay-offs for local application seemed direct and imminent.

E. Sharing and Networking Objectives

⁴ Staff members, consultants, and resource persons also completed an entry form. Among respondents to the entry and exit forms, those who were involved in conducting the workshops were slightly more positive than ADF participants in assessing whether workshops had achieved their principal objectives. The data show a slight increase in ratings from entry to exit points on whether this group thought participants had gained new information, but a slight decrease on all other items, especially the provision of policy alternatives. None of these pre-post changes was statistically significant, however.

According to both participants and organizers who responded, networking among professionals and regional or international policymakers constituted a conference highlight.

- ◆ “New methodology, updated data, and views from the participants, presenters, and key-note speakers” served as important learning at the informational and conceptual levels, but “an opportunity to establish and develop networks” amplified that effect for most participants.
- ◆ “Information” was defined broadly by participants. Being able to listen to people from other countries talk about the scope of their professional freedom (or lack of it) had an important learning impact for conferees. So did the fact that not all countries support liberalization and decentralization.
- ◆ Networking and planning to maintain relationships does not necessarily translate into “building collaborative relationships” or planning to engage in joint activities after the Forum.
- ◆ The Economic Journalism workshop was characterized by a high level of two-way interaction rather than by one-way communication (speakers to audience). All but one workshop rated at least 4.00 on this objective, but the low scores indicate that more opportunities exist in future workshops for structured interaction among participants.
- ◆ Taken in its totality, ADF provided ample time for participants to meet others with similar concerns.

F. Resources, Materials, Teaching Style, and Structure

Participants who took part in the evaluation were positive about the conference structure, praising the opening night activities and the breadth of the program.

- ◆ Readings and other materials were relevant and of good quality, but some participants said they would have been better prepared had they received the materials at least one week before the conference.
- ◆ Some workshop presenters tended to lecture without pause or to use a one-way communication style that bored listeners and blocked discussion.
- ◆ Workshops that used a circle or square format in which participants could see each other’s faces and hear each other’s comments were preferred over lecture-hall seating arrangements.
- ◆ Interactive sessions drew higher ratings than sessions in which participants were passive listeners.
- ◆ Many interviewees expressed an interest in having workshop insights summarized in a closing session.
- ◆ Generally, resource persons and consultants who made workshop presentations received high marks.

G. Value Added by Forum to Workshops

To some extent, overarching Forum events—which occurred on each conference day—served as the connective tissue that provided conceptual linkages among workshops. This function might have been performed more optimally, according to both participants and organizers, but the evaluation data show a definite

synergistic effect that built upon and reinforced learning in the workshops. That is, the level and extent of learning in the workshops was amplified by the thematic umbrella provided by Forum-wide events such as keynote speakers, plenary panels, special sessions, and cultural events.

- ◆ Some stimulative effect was apparent in both directions. Participants learned in the workshops, which made the Forum-wide events more meaningful. In turn, the Forum-wide events threw the larger issues into relief and helped participants to interpret what they were learning in the workshops.
- ◆ Keynote speakers and plenary panels added more value than special sessions or unstructured free time.
- ◆ As high as workshop ratings were for this conference, the ratings for the Forum as a whole were slightly higher, indicating that Forum-wide events provided “value added” to the workshop experience.
- ◆ Participants found ADF relevant to understanding economic and social development. The integrated workshop/Forum experience enhanced their understanding of key issues. Securing a better grasp of policy alternatives helped some participants put their national situations into a new perspective.

H. Media Outreach

Media coverage was of high quality, systematic, and broad in its outreach (see Appendix G for examples of daily news releases and relevant stories).

I. Conclusion

This well-organized and carefully coordinated conference drew a diversity of participants from over 20 countries and several sectors. Given the immediacy of the topic and the high interest level of participants, the Asia Development Forum was not only “the right conference at the right time,” but it also made a significant contribution to understanding the fundamental issues behind the region’s economic crisis and helped participants reach new insights that they can apply in their professional endeavors. Ideas for improving an effective conference model can be found in Chapter Three, Conclusions and Recommendations.

Asia

Development Forum

“East Asia: The Unfinished Agenda”

CHAPTER ONE: INTRODUCTION

The topics are relevant and we have good speakers. Participants were selected well and represented different sectors, which provided different dimensions and experiences. (Philippines)

I. Introduction

This evaluation assesses the extent to which the Asia Development Forum (ADF), “East Asia: The Unfinished Agenda,” achieved its objectives. The conference, which was held in Manila, Philippines, March 9-12, 1998, drew almost 400

people, including 244 workshop participants from 18 countries in the region.⁵ It was sponsored by the Economic Development Institute (EDI) of the World Bank and the Asian Development Bank, with support from the National Economic Development Authority of the Government of the Philippines.

According to its organizers, the Forum was unique in covering a broad range of East Asian development issues:

*[The Forum] seeks to present “best practice” solutions not only from the experience of international development institutions, but also from around the region and the world; and it aims to bring together a broad segment of the development community to discuss lessons of the past and prospects for the future. The presence of regional development institutes at the Forum will ensure access to, and discussion of, important regional experience, research and thinking.*⁶

Evaluation of the Asia Development Forum used direct observation, participant observation, individual and group interviews, and a set of self-administered survey forms. The evaluation focuses on exploring the learning process entailed in holding a series of special topic workshops tied together by overarching thematic speeches and events. The approach to evaluation emphasizes seeking ideas for improvement that can be incorporated into future EDI endeavors.

II. Asia Development Forum Overview

A. Goals

The invitational brochure and letter for “East Asia: The Unfinished Agenda” stated the following premise:

*Sustaining the remarkable development record of the past quarter century requires that East Asian countries find ways to transcend the current economic turbulence, redress underlying structural problems, and seize opportunities unleashed by increasing globalization. Much has been achieved in East Asia, but much still remains to be done.*⁷

Given this context, the main goal of the Asia Development Forum was to “provide an opportunity to the region’s development community to discuss the unfinished agenda and evaluate development priorities for the next quarter century.”⁸ Many speakers framed the Forum (or workshop) goals in terms of understanding the causes of the current “financial crisis” that has affected many Asian countries and what the private and public sector might do to reduce the impact and duration of the crisis.

⁵ Registrants came from Bangladesh, Cambodia, China, India, Indonesia, Japan, Korea, Lao PDR, Malaysia, Nepal, Papua New Guinea, Pakistan, Philippines, Singapore, Thailand, Vietnam, and Western Samoa. Approximately 38% of all workshop registrants were from Philippines.

⁶ Letter from conference coordinator, Farrukh Iqbal, December 8, 1997.

⁷ Letter from conference coordinator, Farrukh Iqbal, December 8, 1997; brochure from EDI.

⁸ Letter from conference coordinator, Farrukh Iqbal, December 8, 1997; brochure from EDI.

B. Core Activities and Forum Structure

ADF was conducted in English. *The individual workshops, which branched out from a common core of issues, were further linked conceptually by plenaries and special sessions that served as an umbrella for the whole Forum.* Core activities are shown in Table 1-1:

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Morning	(Arrival and Registration)	☞Plenary I ☞Panel ☑Workshops	☞Plenary II ☑Workshops	☞Special Plenary ☑Workshops ☞Special Sessions	(Checkout and Departure)
Afternoon	(Arrival and Registration)	☑Workshops	☑Workshops	☑Workshops ☞Special Sessions	
Evening	☞Opening Ceremony ☞Keynote Address ☞Reception ☞Dinner	☞Dinner ☞Keynote Address	☞Dinner ☞Cultural Event	☞Keynote Address ☞Dinner ☞Closing Ceremony	

Table 1-1: Core Activities—Forum-Wide Events (◇) and Workshops

1. Six workshops held concurrently on Tuesday, March 10 (Day 2), Wednesday, March 11 (Day 3); some workshops held summary sessions on Thursday, March 12 (Day 4)

In the conference registration materials, participants were asked to designate their three top workshop choices. They were assigned to a workshop and were expected to remain with that seminar throughout Day 2 and Day 3. Although a few registrants requested a workshop change upon arriving in Manila, and many informally attended some portions of workshops to which they were not assigned, most officially remained with their assigned workshop. The workshops and their descriptions, as contained in the invitational brochure, included:

- ◆ *Decentralization and Municipal Governance* “The East Asian perspective on fiscal decentralization will be addressed. Participants will identify where it is and is not happening; share country experiences, innovations, and best practices; and lay out an agenda for future collaboration in the region.”
- ◆ *Economic Growth and the Environment: Greening Asia’s Tigers* “This workshop will engage representatives from a broad spectrum of civil society on a wide range of issues generated by the economic success of East Asian countries (pollution arising from rapid export growth and industrialization, deforestation, and forest fires caused by unregulated commercial exploitation of forests).”
- ◆ *Economic Journalism in a Changing World* “Developing country journalists today are charged with explaining complex economic issues surrounding market economies, and incorporating local, national, and regional and international dimensions.... This workshop will build understanding of the most critical challenges facing developing economies today, and improve the skills of economic journalists.”

- ◆ *Private Investment in Infrastructure: Coping with Financial Risks* “The sources and scope of public and private sector financial risks arising from private participation in large infrastructure projects will be the focus...mechanisms to mitigate such risks in East Asia will be emphasized. Examples will be drawn from the power, telecom and transport sectors.”
- ◆ *Social Policy: Combining Competitiveness with Caring* “Participants will discuss the East Asian experience in social development, with particular emphasis on health care and pensions. Challenges posed by emerging demographic and income trends across East Asia will be examined.”
- ◆ *Trade and Investment Policy: The Challenge of Integration* “Covers the most important trade and investment issues facing East Asia. Implications of the following will be highlighted: regional integration, competition policy, financial services liberalization, and the Multilateral Agreement on Investment.”

2. Overarching activities held on Monday, March 9 (Day 1) through Thursday, March 12 (Day 4)

- ◆ General sessions open to *all* participants were designed to foster networking and to link workshops conceptually. They addressed common issues in Asian development and included:
- ◆ Opening and closing plenaries with “prominent thinkers on development issues” that set the discussion framework thematically.
- ◆ Keynote speeches by senior government officials, including Philippines President Ramos and senior World Bank and Asian Development Bank officials.
- ◆ Roundtables on special topics (e.g., Meet the Think Tanks; Rethinking the East Asia Miracle; and Economic Prospects of East Asia).
- ◆ Networking opportunities (e.g., all meals in common, one-half-hour coffee breaks, and an open-air dinner/cultural night).
- ◆ Closing “report-back” sessions from some workshops.

3. A Senior Policy Seminar held concurrently on Tuesday, March 10 (Day 2) and Wednesday, March 11 (Day 3)

Because this seminar was not organized by EDI, it is not included in this evaluation.

C. The Participants

Virtually all of the 244 registrants received Forum/Workshop entry surveys; 200 usable forms were returned for a relatively high response rate of 82%. Table 1-1 shows how respondents compare to registrants. Those who responded to the evaluation forms listed their professional roles and sector affiliation. Most participants in ADF who filled out the entry evaluation forms said they played professional roles in research and training institutes (25%) or ministries and governmental agencies at the state, province, or municipal levels (17%). The profile of participants who completed the exit evaluation forms was essentially the same. This suggests that the exit results are not skewed in the direction of any particular sector or type of participant.

PROFESSIONAL ROLE	<i>Respondent Distribution</i>		Difference in Pre-Post Respondent Profile
	REGISTRANTS at Forum Entry ⁹	RESPONDENTS at Forum Exit	
Research/Training Institute	60 (25%)	40 (28%)	+3%
Ministry, State, Province, or Municipal Government	42 (17%)	20 (14%)	-3%
Media	31 (13%)	19 (13%)	0
Public Enterprise or Central Government Agency	25 (10%)	14 (10%)	0
University	24 (10%)	17 (12%)	+2%
NGO or Community Organization	18 (7%)	10 (7%)	0
Other	18 (7%)	7 (5%)	-2%
Private Enterprise	13 (5%)	7 (5%)	0
UN or UN Specialized Agency	6 (2%)	2 (2%)	0
Financial Institute/Development Bank	5 (2%)	1 (1%)	-1%
World Bank, Asian Development Bank	2 (1%)	4 (3%)	+2%
Central Bank	0 (0%)	0 (0%)	0
TOTAL	244 ¹⁰	141	

Table 1-1: Participant Roles

III. Evaluation Approach

A. Purpose of the Evaluation

The main purpose of the evaluation was answer several research questions: What was overall participant satisfaction with specific workshops and with ADF as a whole? From the participants' point of view, what were their key learnings from the workshops and from ADF? Generally, what lessons could be learned substantively and organizationally from this particular conference structure? Data from ADF can also be used for comparative purposes with data from similar types of conference. Annex A presents an overview of the evaluation model, including data collection purposes and methods.

B. Key Aspects of the Evaluation Design

The evaluation was conducted by Group Dimensions Research, an independent, external consulting firm with prior Bank experience (Annex F). The evaluation design (Annex A), entry evaluation forms (Annex B), exit evaluation forms (Annex C), and a focus group interview guide (Annexes D and E) were developed in collaboration with the EDI conference organizer, EDI Task Managers for the seminars, and the EDI Advisor for Evaluation. The evaluation was conducted on-site in order to enable direct observation and immediate data collection. Several methods of data collection—both qualitative and quantitative—provided the basis for analysis (see Table 1-2):

⁹ Percentages do not add up to 100 because of rounding error.

¹⁰ Number of respondents is greater than 200 because some staff, consultants, and resource persons are also included in this table; in addition, some respondents checked off more than one professional role.

1. Unobtrusive Measures

Analysis of the Forum registration database, provided information about respondent demographics.

2. Direct Observation and Participant Observation

Evaluators monitored how many participants gravitated toward activities, including workshops and overarching sessions, and provided an informal assessment of how participants perceived the proceedings at each stage of the conference. Participant observation involved organized social activities (meals, opening and closing ceremonies, coffee breaks, and a cultural evening); direct observation involved workshop sessions, plenaries, and special sessions. All materials and handouts were reviewed on site.

	Day 1	Day 2	Day 3	Day 4
<i>TYPE</i> <i>of</i> <i>ACTIVITY</i>		<i>Breakfast¹¹</i>	<i>Breakfast</i>	<i>Breakfast</i>
	Registration (Form 1 distributed in packets)	Workshops (Form 1 collected)	Workshops	Special Sessions
		Lunch	<i>Lunch</i>	<i>Lunch</i>
		Workshops	Workshops (Form 2 distributed and collected)	Special Sessions <i>Keynote Address (Form 3 distributed)</i> Break (Form 3 collected)
	<i>Dinner: Opening Ceremony</i>	<i>Dinner</i>	<i>Dinner: Cultural Evening</i>	<i>Dinner/Banquet/ Closing Ceremony (Form 3 distributed to remaining participants and collected)</i>
			Focus Group	

Table 1-2: Points of Evaluation during Forum

3. Individual and Focus Group Interviews

Both formal and informal interviews tapped participant opinions, ideas, and satisfaction levels. *Informal* individual and focus group discussions were held

¹¹ ***Italics=Participant Observation (which also occurred during coffee breaks each day).***

every day over breakfast, lunch, and dinner with participants. Evaluators made every effort to include discussions with participants from all countries and sectors in attendance. (Although the conference was not organized by country, participants tended to sit during meals with their compatriots). During these conversations, participants were asked a question such as, “Generally, how do you think the Forum is going so far?” or “How is your workshop going?”

A *formal* focus group was conducted after the closing session on Day 4 (9-9:45 p.m.). During coffee breaks and lunch on Thursday, 25 conferees were personally invited to attend the focus group. Twenty agreed to attend and 12 actually participated (a high recruitment-to-show rate for focus groups). Every workshop and several countries and sectors were represented among the 12 participants (Bangladesh, China, India, Indonesia, Republic of Korea, Malaysia, Nepal, Philippines [2], Thailand, Vietnam, and Western Samoa). They spoke freely during the tape-recorded session in response to a formal interview guide (see Annexes D and E).

4. Pre- and Post-Surveys

Three survey forms were administered to participants, organizers, resource persons, and consultants in order to gather quantitative data for statistical analysis. These pre-test and post-test evaluation forms assessed the extent of change in participants’ opinions, knowledge, and expectations because of participation in the workshops or in ADF. *For ease of reference, the instruments and findings are referred to as workshop (the seminar experience, individually or in the aggregate) versus Forum-as-a-whole (the entire conference experience).*

In this report, the term “participant” is restricted to ADF registrants who were not serving *only* as presenters, resource persons, or sponsoring agency organizers. That is, participants are the consumers or audience for whom the Forum was designed. The term “conferees” also refers to registered participants. The terms “respondents” or “responding participants” signify that portion of ADF *participants* who completed one or more entry or exit forms or took part in an interview. For data derived from surveys or interviews with consultants, presenters, resource persons, or other sponsoring agency organizers (another type of respondent), the term “staff members, consultants, and resource persons” is employed for clarity.

The forms were:

- ◆ **Form 1** (administered on Day 1) asked pre-test questions regarding participant expectations for individual workshops as well as for ADF. It also asked participants to rate their level of knowledge about the main topics of the workshop for which they enrolled. Other questions explored reasons for selecting a particular workshop, extent of interest in various workshop and Forum objectives set by the organizers, and perceptions of ADF’s relevance to their professional roles. By asking entry questions about both the workshops and the Forum, Form 1 combined two instruments in order to avoid respondent fatigue. (Annex B)
- ◆ **Form 2** (administered on Day 3) asked post-test questions regarding how well participant expectations and workshop objectives were met. It also asked participants again to rate their level of knowledge about the main topics of their workshop, to what extent the knowledge might benefit them in their work, and perceived learning gains. Form 2 was administered at the end of

the workshop schedule because organizers anticipated correctly that some participants might not stay for Day 4.¹² (Annex C)

- ◆ **Form 3** (administered on Day 4) asked post-test questions on the extent to which expectations were met for ADF. It invited participants to describe other positive outcomes they may have experienced as a result of the Forum, but that might not have been anticipated in designing Form 1. Questions also gauged participant assessments of networking and possible post-ADF impacts, effectiveness of the various activity types, satisfaction with logistics, relevance to professional roles, and overall ADF effectiveness. Form 3 was distributed prior to Vice President Stiglitz's speech (5 p.m.). Four women dressed in traditional Filipino costume from the Spanish period (who were engaged as "lobby greeters" by the hotel for the entire conference) distributed Form 3 as participants entered the hall. As participants left the hall shortly after 6 p.m., the lobby greeters collected the completed forms in specially marked boxes. For those who did not attend this keynote address, extra forms were available before dinner and the closing ceremony Thursday evening and before breakfast on Friday morning. (Annex C)

5. Post-Conference E-Mail Interviews

All workshop organizers and 20 randomly selected participants were sent a brief comment form to submit via e-mail or fax, reflecting on the experience two months after the Forum had ended. This retrospective "interview" gave respondents the opportunity to share their observations of participant learning, interaction, and involvement in the workshops and in ADF. One organizer and eight participants responded.

C. Facilitators of the Evaluation Procedures

Several important factors facilitated collection of the pre-test and post-test forms during this conference:

- ◆ The Administrative Coordinator suggested and implemented a numbering system as part of the registration process. Each participant was given a sticker with his/her pre-assigned workshop number (e.g., Workshop 5 participants received a 5000 series number). Participants were asked to place the sticker on the back of their name badges and to use the number on all survey forms. Most respondents did so, which allowed for t-test comparisons of Forms 1 and 2 and Forms 1 and 3.¹³
- ◆ During the opening ceremony (President Ramos' speech), Vinod Thomas, EDI Director, made a brief announcement from the podium reminding participants to turn in the evaluation forms found in their registration packets. This highlighted the importance of evaluation from the first day.
- ◆ Task managers cooperated by requesting that participants place forms in boxes in seminar rooms.

¹² Form 1 was collected by 1 p.m. on Tuesday (Day 2); Form 2 by 6 p.m. on Wednesday (Day 3), as planned.

¹³ Those who omitted their numbers on the forms were still included in the general data analysis for each form, but were not subjected to t-test comparisons.

- ◆ Local services staff (who attended each seminar room) reminded participants to turn in their pre-workshop/Forum forms as the morning sessions ended on Tuesday and their post-workshop forms as afternoon sessions ended on Wednesday. They supervised collection into the evaluation form boxes and returned the boxes to the evaluators at the end of each day.
- ◆ The evaluators visited each seminar room to remind Task Managers and participants of the evaluation process and to collect forms from the boxes for security purposes.
- ◆ During the closing ceremony, the moderator made a brief announcement from the podium reminding participants to turn in their post-Forum evaluation forms.
- ◆ The lobby greeters drew considerable attention to the last stage of the evaluation process.

These facilitators produced a relatively high response rate for all forms.

D. Limitations of the Evaluation

- ◆ Limitations of the evaluation stem from two factors: First, the shifting numbers of participants on various days of ADF, and second, the subjective nature of the measures.
 - ◆ For example, Day 4 of ADF was open to local individuals who did not participate in the entire conference. Because of the public setting in which the final exit survey was distributed (the closing banquet), it is possible that a handful of “day registrants” filled out Form 3. Some participants who were present for the entry survey on Day 1 did not remain until Day 4. The same attrition problem existed, though to a lesser extent, for the workshops. This meant that efforts to assess pre-post expectations and satisfaction with the Forum and with the workshops was restricted to those participants who filled out *all three forms* and whose number codes matched. For the Forum-as-a-whole, the retention rate was approximately 55% across all questions; for the workshops, the retention rate was closer to 76%. Therefore, except for the t-test analyses of pre-post Forum and pre-post workshop responses, data are presented for all respondents to each form, *regardless* of whether they filled out the post-Forum or post-workshop forms.
 - ◆ In addition, participant estimations of their knowledge levels pre- and post-workshop are highly subjective. In a conference situation such as this, and with the absence of detailed learning criteria, opportunities did not exist for objectively and independently measuring knowledge levels or learning. Similarly, with networking goals, this evaluation can report only on participants’ *perceptions* of whether or not they formed new linkages, networks, or partnerships that might persist after the conference.

E. Response Rates

Response rates for the Asia Development Forum were very high. For the Forum and Workshop Entry Form (Form 1), which conferees received in their registration packets, response rates averaged 82%, ranging from a high of 88% for the Trade and Investment workshop participants to a low of 71% for Economic

Growth and the Environment (Figure 1-1). *Out of 244 registrants, 200 completed Form 1.*¹⁴

Form 2, End of Workshop Form, was distributed during the last segment of each workshop, between 4 and 5 p.m. on Wednesday (Figure 1-2). The “gross response rates” for Form 2—completed forms compared to the number distributed—were high, as shown in Figure 1-2, averaging 84%, with a high of 100% in the Social Policy workshop and a low of 71% in Economic Journalism. The “net response rates”—completed forms compared to the number of workshop registrants—were lower but still very respectable, averaging 66%.

*Out of 244 registrants, 175 conferees accepted Entry Form 1 and (of those) 152 completed the forms.*¹⁵ Because all conferences suffer from attrition as the days pass, the gross response rates seem most relevant.

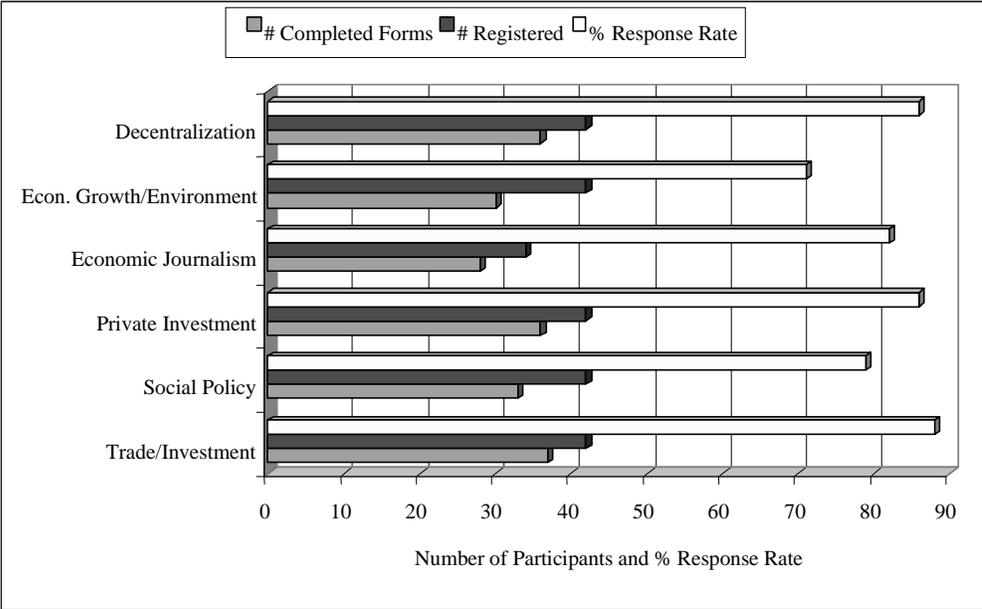


Figure 1-1: Response Rates by Workshop—Form 1

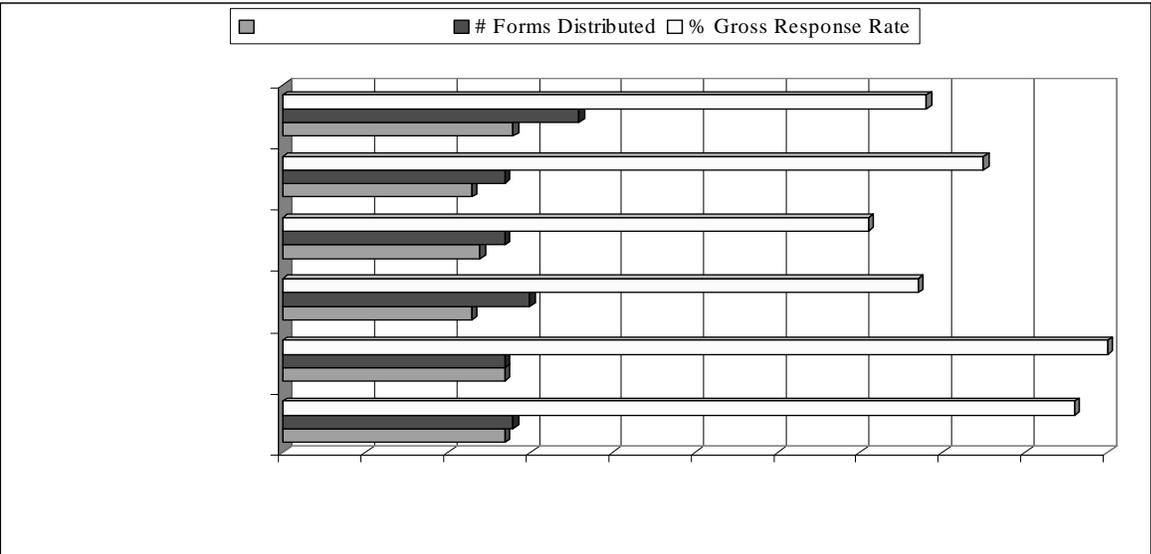
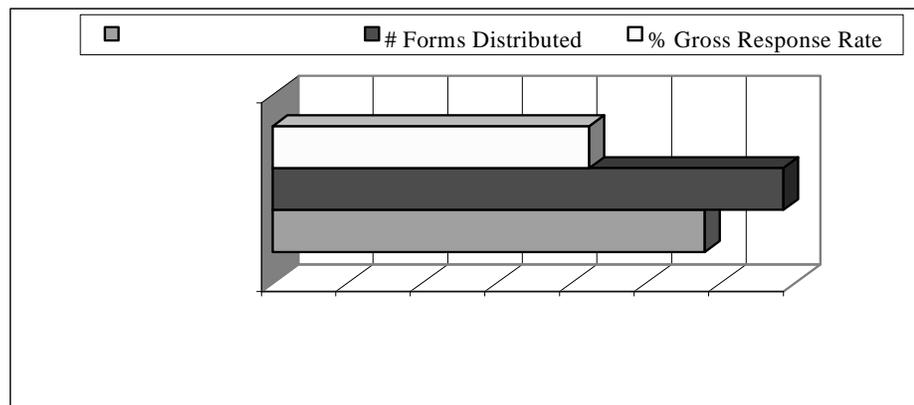


Figure 1-2: Response Rates by Workshop—Form 2

Finally, the response rates for Form 3, which measured satisfaction and learning during the ADF as a whole, were lower than for the first two forms. During the closing activities, 137 copies of Form 3 were distributed as conferees entered the hall for a major keynote speech toward the end of the last day. Completed forms were collected as they left the hall. The form was made available again as conferees entered the final dinner and closing ceremonies one hour later, then collected as they left that event. Form 3 response rates averaged 85% for all conferees who received the form, including consultants, resource persons, Bank staff, and workshop participants (see Figure 1-3). Because some day registrants also responded, this should be considered a gross response rate. *Out of 137 distributed forms, 118 were returned.*



THE FINDINGS

It was a great pleasure to attend the Forum—it was at the right time. (Republic of Korea)

I. Introduction

This chapter explores the extent to which various workshop and Forum-as-a-whole objectives were met in the eyes of participants who returned the survey forms. Data also include comments from informal interviews and a formal focus group held with a sample of participants at the Forum end.

A. Objectives and Outcome Measures

Several major objectives were expressed by the Asia Development Forum organizers. This evaluation examines each objective in turn, in order to gauge participant and organizer satisfaction. The outcome measures for this evaluation relate directly to these objectives:

TYPE OF INFORMATION	METHOD
<p>1. Learning Objectives: From their point of view, did participants gain access to new knowledge and information?</p> <ul style="list-style-type: none"> a. Did participants gain access to new knowledge and information (that they did not have before). b. Did the workshops and Forum contribute to participant learning through providing relevant concepts and information? 	<p>Pre-Forum/workshop survey (Form 1), Post-workshop survey (Form 2), and Post-Forum survey (Form 3)</p>
<p>2. Policy and Best Practice Objectives: Did the workshops and Forum benefit participant's work?</p> <ul style="list-style-type: none"> a. Did participants find the knowledge and information useful and relevant to their work? b. Did the workshops and Forum providing relevant best practices in the field and that could be applied in participant countries? c. Do workshop participants anticipate using their learning in their subsequent work? 	<p>Post-workshop survey (Form 2), and Post-Forum survey (Form 3)</p> <p>Interviews --informal individual interviews --formal focus group interview</p>
<p>3. Sharing and Networking Objectives: Did workshops and Forum offer opportunities for sharing ideas and networking among participants and other conferees (e.g., resource persons, speakers, and consultants)?</p> <ul style="list-style-type: none"> a. How satisfied were participants with opportunities to share ideas, network, and 	<p>Post-workshop survey (Form 2), and Post-Forum survey</p>

<p>engage in workshop discussions?</p> <p>b. Were objectives for sharing ideas and developing networks achieved?</p> <p>c. Was the Forum structure (including workshops) commensurate with stated networking objectives?</p>	<p>(Form 3)</p> <p>Interviews</p> <p>--informal individual interviews</p> <p>--formal focus group interview</p> <p>Direct observations</p>
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<p>4. Resources, Materials, and Structure: Were resources (including consultants and experts), materials, and conference structure supportive of the substantive objectives?</p> <ul style="list-style-type: none"> a. Were workshop resources and materials appropriate to the Forum goals? b. Was the Forum structure commensurate with stated learning, policy/best practice, and sharing/networking objectives? 	<p>Post-workshop survey (Form 2)</p> <p>Post-Forum survey (Form 3)</p> <p>Interviews --informal individual interviews --formal focus group interview</p>
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In addition, the evaluation also examines two other major questions raised by the particular design of the Asia Development Forum.

<p>5. Value Added by Forum Events over Workshops: Did overarching Forum events serve as the connective tissue and contribute to a conceptual cohesion among the six workshops?</p> <ul style="list-style-type: none"> a. What can be documented about the level and extent of learning that takes place when workshops combine under a thematic umbrella provided by plenary panels and keynote speakers? <ul style="list-style-type: none"> ◆ Is there a synergistic effect that improves learning in workshops? ◆ Is learning about the same in workshops? ◆ Is there a loss of learning in workshops? b. What do participants say about workshops combined under a thematic umbrella? How do they react to an aggregated approach? c. Did organizers learn new information about combining workshops under a thematic umbrella? 	<p>Post-workshop survey (Form 2) and Post-Forum survey (Form 3)</p> <p>Post-Forum survey (Form 3)</p> <p>Interviews --informal individual interviews --formal focus group interview Post-workshop survey of organizers</p>
<p>6. Logistical Issues: How did the logistical arrangements work for this two-level conference structure?</p> <ul style="list-style-type: none"> a. Were accommodation, travel, meal, and 	<p>Post-Forum survey (Form</p>

<p>other logistical arrangements satisfactory?</p> <p>b. Many ADF participants (including locals) were subsidized with room and board. Compared to other conference structures, how did organizers ensure that participants were the most appropriate ones for specific workshops and for ADF?</p>	<p>3)</p> <p>Post-Forum interviews with organizers</p>
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B. Reasons for Selecting Workshops

Participants were asked on Form 1 to indicate the primary reasons for selecting a particular workshop. Although conferees did not have complete control over their workshop placement (since the Forum was by invitation and the conference organizers made final decisions), they were asked to rank order their three top workshop choices during the registration process. *Relevance to their present job and relevance to their professional interests were the most important factors in preferring one workshop over another (averaging 5.07 and 5.06 on a six-point scale, respectively).* In fact, over 73% of all 200 respondents ranked job relevance as a 5 or 6; relevance to professional interests was equally high. That a particular workshop might facilitate one’s career advancement was low on the list of deciding factors, averaging only 3.95 out of 6 (Figure 2-1).

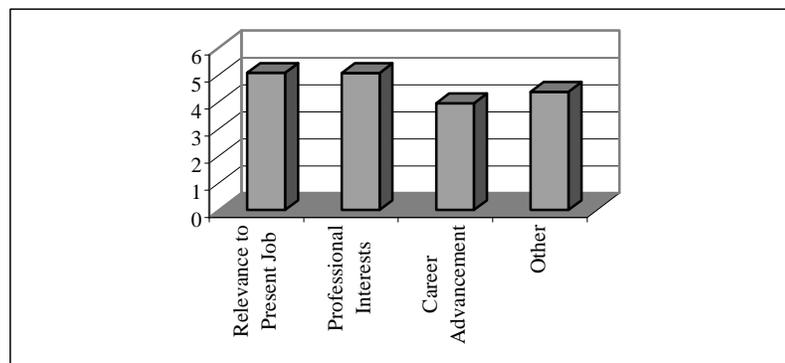


Figure 2-1: Participants' Reasons for Workshop Preference¹⁶

This workshop is quite useful because it is related to my work and my current on going projects. I opened my view and think about what happened in Asia, what happened in the world. It is a benefit to me and to my institute on sustainable forest development. (China)

Some participants expressed during interviews that they had not accepted for their first choice workshop. Some attended the assigned workshop; others switched midstream, and a few circulated freely. *Participant views on whether or not a workshop achieved its objectives, and of how much their knowledge level increased, are most likely affected by whether or not they were able to attend their first choice workshop.*

I don't know if everyone else got a copy of the detailed subtopics in each of the workshops, to choose better. I didn't. I just got a list of six workshops. Since I consider myself as very knowledgeable in environment, I wasn't very interested in the forestry workshop at first, so I chose something else. Then I went from one workshop to another because I was interested in the topics. (Philippines)

¹⁶ The number of returns for Form 1 by workshop (out of 42 registrants) was: Decentralization, 36; Economic Growth and the Environment, 30; Private Investment, 36; Social Policy, 33; Trade and Investment Policy, 37. The response rate for Economic Journalism is based on 28 returned forms out of 34 registrants.

For this evaluation, only those responding participants who remained in the same workshop were included in the matched pairs “t-test” analysis of pre- and post-workshop ratings. However, wherever possible, data from all respondents who were present during the opening of a workshop and all who were present at the workshop’s close were incorporated into non-t-test summary findings.

II. Overall Achievement of Objectives

Participants were surveyed at the end of the workshops (Form 2) to elicit views on how well the seminars within the Forum had achieved their objectives, overall. Generally, participants viewed achievement of workshop objectives as very successful, though slightly lower than achievement of overall Forum objectives. This indicates that other “Forum-wide events” such as plenaries and special sessions added value to the workshops (as discussed in section VIII, below).

What I really gained was a broader, global perspective on things—and a much wider regional perspective. ADF gave me an opportunity to interact with people, particularly participants from Singapore and Korea who talked about their experiences and lessons learned in the field of health and education, which were very useful to me and could relate to my work. (India)

When all principal objectives are compared against each other, *the provision of relevant concepts to help better understand the workshop’s topics ranked highest (4.67 on a 6-point scale). Networking opportunities (4.20) and obtaining the latest data on the topic (4.22) were viewed as least well accomplished by the workshops, on average.*

It should be noted that all items on average received over 4.00 participant ratings. Beyond these averages, however, workshops varied on participant perceptions of how well certain principal objectives were met. For example, Table 2-1 shows that respondents in the Decentralization workshop were the only ones to rate provision of best practices above 5.00, and Trade and Investment Policy respondents rated this item relatively low (3.67). Private Investment scored highest on the success of their workshop in providing relevant concepts (4.87) and the latest data to back them up (4.57). For policy information, again the Decentralization workshop received the highest ratings (4.61). Concordant with observations and other participant data, the Economic Journalism respondents seemed happiest with networking opportunities (4.67) and those in Trade and Investment Policy the least satisfied (3.48).

*	RELEVANT CONCEPTS	LATEST DATA	POLICY INFORMATION	BEST PRACTICES	NETWORKING OPPORTUNITIES	AVERAGE, BY WORKSHOP
Decentralization	4.79	4.39	4.61	5.04	4.50	4.67
Economic Growth and Environment	4.71	4.13	4.54	4.46	4.25	4.42
Economic Journalism	4.83	4.08	4.04	4.42	4.67	4.41
Private Investment	4.87	4.57	4.39	4.35	4.27	4.49
Social Policy	4.41	4.07	4.41	4.30	4.11	4.26

Trade/Investment	4.44	4.07	4.52	3.67	3.48	4.04
AVERAGE, ALL WORKSHOPS	4.67	4.22	4.40	4.37	4.20	4.38

Table 2-1: Comparison of Workshops on Achievement of Principal Objectives¹⁷

**Light shading indicates lowest ratings and value added; darker shading indicates highest ratings and value added.*

When all workshops are compared on the specific principal objectives, significant variations occurred from workshop to workshop, depending on the objective measured. Workshops displayed different relative strengths and weaknesses, as the next sections show.

III. Learning Objectives: Concepts, Information, and Knowledge

Responding participants indicated that the Asia Development Forum provided them with new knowledge and information that was both timely and useful to them professionally. The data show that participants saw the workshops in particular and the Forum as-a-whole contributing significantly to their learning through presentation and discussion of relevant concepts and information. For the most part, responding participants reported satisfaction with the quality, level, and focus of workshop content and considered the content appropriate to Forum goals.

The only weakness observed by responding participants, organizers, resource persons, and the evaluators was a relatively serious one, considering the conference goals: Insufficient conceptual linkages existed among the workshops. The Forum events (keynote speakers, plenary panels, and so forth) generated some linkages, but future conferences using this structure could address this structural issue more intentionally. Otherwise, however, the Forum structure was commensurate with stated learning objectives by allowing specialization with the workshops and attention to the broader issues underlying the Asian financial crisis in the Forum events.

Participants were asked to rate on Form 2 the “most beneficial feature” of the workshops. *Their responses suggested that Asia Development Forum successfully achieved its learning objectives.* Table 2-2 reveals that gaining “new, clearer, or expanded concepts” relevant to their work was the greatest benefit that participants took away (an average of 4.69 out of 6 across workshops). Receiving “new, fuller, or improved information” also scored well (4.61) compared to other objectives. The highest *benefit* rating overall was expressed by respondents in the Decentralization workshop (4.60) and the lowest in Private Investment (4.16).

¹⁷ The number of returns for Form 2 by workshop out of the number of forms *distributed* was: Decentralization, 28 out of 36; Economic Growth and the Environment, 24 out of 27; Economic Journalism, 23 out of 27; Private Investment, 23 out of 30; Social Policy, 27 out of 27; Trade and Investment Policy, 27 out of 28.

	Concepts	Information	Policy	Practices	Problem-Solving	Other	Average By Workshop
Decentralization	4.82	4.82	4.74	4.89	4.32	4.33	4.65
Economic Growth and Environment	4.38	4.58	4.58	4.29	3.79	4.14	4.29
Economic Journalism	5.00	4.74	4.45	4.58	4.48	4.50	4.62
Private Investment	4.73	4.55	4.32	3.91	3.86	3.83	4.2
Social Policy	4.48	4.44	4.33	4.19	3.67	4.67	4.30
Trade/Investment	4.74	4.52	4.26	3.52	3.56	5.00	4.27
AVERAGE, ALL WORKSHOPS	4.69	4.61	4.45	4.23	3.95	4.41	4.39

Table 2-2: Greatest Benefit from Workshops¹⁸

A. Learning Levels

Another way to measure the learning objective was to ask participants directly whether workshop presentations helped them learn about relevant topics. Table 2-3 shows that *all workshops scored above 4.5 on this indicator*. Respondents in the Economic Journalism workshop rated educational value of presentations as a strong 5.22 out of 6 points; 87% of this group rated their learning at the 5 or 6 level. The lowest score, but still high compared to other measures, came from Trade and Investment Policy respondents (4.48); even in this case, almost two-thirds of all respondents gave workshop presentations a learning value of 5 or 6 out of 6 points.

	Mean	% 5 or 6
Decentralization	4.96	75%
Economic Growth and Environment	4.58	50%
Economic Journalism	5.22	87%
Private Investment	4.87	73.9%
Social Policy	4.59	51.9%
Trade/Investment	4.48	63%
AVERAGE ALL WORKSHOPS	4.78	66.8%

Table 2-3: Workshop Helped Participants Learn

I could learn a lot from the meeting in a very short time. (Japan)
I learned from the Forum about adoption of sequencing in developing strategic direction. Proposed relief measures and long term direction in addressing the Asian Financial Crisis—these were important to learn. (Philippines)

B. Knowledge Gains

As a further way to measure learning, participants were asked to assess their knowledge level of relevant topics (provided by the organizers) as they entered and exited the workshop. For example, respondents in the Decentralization and Municipal Structure were asked to assess their

¹⁸ The number of returns for Form 2 by workshop out of the number of forms *distributed* was: Decentralization, 28 out of 36; Economic Growth and the Environment, 24 out of 27; Economic Journalism, 23 out of 27; Private Investment, 23 out of 30; Social Policy, 27 out of 27; Trade and Investment Policy, 27 out of 28

knowledge level on four items: the economics of decentralization; the financing of local infrastructure services; the link between budgeting in cities/municipalities and community participation; and community participation in providing local infrastructure services. In the Social Policy workshop, respondents were asked to self-assess their knowledge levels of: social policy models regarding poverty and inequality; social policy models regarding labor and social security; labor market institutions for adjustment and long-term growth: delivering social services; governance of social sectors; and globalization, inequality, and social progress. By tailoring items to each workshop, this set of questions represents the most precise measure of participant self-assessments of learning and knowledge gains.

	Pre-Workshop Knowledge Level	Post-Workshop Knowledge Level	Average Gain in Points	Average Increase in %
Decentralization	3.94	4.53	0.59	18.22%
Economic Growth and Environment	3.84	4.63	0.85	19.78%
Economic Journalism	3.61	4.65	1.04	23.36%
Private Investment	3.39	4.49	1.10	30.24%
Social Policy	4.00	4.26	0.26	6.30%
Trade/Investment	3.56	4.10	0.54	17.40%
AVERAGE, ALL WORKSHOPS	3.72	4.44	0.73	19.22%

Table 2-4: Self-Reported Knowledge Gains, Pre- to Post-Workshop

This pre-post measure shows that the average knowledge level stood at 3.72 as workshops began and rose to 4.44 by the end of the workshops (Table 2-4). This average gain of .73 points represents an almost 20% pre-post gain across workshops. Since many (if not most) participants entered the workshops with already substantial levels of knowledge in the Forum topics, this should be viewed as a significant gain.¹⁹ As might be expected, respondents with the highest pre-workshop level of knowledge (Social Policy) showed the lowest knowledge gain (6.3%). In contrast, the lowest knowledge level group upon entry (Private Investment and Infrastructure) showed the highest gain (30.24%). In fact, with the exception of Trade and Investment Policy, the lower the knowledge level upon workshop entry, the higher the knowledge gain upon the seminar's completion.

C. Analysis of Workshop Benefits

Responding participants said they took away from ADF workshops a more comprehensive understanding of the technological/environmental, economic/financial and social/institutional dimensions of the present economic situation of East Asia and the wider Asia and Pacific region. They said this was true for both theory and practical applications. Common threads across the workshops included:

- 1) Understanding better the East Asian crisis and its spin-off impacts.
- 2) Realizing the challenges that face policy-makers in crisis management and global integration.
- 3) Understanding the underlying causes of the financial crisis and possible solutions for the future.

¹⁹ The exception to high levels of pre-workshop knowledge about specific topics would be, as mentioned earlier, the journalists attending the Economic Journalism workshop.

- 4) Learning from regional and international experts and fostering contacts with them.
- 5) Fostering contacts with colleagues in the same field.
- 6) Hearing about various aspects of development as experienced in individual countries—a comparative, analytical perspective.
- 7) Learning lessons about the need for in-depth and thorough study of any problem and its implications, and use of collective efforts in problem-solving and preventing future crises.

Learning, benefits, relevance to work, and most important gains depended on the particular workshop a participant attended, as comments gleaned from surveys indicate:

Decentralization and Municipal Governance respondents said that waste management technology, community relations, and private sector participation were of particular relevance to their work. As one person said, “Now I have a basic idea of how to deal with the problem.” Another found it “very interesting and useful to my job responsibility.” Those who commented on the exit form (Form 2) listed the following as the “most important gains” from the workshop:

- ◆ Learning about the economics of decentralization, including the priority of sustaining growth while effectively dealing with financial crisis.
- ◆ Learning more about decentralization, corporate governance, and important public sector roles.

[It was] very informative to rethink the Asian Miracle during the crisis in the region. (Research/Training Institute, Japan)

Economic Growth and the Environment respondents highlighted as especially relevant to their work networking and collaboration between Asian countries, sustainable forestry management related to the financial crisis, and the need for research to address forestry issues. The workshop’s interdisciplinary approach to policy was valued, as was the opportunity to “interact with persons working in my area.” One person felt that the work relevance was low because, “unfortunately, no new ideas and concepts emerged. All these discussed have been discussed for a long time now.” The most important gains included:

- ◆ Rethinking development strategies.
- ◆ Realizing the need to expand environmental impact awareness in development projects.

Understanding more about the lessons we should learn from the crisis. (Research/Training Institute, China)

Economic Journalism in A Changing World respondents said that “instruments” were especially relevant to their work, as were “some excellent techniques for improved analytical reporting.” They liked being able to “analyze story angles and choose those that will be most beneficial to readers.” The most important gains for this group included:

- ◆ Gaining insight into the way policy makers view the situation.

- ◆ Learning practical techniques for reporting economic issues.

The interaction will certainly help me in my profession, to write better stories that will be beneficial to my readers and country. (Media, Philippines)

Private Investment in Infrastructure attendees appreciated the workshop's attention to "corporate governance and the East Asia crisis" and to "new approaches." They also felt that the workshop was relevant to their work because it "improved networking." For them, the most important gains included:

- ◆ Gaining perspectives on how confidence in markets can be restored, e.g., through derivatives.
- ◆ Understanding the way in which ADB/WB instruments support private investment in infrastructure.

It is very important that sound and efficient financial systems be developed in the region, because all countries can be free from possible currency crisis. (Ministry, Republic of Korea)

Social Policy for the 21st Century respondents said that most relevant were the opportunities to discuss "the social agenda and stakeholders at national and international levels" and to share with colleagues and others. They especially wanted to continue contacts in order to obtain more materials on this topic. One person felt that, "overall, the workshop could have dwelt a little more on the vision for the 21st century. No doubt, the challenges are huge, but the opportunities are also great. The conference lacked an underlying sense of excitement about the future, even though it was an important turn-of-the-century event." For this group, the most important gains included:

- ◆ Understanding of the important role the think tanks play in charting and sustaining growth and development.
- ◆ Recognizing the significance of labor, labor markets, and the contributing role of trade unions.

The Forum has provided me with some new concepts that I hope can be applied in my work. Definitely, I will share new experiences with my colleagues at home. (Media, Vietnam)

Trade and Investment Policy respondents stressed the relevance to their work of learning about other points of view and about "experiences from other countries."

- ◆ Realizing that no agreement exists on the fundamental causes of the crisis.

World Bank staff are less cautious about liberalization than Asian professionals. (Research/Training Institute, Singapore)

Measurement of the learning objective also involved three direct questions about participant learning experiences: 1) The extent to which they learned new concepts and information; 2) whether presentations helped them learn about relevant topics; and 3) and how their pre-workshop and post-workshop knowledge

levels changed on workshop-specific topics. Each of these is treated separately below.

D. Relevant Concepts

On this workshop objective, Private Investment topped the list when it came to providing relevant concepts (4.87 on a 6-point scale). Economic Journalism (4.83), Decentralization (4.79), and Economic Growth/Environment (4.71) also ranked above the average for this item of 4.67. *All workshops scored above 4.00 on this objective, which appears to have been very successfully achieved.*

Providing relevant concepts does not mean simply enumerating and defining key ideas, but stimulating participants into thinking about how various philosophies relate to their own country situations.

The most important thing I learned is that the crisis is not about only economic problems, but political problems. I think we opened our views. It is not simply an economics problem. There is some way we can learn about this new trend of political economics mechanism, the paradigm. People talk about good government, transparency, and corruption—we have a long way to go...an unfinished agenda. (Indonesia)

We talk a lot about decentralization, community-based management for forestry, financial assistance. Most of our people from Asian countries, we have a number of cultures, so decentralized means not standardization. For civilization, it means standardization philosophy. That is a problem, because maybe it causes conflict between the west countries and the developing countries. The conference helped me think more about that in a critical way. It has not given me a clear idea of how to solve it. (China)

I realized that the Japanese are much behind the other Asian countries' intellectuals in this type of conference. I have a cultural shock and good experience. (Japan)

Many respondents in interviews and survey comments also mentioned gaining insight into complex phenomena on the Asian financial crisis. For example:

I teach development economics at the university. I thought the whole workshop was useful, because now I have more insights for my discussions in the classroom. (Philippines)

The most important learning in the workshop was that participants renewed their consciousness on the importance of environmental protection, efficiency of municipal administration, and other social development plans. In the Forum, it was that we should not lose our momentum and consciousness for the continuous Asian development, even with the economic crisis. (Republic of Korea)

I learned in the Forum that risk management is an important survival skill for developing nations. (Malaysia)

From the point of one resource person, focusing the workshop theme on Southeast Asia made respondents from non-SE Asia areas “feel somewhat less relevant”:

Despite this limitation, participants coming from different parts of the world can find the workshop useful and timely. (Bangladesh)

E. Latest Data and Information

Responding participants said that providing the latest data and information on the workshop's topics was achieved at a relatively high level in Private Investment (4.57 on a 6-point scale) and Decentralization 4.39), the only two workshops that ranked above the average of 4.22. Although the other workshops also scored above 4.00, the lower average on this item (compared, for example to provision of relevant concepts) indicates that attention might be paid in future workshops to the currency of resource materials and data provided to participants.

I'm a founding member of the Philippine Council for Sustainable Development, one of the first ones that was set up after Rio. The data and information are very important for making sustainable development work in this country. I'm also a consultant for the Party List Election System this election session, so I have to train our candidates. I'll be giving them the latest view on what is happening—how they can fill their role if they win. (Philippines)

Some participants defined information in a broader way, as well. Simply being able to listen to people from other countries talk about the scope of their professional freedom (or lack of it) had an important learning impact for conferees. So did the fact that not all countries support liberalization and decentralization.

The very divergent state of freedom of speech among Asian countries was important information to learn. I am very much intrigued by the severe restrictions imposed on Indonesian journalists. (Japan)

The most important new information in my workshop was that there exists criticism against liberalization in Asia. In the Forum, it was the importance of transparency, corporate governance, and liberalization. Also, the speech by President Ramos (on the principle of free market). (Japan)

With privatization and liberalization of some sectors, corresponding policy and regulatory reform has to be instituted by the government. Also, the weakness of the industry and financial sector among those affected by the Asian Financial Crisis. (Philippines)

The most important new information for me was to appreciate the genesis of the Asian crisis and its possible prevention. (Malaysia)

F. Impact on Understanding

Finally, participants were invited to respond to a conference entry question regarding the Forum as-a-whole: "To what extent do you expect the Forum to be relevant to understanding of economic and social development." The question was repeated at the end of the Forum and indicates how well *the tandem workshop/Forum experience enhanced participant understanding of key issues*. As Table 2-5 suggests, the average rating on this item pre-Forum was 4.86; it rose to 5.12 at the end of the Forum (an average 5.46% gain). While 66% strongly expected the Forum to be relevant to their understanding of development as the Forum began (5 and 6 responses), by the end of the Forum, 75% rated the conference's relevance to such understanding as a 5 or 6.

- ◆ Social Policy respondents voiced the highest assumption level that the Forum would be relevant to understanding key issues. Even with such high expectations, this group was not disappointed, showing a slight post-Forum increase on this item.
- ◆ Private Investment respondents went into the Forum with the lowest level of expectation on this question (though still quite high at over 4.5), and showed the highest post-Forum gain of .73 points (a 16.19% increase over their pre-Forum responses).
- ◆ The Trade and Investment Policy registrants, however, had higher than average expectations (4.91) pre-Forum that were apparently met less well than in other workshops: At the Forum end, this group showed an almost 4% drop in their view of the Forum's relevance to understanding key issues.²⁰

Coming from the media, it was different. All of you are resource people. You have the information. One of the most difficult things is to extract information and disseminate it to the people, sounding like experts when we are not, really! This Forum has thrown some light on what caused the financial crisis. I hope that we will be able to go back and write and tell people what happened, why it happened. People have come up to me to ask what actually happened, what's going on? Why are prices rising? How do you explain that this is the beginning, that it is not over yet. (Malaysia)

²⁰ When the pre-post matched pairs analysis was performed for all six workshops, the relevance item recorded a positive but insignificant gain (5.01 to 5.07, sig.=.315).

	Relevance to Understanding: Pre-Forum	% 5 or 6	Relevance to Understanding: Post-Forum	% 5 or 6	Gain in Points	Increase in %
Decentralization	4.84	70.30	4.93	71.40	0.09	1.86%
Economic Growth and Environment	4.97	65.50	5.50	100.00	0.53	10.6%
Economic Journalism	4.82	64.30	5.11	72.20	0.29	6.02%
Private Investment	4.51	51.40	5.24	82.40	0.73	16.19%
Social Policy	5.12	75.80	5.22	88.90	0.10	1.95%
Trade/Investment	4.91	70.60	4.72	55.60	-0.19	-3.87%
AVERAGE/ ALL WORKSHOPS	4.86	66.30	5.12	78.42	0.26	5.46%

Table 2-5: Relevance of Forum to Understanding Issues

The phenomenon of globalization has focused on regional interdependence as characterized by the regional implications of the currency crises in East and Southeast Asia. Global interdependence, on the other hand, will force the formulation of country economic development policies to consider increasingly the implications of global interregional economic trends, as they will affect country economic policies. (Philippines)

The question from Nepal was key. How does the government role or contract terms need to change to take the reality of the crisis into account? We should tailor the presentations to “new” situation 1998-99 in Asia. (Consultant/Resource Person, U.S.)

IV. Learning Objectives: Policy and Best Practices

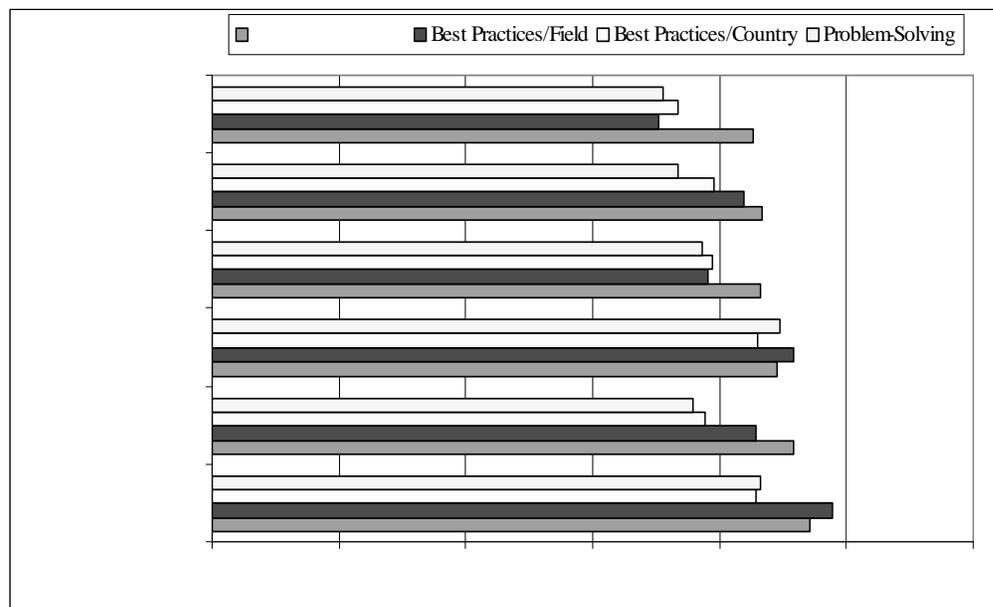
Participants who took part in the evaluation reported that the ADF workshops and Forum events were relevant to their work, especially in terms of learning about policy alternatives and relevant best practices in the field. They were slightly less positive about being given access to best practices that could be applied in their own country or about learning how to solve problems more easily. In other words, responding participants felt that ADF paid more attention to policy and generic best practices than to country-specific or practical applications.

Responding participants predicted that they would use the knowledge and insights gained through ADF in their professional work, especially the conceptual basis and the experiences of other countries. In most workshops, examples and case studies allowed participants to grasp the essential elements of policy and practice issues. The Forum-wide events afforded a policy and practices view from high level officials (such as the President of the Philippines) and high level Bank officials (such as Senior Vice President Stiglitz). The opportunity to hear these luminaries supported the Forum’s objectives in this regard.

A significant drop occurred pre-workshop to post-workshop in respondent perceptions of whether their workshop provided information about relevant policy alternatives. This may reflect the need either for clearer communication about what seminars can reasonably expect to accomplish or

for more targeted attempts to provide policy and practice alternatives (which participants appear to value highly).

Participants were asked on Form 2 to assess how the workshops would likely benefit them in their work (Figure 2-2). *Learning about policy alternatives received the highest average score across workshops (4.44 out of 6 points).* Learning about best practices in the field came in next, at an average of 4.23. *Participants gave the lowest ratings to learning about best practices that could be applied to their own country and learning how to solve work-related problems (4.01 and 3.95, respectively).* This finding is not unexpected, since workshops offered examples from many different countries. Only two workshops scored problem-solving benefits above a 4.00 (Decentralization and Economic Journalism).



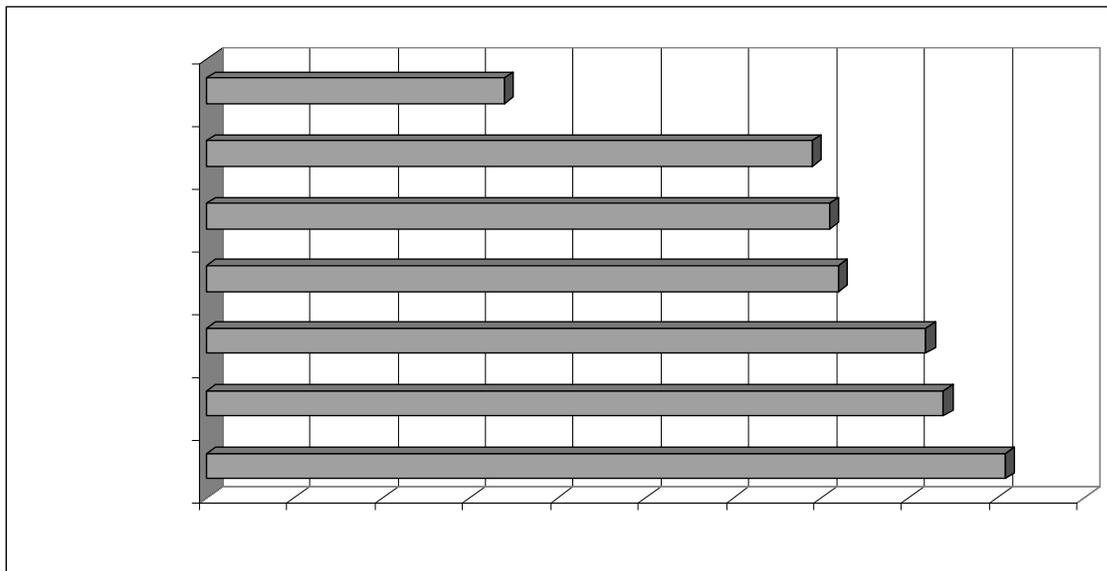
**Figure 2-2: Respondent Perceptions of ADF Achievement of Applied Learning Objectives—
Policy Alternatives, Best Practices, and Problem-Solving**

The Decentralization workshop earned the highest combined score on these applied items (4.55) and Trade and Investment Policy the lowest (3.75).

Adequate delivery of basic services at the community level is possible only if municipal authorities are effective and if it will be provided the necessary financial support (or be able to mobilize fiscal resources generated locally or through central government subsidies). (Philippines)

A. Relevant Policy Alternatives

Another measure of applied items was included in questions about how well the workshops achieved their objectives. Gaining a better understanding of policy



alternatives was rated highest by those who were

**Figure 2-3: Respondent Achievement of Applied Learning Objectives—
To Provide Information about Relevant Policy Alternatives**

enrolled in Decentralization, Economic Growth/Environment, and Trade/Investment Policy (Figure 2-3). For this objective, all workshops were rated by participants at least 4.40, with the exception of Economic Journalism, which nonetheless came in above 4.00. The nature of the Economic Journalism workshop would naturally not focus heavily on policy alternatives for decision-makers, but on concepts, best practices, and networking opportunities. Securing a better grasp of policy alternatives helped some participants put their national situations into a new perspective:

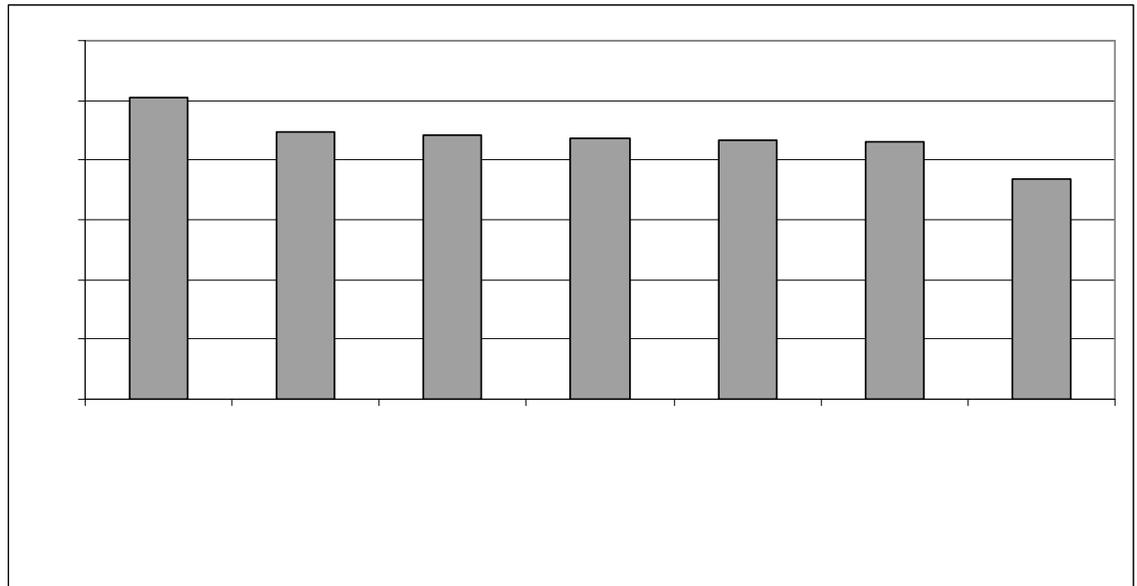
This conference was very useful for acquainting ourselves with the current economic crisis of Southeast Asia. I am responsible for coordinating and attracting donor agencies and private companies to invest in the infrastructure projects. As this subject is very new to a country like ours, it is very useful for me to convince my government and the private business people to invest in the infrastructure and make a difference for your country. (Nepal)

Bangladesh is very concerned about how we can protect our environment. It is perhaps the most densely populated country in the world. Very difficult to raise any crop or tree. Only 2.5% of the land is under forest, so our alternative approach is social policy. By participating in this workshop, I am able to carry back something that might be shared in Bangladesh. I think the workshop was very timely and very useful. (Bangladesh)

B. Regional and International Examples of Best Practices

Again, Decentralization and Economic Growth/Environment led the list for achieving the goal of bringing workshop participants relevant international and regional examples of best policies in the field (Figure 2-4). Economic Journalism also scored high in this regard. In this category, even those that ranked below average still had scores above 4.00, with the exception of Trade and Investment Policy (which respondents rated as relatively high on policy alternatives). This

might suggest that attempts could be made in the future in Trade and Investment Policy workshops to link the theoretical side of policy-making to the practical examples that exist internationally or regionally.



**Figure 2-4: Respondent Perceptions of ADF Achievement of Applied Learning Objectives—
To Provide Relevant International and Regional Examples of Best Practices**

A t-test was performed to compare the views of those who began and ended in the same workshop. The entry mean of 4.83 dropped to an exit mean of 4.45 on whether the workshops achieved the objective of providing information about relevant policy alternatives (sig.=.005).²¹ For some of those who found the “best practices” aspect of their workshop useful, the pay-offs for local application seemed direct and imminent.

The forum is very timely and very lucky for me, because we are actively involved in a major program for the privatization of ports—to invite more private sector participation. We perceive that the players in this program would not be only local but also international investors. The workshop has been very helpful. We probably will need to make some adjustments in our privatization program when I go back to the office. (Philippines)

Another problem that has cropped up very recently—arsenic contamination of water in 75% of the total area of our country. Until now, I don't find any remedy in the near future. We have been able to identify the problem, but we do not know the solution, but in this workshop, I had discussions both informally with some of my colleagues and friends here from other countries. They have given us some ideas about environmental pollution. We hope we will be able to share them. (Bangladesh)

²¹ A similar drop in the same direction occurred for the objective of providing relevant international and/or regional examples of best practices (4.78 entry mean and 4.44 exit mean, but it was not statistically significant (sig.=.16).

This statement from a Bangladeshi participant also suggests the importance of other participants' ideas to the Forum's learning process.

V. Sharing and Networking Objectives

Both workshops and Forum events offered ADF participants multiple opportunities for sharing ideas and networking with each other and with other conferees (e.g., resource persons, speakers, consultants). However, responding participants would have liked even more time in the workshops to discuss issues and to learn from each other, especially through some interactive group projects. They would also prefer to have smaller plenaries with fewer speakers so that members of the audience could ask a few questions. Finally, many participants voiced a request that future conferences allow more “structured free time” for networking and that some mealtimes be devoted primarily to socializing. The large lecture hall atmosphere of the Forum-wide events was not commensurate with achieving this dual objective of sharing ideas and making new contacts.

Evaluators invited respondents to rate on Form 2 the extent to which the Asia Development Forum provided ample opportunity for sharing ideas and networking with others. Table 2-6 combines these items into an average “sharing and networking” score²² based on three end-of-workshop questions. Participants were also asked at the end of the Forum (Form 3) to what extent they expected to remain in contact with other ADF conferees in the future. According to both participants and organizers who took part in the evaluation, networking among professionals and both regional and international policymakers constituted one of the conference highlights.²³

“New methodology, updated data, and views from the participants, presenters, and key-note speakers” served as important learning at the informational and conceptual levels, but “an opportunity to establish and develop networks” amplified that affect for most respondents. The ratings for all workshops were above 4.0 on this dimension, and highest for Economic Growth/Environment and Economic Journalism. As an indication of how well networking was achieved, respondents rated even higher their plans for contacting each other in the future. On this question, all workshops averaged at least 4.35 and for Economic

²² The “sharing and networking” score includes responses to “provide networking opportunities with others interested in this workshop’s topics,” relevance to “opportunities for sharing strategies, experiences, and ideas,” and “fostering collaborative activities among participants.”

²³ The number of returns for Form 2 by workshop out of the number of forms *distributed* was: Decentralization, 28 out of 36; Economic Growth and the Environment, 24 out of 27; Economic Journalism, 23 out of 27; Private Investment, 23 out of 30; Social Policy, 27 out of 27; Trade and Investment Policy, 27 out of 28. The number of Forum participants who responded to the End-of-Forum survey (Form 3) was, by workshop: Decentralization, 14; Economic Growth and the Environment, 10; Economic Journalism, 18; Private Investment, 18; Social Policy, 18; Trade and Investment Policy, 18. Not all respondents completed every question. As mentioned earlier, the number of Form 3 surveys given to participants *by workshop* is unknown because of the public setting in which that exit form was administered.

Journalism, a high rating of 5.11 indicates the importance of networking for their workshop.

	Sharing/ Networking Average	Plans for Future Contacts
Decentralization	4.71	5.00
Economic Growth and Environment	4.95	4.60
Economic Journalism	4.95	5.11
Private Investment	4.58	4.35
Social Policy	4.76	4.67
Trade/Investment	4.03	4.44
AVERAGE, ALL WORKSHOPS	4.66	4.68

Table 2-6: Respondent Perceptions of ADF Achievement of Networking Objectives— Opportunities for Networking and Future Contacts--Workshops and Forum Combined

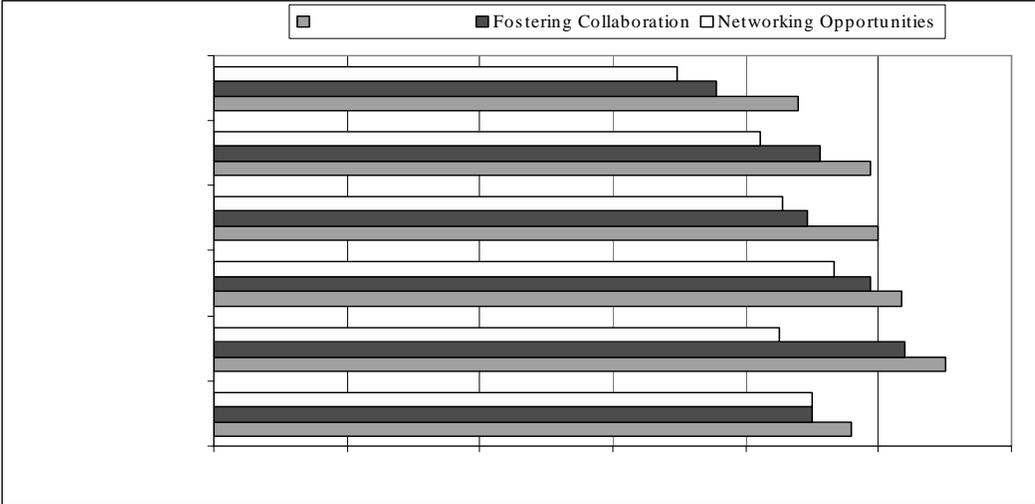
Networking and planning to maintain relationships does not necessarily translate into “building collaborative relationships” or planning to engage in joint activities after the Forum. Overall, sharing strategies, experiences, and ideas was more successfully achieved than networking or building collaborative relationships for future work. Sharing ideas, of course, can take place even anonymously within the formal workshop sessions, through discussion and debate, while networking and collaborative efforts require that participants get to know each other on an individual basis. The pre-post t-test on these items shows some drop-off between initial expectations for sharing and networking and the post-workshop perceptions of achievement of this objective. For example, the entering mean across workshops was 4.44, which fell perceptibly to 4.26 among matched pairs (sig.=.14).

A. Diversity of Audience

Across workshops, having a diverse audience with whom to share strategies, experiences, and ideas (and with whom to network) received positive ratings that averaged 4.91 out of 6. Participants who responded to the survey and/or were interviewed stressed the synergistic effect of interacting with people from the region, from different sectors, and with expertise in a range of relevant topics. Diversity of the audience underlay the interest expressed by participants in networking with people from other countries; sharing ideas during the workshops; and possibly forging relationships that might extend beyond the conference.

B. Sharing Opportunities

Economic Growth/Environment respondents were most pleased with



opportunities presented by their

Figure 2-5: Respondent Perceptions of ADF Achievement of Networking Objectives—

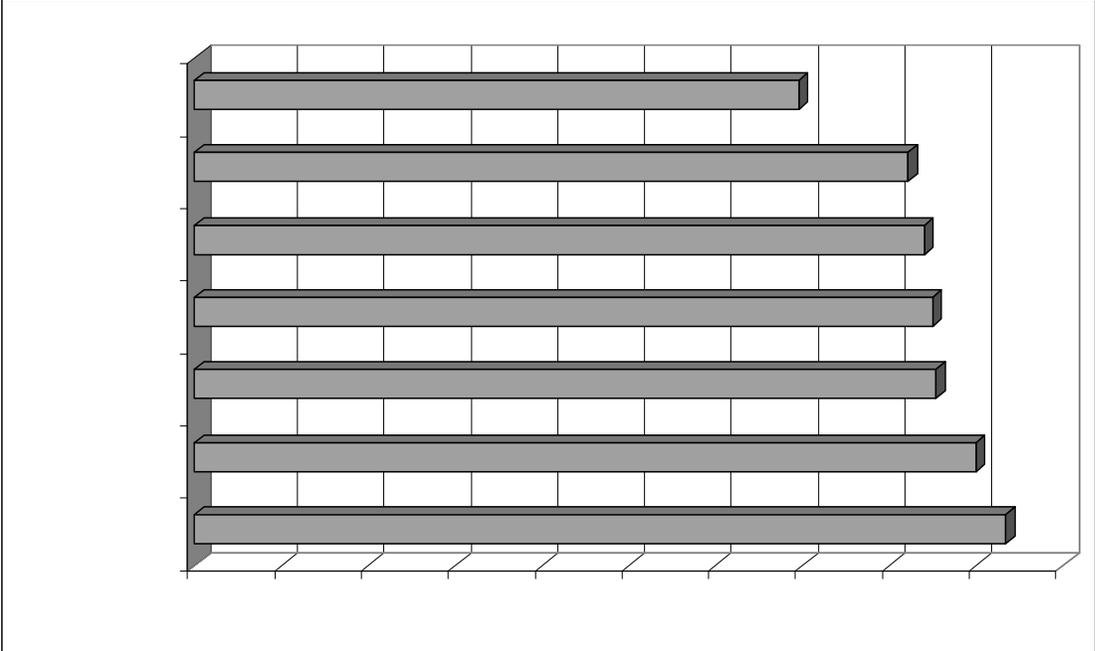
Sharing and Networking Opportunities—Workshops

workshop for sharing strategies, experiences, and ideas (5.50 out of 6), as Figure 2-5 indicates. Trade and Investment (4.39), Decentralization (4.79), and Social Policy (4.94) all fell below the average of 4.96.

C. Networking Opportunities

Trade and Investment recorded the lowest rating for networking opportunities in their workshop (3.48), well under the average of 4.21 for all seminars. Highest ratings came from the Economic Journalism workshop (4.67). Similarly, Economic Journalism ranked high on fostering collaborative relationships (4.94), second only to Economic Growth/Environment, whose score of 5.20 was well above the average of 4.57 on a six-point scale.

In achievement of networking objectives in workshops, Economic Journalism, Decentralization, Private Investment, and Economic Growth/Environment were



rated by respondents as above average (Figure 2-6).

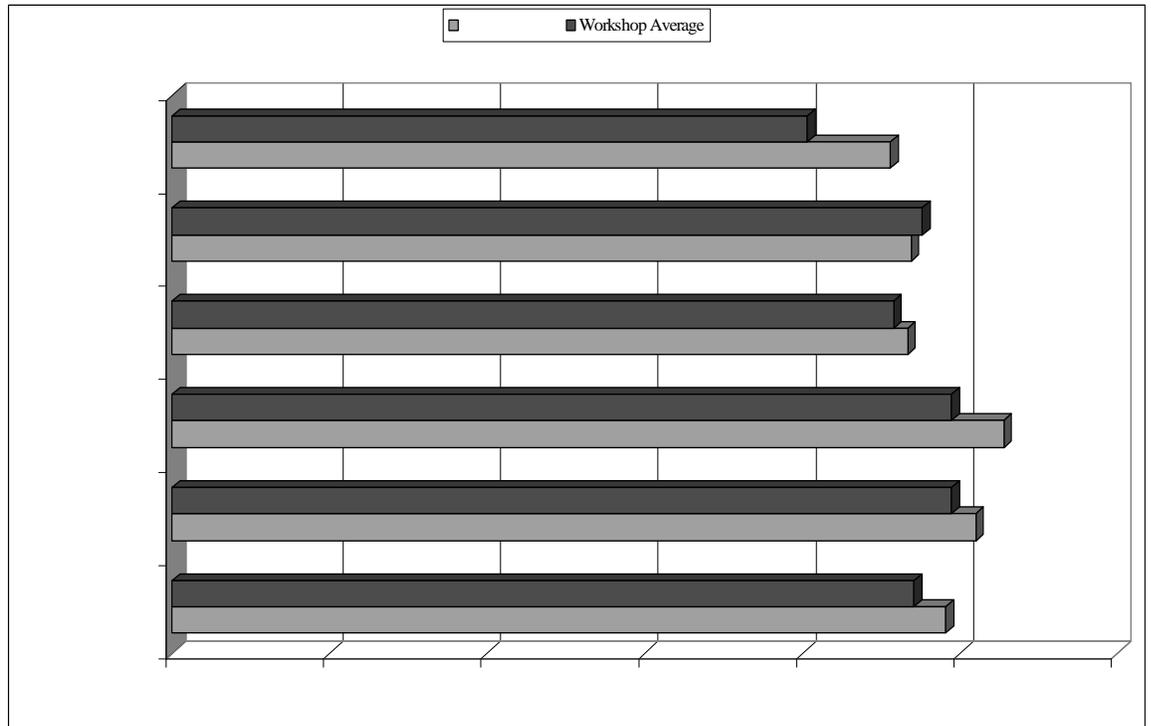
Figure 2-6: Respondent Perceptions of ADF Achievement of Networking Objectives— Opportunities for Networking with Others Interested in Workshop's Topics

Observations and participant comments indicated that Economic Journalism was characterized by a high level of two-way interaction rather than by one-way communication (speakers to audience). All but Trade and Investment Policy were rated at least 4.00 on this objective, but the low scores in that range indicate that more opportunities exist in future workshops for structured interaction among participants.

D. Sharing and Networking—Forum

These workshop items can also be compared to two very similar end-of-Forum questions—how satisfied were respondents with opportunities to meet other participants and how well did the Forum strengthen networks among participants?

As Figure 2-7 shows, respondents who completed the end-of-Forum survey said that as a total experience the Asia Development Forum gave them ample time to meet others (5.12 average out of 6 points). They were slightly less positive on average about the opportunities to strengthen networks (4.62), but all workshops were at least 4.0 on this measure. Economic Journalism was highest on both meeting people (5.39) and strengthening networks (5.18).



**Figure 2-7: Respondent Perceptions of ADF Achievement of Networking Objectives—
Opportunities for Sharing and Networking—Forum**

VI. Resources, Materials, Teaching Style, and Structure

Readings and other materials were relevant and of reasonably high quality, participants said, but many suggested that they would have been better prepared had they received the materials at least one week prior to the conference. Some workshop presenters tended to lecture with out pause or to use a one-way communication style that bored listeners and blocked discussion. Workshop and Forum teaching/presentational styles were less than optimally supportive of stated objectives. Workshops that used a circle or square format in which participants could see each other’s faces and hear each other’s comments were preferred over lecture-hall seating arrangements. Interactive sessions drew higher ratings than sessions in which participants tended to be passive listeners.

A. Resources, Readings, and Materials

This category received slightly lower ratings than did the experts in all but two workshops (Economic Growth/Environment and Decentralization); all workshops received at least a 4.2 rating and the average across workshops stood at 4.66 (Figure 2-8). *The major criticism was that participants did not receive reading materials far enough in advance to prepare for their workshop. They suggested*

that at least one week before a conference opens would be ample time to peruse materials and read selected items carefully.

If we have clearly the timing and the topic before we come to the seminar, it will be better. Then we can prepare ourselves. If we can have some document before we come, not just bring it here and have no time to read it. (China)

It would be helpful to have materials circulated before you actually come to the meeting, so that you can respond more easily. (Malaysia)

The pages out of [one expert's] textbook were projected; we thought that was unnecessary. The points should have been presented, either verbally or in sentence form. (India)

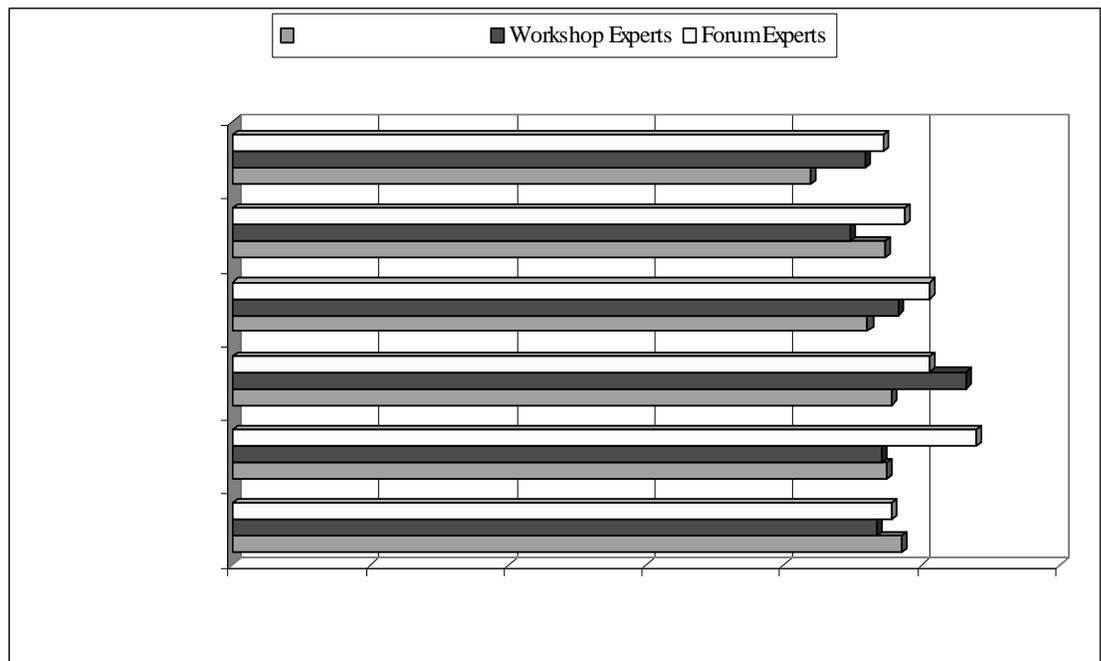


Figure 2-8: Resources, Materials, and Experts

Excellent discussions and exchanges. (Resource person, Singapore)

Time was too short to allow adequate discussion and understanding of all of the items covered. (Resource person, Australia)

It would have been better if chairs of each session tried a little more to have a balanced discussion from the floor. (Resource person, no country given)

Generally, responding participants gave high marks to the resource persons and consultants who made workshop presentations. One participant characterized the highlights of the conference by saying, “Some big names in economics were present and participated actively” and an organizer observed that the plenary sessions “provided a nice opportunity to listen to the experts and engage them in dialogue.”

With the exception of Economic Journalism, whose participants gave workshop experts the highest marks, the ratings of Forum speakers and resource persons were slightly higher than the workshop speakers and resource persons (4.98 average versus 4.77 average for workshops). This is not surprising, since those who spoke to Forum-wide events included internationally-known persons such as country presidents and high-level Bank staff.

For some participants, the wealth of experts seemed almost overwhelming. Participants came from different backgrounds and levels, and some said that they found the presentations of certain resource persons too technical or difficult.

You can see that we have international guys, very high policymaker, banker, NGO. It's difficult to let them know everything at the same time. I have an advantage because I work in national policy, but I don't know in detail. I get much knowledge from this seminar, but others might have difficulty to attain everything. (China)

Several interviewees mentioned that they were unclear as to the role that “discussants” and other resource people were supposed to play in the workshops.

I didn't know that the resource people were supposed to write something up and present it at the end. That should have been clearer earlier. I had the understanding that there would be people who would present, and then there would be discussions. Many people were not really aware of what their role was. The discussants quite often presented a paper themselves, too. It is a very good idea to have one or two people present and other people, being very well prepared, to address that issue. Or even have people play devil's advocate and present exactly the opposite view. (Malaysia)

Others felt that while the number of resource persons was generous, more could have been drawn from NGOs and from the business community. They learned a great deal from the workshops and the Forum activities, but they would like to have heard even more from leaders who are directly involved in the financial crisis.

The organizers have to invite the business actors that might contribute to East Asia's Crisis—say, George Soros. (Indonesia)

The ones missing are the businessmen. The businessman starts the problem, I could say. I don't expect you to bring George Soros, but at least somebody who plays with the foreign exchange. This person has to speak. In Indonesia, everybody knows who controls millions of acres of forests...it's people like him that should come here and tell us what they're doing. Maybe people from chaebols in Korea who do something like that. (China)

This financial crisis mainly originated from three countries, in my view: Indonesia, Korea, and Thailand. It would be better if the government people, minister or secretary said what they think they could do to mitigate the problem. As President Ramos and the secretary put it very rightly, the crisis is very serious...it would be better if they had the right people from these countries. (Nepal)

Talking about the right people, I was so surprised that no one from the IMF was here. We had many people speaking for the IMF, but we had no one from the IMF speaking for what they did. I would suggest that when you are dealing with journalists, give them people who

can give them information and stories. Those people gave us an insight into what going on. Otherwise we are tempted to go into the banking and finance plenaries, but we were not allowed to do so. (Malaysia)

The panelists were mostly from academe. It would have been more functional to hear from the policy reformists themselves. They practice what they preach. (Philippines)

These comments aside, however, generally participants said that the level of keynote speakers and resource persons impressed them. Indeed, for many, that was a highlight of the Asia Development Forum.

Highlights? Interaction among the various experts. The opportunity to participate in meetings out of one's specialization. The power of World Bank and Asian Development Bank. (Japan)

The highlight for me was the relevant and credible speakers at different sessions. (Malaysia)

B. Teaching and Presentation Style

Focus group and other interviewees commented that *the workshops were not working groups, which they would have preferred*. By this, they meant that the workshops adopted a teacher-student mode rather than a participatory mode of interaction. Having each group record the highlights of its work, sitting in a circle, and placing more responsibility on the shoulders of participants would have improved the learning situation. However, 90% of all interviewees thought that there was enough time for non-task-oriented discussion in the workshops.

The most effective would be if we have to become a working group. Of course, we have to listen to somebody, but after that we should at least identify the problem...be forced to work. We just listened. We talked, but nobody was taking notes except maybe one guy who was responsible for summary. We didn't know whether our input has been included in that. (Indonesia)

Maybe if the table was set up in a circle. I sneaked into the media session and it was very interesting. Of course, the media is always asking questions. It was just moving around like in the classroom. It was very nice. Really interactive. I think we have become an interactive world. (Indonesia)

The seating arrangement was too much like in a school. One row behind the other. A square or a circle arrangement would have been more interactive. Even a double row, a quadrangle, would have been more interesting. If you weren't taller than whoever was sitting in front of you, the person really blocked out things and you had to lean around to see what was going on. Maybe that was just my difficulty. It took away a little from my participation. (India)

At the Senior Policy Seminar, that's where I found roundtables and discussions. That was very effective, because you can see the people you are talking to. I thought I made the right decision yesterday in changing workshops. My original workshop was in a rectangle. (Philippines)

It may be that because some workshops had more people, they could not sit in a circle. I noticed in the trade and finance downstairs, they had the same arrangements. Maybe there are fewer bankers than environmentalists and journalists. (Philippines)

Some interviewees thought that some presenters could have been more “intellectual” and less “academic” and others could have been better prepared. The most frequent complaint was about

professors who read from their articles and books, or gave what appeared to be undergraduate lectures. Interviewees said that many experts tended to “teach” rather than to stimulate interaction (which these participants would have preferred).

Some panelists did not have good preparation. I went to the Asian crisis talk and I really did not know what he was talking about. He talked about Japan...just the relevance of his own topics. (China)

Sometimes the workshops became dull and minds just wandered. In one case, a professor from a prestigious university thought he was in the classroom teaching undergraduates, so he gave a classroom lecture. People got very tired, but no one could say anything. A little bit of that is tolerable, but maybe the presenters could have been better briefed on how much time to take and how to stimulate discussion. (India)

When some presenters ran over time, others were shortchanged. Reading papers rather than working from “talking points” defeated the purpose of an interactive seminar and caused time management problems. Interviewees called for workshop leaders to be more aggressive in controlling dominant presenters, discussants, or participants.

In the future, when you organize something, please take particular care in this respect. At least in our group, the paper was read outloud. The style was inappropriate. (Bangladesh)

Too many speakers in the panel. Two speakers who can speak with depth is preferable. (Philippines)

If we take the example of the morning special sessions, this workshop is very ambitious. There are six speakers and only two hours. That means the speakers did not maintain their time and the participants did not have a chance to ask any questions. The time management should be strictly followed. (Nepal)

Time control. People raised their hand and made a speech instead of asking a question. (China)

The chairs should have more power on that. (Vietnam)

The format is okay, but the chairman of each workshop should be more active to encourage discussion and mechanisms for problem-solving of the issues being addressed. (Indonesia)

For teaching style and delivery, a lecture format cannot be helped if a Forum is still large. (Malaysia)

C. Structure

Some participants suggested that their workshops would have been even more meaningful if plenary speakers and workshop moderators had related the financial crisis to each and every workshop topic. Then, if each workshop had reported back to the full Forum during the last day, the thematic interconnections among seminars would have been more obvious. Many interviewees expressed an interest in having workshop insights summarized for all participants in a closing session. This suggests that participants might welcome a brief summary as a follow-up activity via mail, e-mail, or fax in the next few months.

The workshop can be more integrative and related with panel issues. Was there a conceptual linkage between plenaries and the different workshops? (Philippines)

The environment workshop is not directly impacted immediately by the crisis, so there should have been an effort on the part of the moderator to connect the plenary, for people to mull on the possible implications. (Philippines)

I felt personally that I had been deprived because there are other groups and they discussed very important things. Had it been shared in some plenary, it would have been more useful. (Bangladesh)

They also pointed out the difficulties in being tied to one workshop (perhaps not their first choice), rather than being able to circulate freely among seminars. Some broke the mold and “escaped” to other seminars.

Last June I participated in a conference in Canada, Global Knowledge. In that model, there was a plenary session and there were more than a dozen workshops. There was no compulsion to stay in a particular workshop. You were free to join any one. We had a choice for ADF in advance, but when we came here, we came to know that there are many other workshops that interested us. There are many interlinkages. My workshop is on private investment and infrastructure, coping with the financial risk. The first part is very interesting to me, but the second part is too difficult. So many risks. It was better if I had utilized that time in trade investment policies or in the municipal governments. (Nepal)

There should have been a little more flexibility in going to a new workshop and a new session every day. In the morning, you could choose to go to something that must be very interesting and very useful to you in workshop number three. After lunch it could be workshop number five, another topic which is of interest to you. People could combine different things. Then it's very useful. (India)

I agree about having more flexibility in moving around different modules. Yesterday, I solved that problem by myself. I escaped. I went to ADB, because I was really interested in what the banking sector had to say. I took the shuttle, spent the whole day there. (Philippines)

For the first day in Decentralization, I felt it was okay, but then the discussion got into details at the local level, which I was not very interested in...I wanted to shift to another session. (China)

I would have liked to go to other workshops, too, but I was always afraid that I would miss something, so I decided to stick with my own group. (Malaysia)

Some participants thought that the programming was too tight, leaving little room for informal gatherings.

The program was such that nobody can even breathe properly. Such tight programs. Not stopping. It was difficult to go out. I think most of the people did not get fresh air until evening. (Nepal)

One person suggested that focusing on a crisis throughout all the workshops would help structure interaction more effectively.

In the big plenary, for about 300 people, if we set the forum like this: “This is the crisis in this year.” All the workshops will reflect to that crisis. Next time, if you have another forum like this, it should be very clear what is the main crisis. Then the small workshop topics relate directly to that issue. All people together. (China)

Otherwise, most interviewees were extremely positive about the conference structure, praising the opening night activities and the breadth of the program.

Even on the first evening, there was an activity. The next day we could start right away with our workshop groups. If I ever organize a meeting again, I would like to do that. I also like that we were not always with our own group, like these plenary sessions in the morning, which allowed us to listen to some other issues. (Malaysia)

As far as our group is considered [Economic Journalism], there was too much interaction to the extent that we had our work cut out for us. I'm just joking. The second day when [two experts] came in, we were so excited—it really took off! (Malaysia)

Finally, some interviewees said that the plenaries were too large. Breaking them into two simultaneous sessions of two or three speakers each (instead of five or six in one room) might have made the audience more comfortable. It would also have given conferees greater choice in selecting sessions of special interest. Taking part in one highly relevant field trip would also bring interaction and excitement to the Forum. Follow-up activities could also involve a site visit to a country that faces a specific crisis.

The plenaries could have been better planned. The distance was sometimes too much. It was difficult to pay attention to what people were saying if you were sitting in the back, as I was on two occasions. If you were in front, then it was possible to concentrate. (India)

A “mobile workshop” or site visit would be very important and should be part of the overall forum. (Indonesia)

For example, when the topics is about forest fire, it is very useful if the follow-up workshop (including site visits) could be organized in Indonesia or Malaysia. (Indonesia)

VII. Logistical Issues

The logistical arrangements for this two-level conference structure worked extremely smoothly. On the End-of-Forum survey (Form 3), respondents praised the accommodations, travel arrangements, meals, and other ADF logistics. They were very complimentary regarding ADF staff support and responsiveness. There was some confusion initially (for some participants) regarding funding, but these problems were quickly ironed out. Organizers carefully screened applicants (invitees) to ensure that participants were appropriate for each workshops and for ADF.

All four items under logistics received very high ratings (Figure 2-9). Of all the logistical arrangements, responding participants were happiest with the hotel accommodations. Ratings of staff assistance were also relatively high. The lowest rating was 4.92 out of 6 for meals and meal arrangements. The Decentralization workshop, which also had high participant satisfaction generally, scored highest on the combined logistics values.

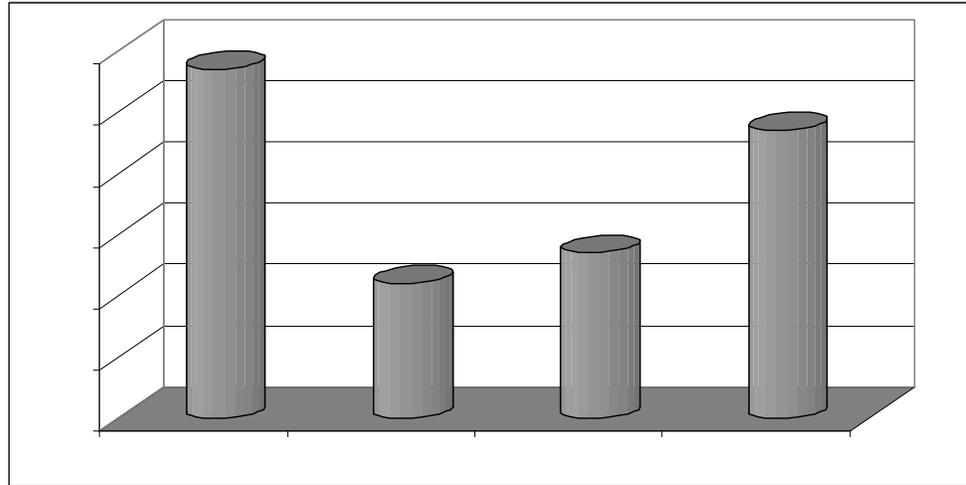


Figure 2-9: Average Respondent Ratings of Logistics (All Workshops Combined)

The fact that very few respondents commented on logistical issues suggests that their satisfaction level was very high. In fact, two out of the three comments were positive.

The planning was very good...well-planned. (Bangladesh)

You did a great job. (Indonesia)

At the start, there was some confusion as to the funding of participants, since the information provided was not very clear and it changed in mid-stream. (Malaysia)

VIII. Value Added to Workshops by Forum Events

To some extent, overarching Forum events served as the connective tissue that provided conceptual linkages among workshops. This function might have been performed more optimally, according to both participants and organizers. Even so, the thematic umbrella provided by plenary panels and keynote speakers amplified the level and extent of learning in the workshops. The data show a definite synergistic effect that builds upon and reinforces learning in the workshops.

For the Asia Development Forum, some stimulative effect is apparent in both directions. That is, participants learn in the workshops, which makes the Forum-wide events more meaningful. In turn, the Forum-wide events throw the larger issues into relief and help participants interpret what they are learning in the workshops. As high as workshop ratings were for this conference, the ratings for the Forum as-a-whole were slightly higher,

indicating that Forum-wide events provided “value added” to the workshop experience.²⁴

A. Overall Forum Effectiveness

Generally, the existence of plenary and special events served to help bring a higher level of coherence to the conference than would otherwise have occurred. *Although some participants criticized the workshops for “lack of focus” and said that having simultaneous workshop sessions precluded cross-fertilization among workshops, the Forum-wide activities created a connective tissue that added value to the Asia Development Forum.* This is true in spite of the fact that plenary periods were too short “for real discussion.”

	RELEVANCE OF FORUM	FORUM MET OBJECTIVES	EFFECTIVENESS OF FORUM-WIDE ACTIVITIES	AVERAGE RATING, BY WORKSHOP	OVERALL FORUM EFFECTIVENESS
Decentralization	4.77	4.62	4.88	4.76	4.86
Economic Growth and Environment	5.50	5.02	5.42	5.31	5.20
Economic Journalism	5.11	4.81	4.82	4.91	4.88
Private Investment	4.94	4.68	4.83	4.82	5.00
Social Policy	5.01	4.71	4.90	4.87	5.12
Trade/Investment	4.46	4.17	4.52	4.38	4.71
AVERAGE, ALL WORKSHOPS	4.96	4.67	4.89	4.84	4.96

Table 2-7: Forum Effectiveness by Item and Overall Forum Effectiveness

When the combined Forum effectiveness ratings are compared by workshop, respondents in Economic Growth/Environment showed the highest satisfaction levels. This was the only workshop that averaged above 5.00 on relevance of the Forum, the Forum meeting its major objectives, and effectiveness of Forum activities (including workshops, plenaries, special sessions, and free time). Nonetheless, on average, all other workshops scored at least 4.50 on this combined measure of overall Forum effectiveness, and when asked to come to a final conclusion, two others—Private Investment and Social Policy—came in over 5.00. These final ratings are high compared to Global Knowledge '97 (Toronto, June 1997), whose overall conference effectiveness score was 4.10.²⁵ On the other hand, Trade and Investment Policy respondents gave the lowest

²⁴ Although the number of respondents to the final Forum evaluation form was smaller than the number who filled out the workshop exit form (109 versus 153), the standard deviations were virtually identical on the questions being compared here: How well Forum objectives were met versus how well workshop objectives were met. Standard deviations for these two sets of questions clustered around .99 to 1.01, with some minor variations by workshop or sub-question.

²⁵ *Global Knowledge '97: Conference Evaluation*, Washington, DC; Evaluation Unit, Economic Development Institute, The World Bank (prepared by Janet Mancini Billson with Burt Perrin, Norman T. London, Pascale LaBrecque, Ray Rist, Padma Karunaratne, and Mark Bardini), March 1998.

scores on each of these bellwether measures, suggesting that the acceptable but comparatively lower ratings on many workshop-related variables ultimately affected participant views of the ADF's overall success (Table 2-7).

B. Value Added by Forum to Workshop Objectives

Table 2-8 shows that, in every case, participant ratings of the overall Forum effectiveness were slightly higher than ratings of a workshop by itself. This finding is significant in that it suggests that the overarching Forum events and activities (plenary sessions, keynote speakers, and other special sessions) added measurable value to the workshop experience.

The lowest value added came, understandably, from the workshop whose respondents thought it had best achieved its principal objectives (a gain of .19 points over their high rating of 4.67). The highest value added came in Social Policy, which was the second lowest workshop in terms of achieving its principal objectives (a gain of .86 points over the workshop rating of 4.26). *On average, the overall Forum effectiveness rating showed a gain of .58 over the workshop ratings alone.*

	WORKSHOP ACHIEVED PRINCIPAL OBJECTIVES	OVERALL FORUM EFFECTIVENESS	<i>Value Added to Workshops by Forum Effectiveness</i>
Decentralization	4.67	4.86	+.19
Economic Growth and Environment	4.42	5.20	+.78
Economic Journalism	4.41	4.88	+.47
Private Investment	4.49	5.00	+.51
Social Policy	4.26	5.12	+.86
Trade/Investment	4.04	4.71	+.67
AVERAGE/ ALL WORKSHOPS	4.38	4.96	+.58

Table 2-8: Value Added to Workshops by Forum Events (by Principal Objectives)

C. Value Added by Forum to Perceived Workshop Benefits

How did the overall Forum effectiveness change when compared to participants' perceived benefits of their workshop? Table 2-9 shows that all respondents, regardless of workshop, reported a value added by the overarching Forum activities and events. The highest value added came for Economic Growth/Environment (.97 points) and the lowest came for Decentralization (.26), which also had the highest overall score for perceived workshop benefits.

	PERCEIVED BENEFITS OF WORKSHOP	OVERALL FORUM EFFECTIVENESS	VALUE ADDED BY FORUM
Decentralization	4.60	4.86	+.26
Economic Growth and Environment	4.23	5.20	+.97
Economic Journalism	4.58	4.88	+.30
Private Investment	4.16	5.00	+.84
Social Policy	4.25	5.12	+.87
Trade/Investment	4.18	4.71	+.53
AVERAGE/ ALL WORKSHOPS	4.33	4.96	+.63

Table 2-9: Value Added to Workshops by Forum Events (by Perceived Benefits)

D. Value Added by Forum to Perceived Knowledge Level

When respondents were asked on Form 2 to estimate their post-workshop knowledge of specific workshop topics, all workshops showed an increase over the self-rated pre-workshop knowledge levels.²⁶ Table 2-10 shows that the results show an across-the-board value added to this item by the Forum events and activities (at least .23 points at the lowest end for Economic Journalism and as much as .86 points at the highest end for Social Policy).

	PERCEIVED KNOWLEDGE LEVEL, POST-WORKSHOP	OVERALL FORUM EFFECTIVENESS	VALUE ADDED BY FORUM
Decentralization	4.53	4.86	+.33
Economic Growth and Environment	4.69	5.20	+.51
Economic Journalism	4.65	4.88	+.23
Private Investment	4.49	5.00	+.51
Social Policy	4.26	5.12	+.86
Trade/Investment	4.10	4.71	+.61
AVERAGE, ALL WORKSHOPS	4.45	4.96	+.51

Table 2-10: Value Added to Workshops by Forum Events (by Knowledge Level)

Table 2-11 shows the combined average ratings for more applied items relating to policy, best practices, and problem-solving objectives.²⁷ In every case, the overall Forum effectiveness rating was higher than the perceived achievement of these objectives.

Respondents in Private Investment, who gave their workshop the highest rating on this objective, also showed the lowest value added by the Forum as-a-whole.

²⁶ See Table 2-4 for pre-post analysis of “knowledge gains.”

²⁷ “Policy and Best Practices” combines “better understanding of policy alternatives,” “learning about best practices in your field,” “learning about best practices that could be applied in your country,” and “learning how to solve work-related problems more easily.”

Generally, the highest gains were posted by those workshops with lower achievement in this category.

Articles written by financial specialists were very valuable. (Republic of Korea)

	POLICY AND BEST PRACTICE OBJECTIVES	OVERALL FORUM EFFECTIVENESS	VALUE ADDED BY FORUM
Decentralization	4.55	4.86	+.31
Economic Growth and Environment	4.13	5.20	+1.07
Economic Journalism	4.45	4.88	+.43
Private Investment	4.97	5.00	+.03
Social Policy	4.04	5.12	+1.08
Trade/Investment	3.75	4.71	+.96
AVERAGE/ALL WORKSHOPS	4.10	4.96	+.86

Table 2-11: Policy and Practice Objectives by Workshop and Overall Forum Effectiveness

E. Overall Rating of Activities

Finally, when asked to reflect back upon *all* the features of the conference, participants rate them very evenly (except for free time). The value-added power of overarching Forum sessions shows up well in Figure 2-10. Keynote speakers receive the highest marks (5.03 out of 6 points), followed by the workshops at an average of 5.0 points. Plenary Panels are close behind, at 4.96 points. Special Sessions rate slightly lower (4.84), but respondents wanted more structured free time to help them maximize the conference benefits (4.24).

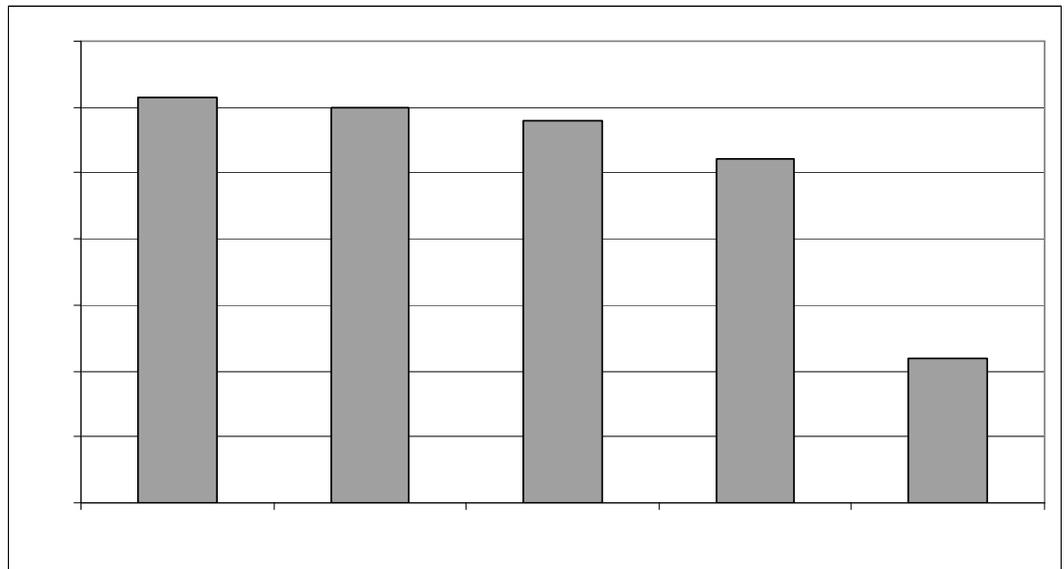


Figure 2-10: Overall Respondent Rating of Conference Activities

IX. Staff Members, Consultants, and Resource Persons

Twenty staff members, consultants, and resource persons—those who organized and presented during the ADF—responded to pre- and post-surveys parallel in wording to those administered to participants. This constituency indicated that they shared participant expectations that the Forum would be relevant to participants’ professional responsibilities (5.05 on a six-point scale). Similar to participants, 76% of this group ranked job relevance as a 5 or 6; they also said that ADF should be relevant to participants’ understanding of economic and social development (4.86) and would provide opportunities for sharing strategies, experiences, and ideas (4.86). They were less optimistic that ADF would “foster collaborative activities among participants” (4.0), a prediction that was borne out by participant exit data.

In every case, data from this group signify that those who were involved in conducting the workshops were slightly more positive than participants were in believing that the workshops had achieved their principal objectives.

*	RELEVANT CONCEPTS	LATEST DATA	POLICY INFORMATION	BEST PRACTICES	NETWORKING OPPORTUNITIES
Participant average, all workshops	4.67	4.22	4.40	4.37	4.20
Staff/Resource average, all workshops	4.70	4.50	4.65	4.65	4.60

Table 2-12: Comparison of Responses on Achievement of Principal Objectives—²⁸

Participants versus Staff Members, Consultants, and Resource Persons

For ADF as a whole, staff members, consultants, and resource persons ranked the objective of providing relevant concepts relatively high (4.9 on a 6-point scale), which was higher than any individual workshop score and well above the average for all workshops. On average, they rated achievement of providing the latest data and information at 4.55 out of 6 points, close to the top workshop and well above the average for all workshops. This group registered 4.50 out of 6 on learning about best practices in the field, which is somewhat above the across-workshop average. Interestingly, staff members, consultants, and resource persons rated participant learning about best practices in their country at 4.55. This was contrary to the experience of most respondents (who thought they learned more about general practices in their field than in their country). For problem-solving, this group gave a much lower rating of 4.0 (as did participants) in how well this objective was achieved. Finally, they rated achievement of the policy objectives at 4.6, close to the highest workshop and above the average for all workshops.

²⁸ The number of returns for Form 2 by workshop out of the number of forms *distributed* was: Decentralization, 28 out of 36; Economic Growth and the Environment, 24 out of 27; Economic Journalism, 23 out of 27; Private Investment, 23 out of 30; Social Policy, 27 out of 27; Trade and Investment Policy, 27 out of 28.

The next chapter offers specific suggestions for improving what was, from all accounts, a very successful and beneficial conference.

CHAPTER THREE: CONCLUSIONS AND IMPLICATIONS

We hope that there will be more of this kind of a dialogue. It's unfinished business. It is a crisis beyond what anyone can understand, including the IMF, the World Bank, ADB, and all of us. (Malaysia)

I. Potential Impact of the ADF

One way to gauge the impact of a conference is to ask participants whether they will share ideas with others when they return home, thus extending the conference's "net of influence." *End-of-Forum (Form 3) participant responses imply that ADF was a significant experience that will permeate the professional lives and relationships of those who attended. They made new contacts, shared new ideas, and, in some cases, made plans to continue building those relationships after returning home.*

Responses to five statements that tapped into this type of impact showed very positive participant expectations:

- ◆ I will share the information and ideas I received with others.
- ◆ I will involve other sector perspectives in my work.
- ◆ I will involve more people from the region in my work.
- ◆ I will involve more citizens when making decisions that affect them.
- ◆ I met other participants with whom I will remain in contact.

All of these items received at least 4.0 out of 6 points. Sharing ideas with others earned the highest rating (5.44), which suggests that conferees planned to return to their professional colleagues with new ideas and information relevant to the workplace. Involving other sector perspectives in their work (4.93) scored above

the average rating for these items (4.84), which dovetails with the earlier finding that a highlight of ADF was the opportunity to meet people from different sectors and countries. Respondents said they would involve more citizens in development decisions that affect them (4.71); this item might not have been relevant to all participants. Maintaining contacts with people they met at the Forum (4.68) is, of course, more difficult than sharing ideas and new information with present, in-country colleagues.

II. Comparison to Other EDI Conferences

The Asia Development Forum was successful on virtually every measure, from the perspective of both participants and organizers/resource persons. Compared to the 1997 Mediterranean Development Forum (MDF), held in Marrakech, the ADF results are slightly more favorable in relevance to participants' work, professional interests, and resources (Table 3-1). The average effectiveness of workshop rating of 4.90 was also slightly higher than MDF, as was the percentage of respondents who rated their workshop 5 or 6 out of 6 points.

Learning about best practices in the field and that could be applied to their country received similar ratings from participants in the Global Knowledge '97 Conference held in Toronto (GK'97) and in the Asia Development Forum; both were higher than MDF (Table 3-2). These data should be viewed as heuristic only, however, because in Toronto and Marrakech they refer to the exit surveys taken after the conference as-a-whole and in Manila they refer to exit surveys from the workshops only.

Data from future EDI conferences will be easier to compare to past events if the evaluation forms are standardized.

Question	Mediterranean Development Forum (Marrakech, 1997) (650 Registrants)			Asia Development Forum (Manila, 1998) (244 Registrants)		
	Average Rating	% 5 or 6	N ²⁹	Average Rating	% 5 or 6	N
<i>To what extent has the workshop been relevant to your job?</i>	4.92	66.0	203	5.15	80.4	107
<i>To what extent has the workshop been relevant to your professional interests?</i>	4.92	70.0	200	(5.07)	(75.4)	(199)
<i>To what extent have you been provided with sufficient information about the workshop topics of greatest interest to you? (The reading and resource materials were useful—Manila.)</i>	4.35	50.7	203	4.65	59.5	153
<i>To what extent has this workshop been a worthwhile use of your time?</i>	4.81	67.4	193	4.90*	75.9	108

Table 3-1: Respondent Reactions to the Workshop They Attended³⁰

* Manila respondents were not directly asked about “use of your time.” Overall “effectiveness” of their workshop was substituted for comparative purposes. The Manila data are based on exit surveys with the exception of the “professional interests” question, which was asked only on the entry survey.

Question	Global Knowledge '97 (Toronto, 1997) (1,700 Registrants)			Mediterranean Development Forum (Marrakech, 1997) (650 Registrants)			Asia Development Forum (Manila, 1998) (244 Registrants)		
	Average Rating	% 5 or 6	N	Average Rating	% 5 or 6	N	Average Rating	% 5 or 6	N
<i>I learned new information about best practices in my field</i>	4.17	46.9	143	3.47	26.4	409	4.24	40.8	152

²⁹ Number of respondents.

³⁰ *The 1997 Conference of the Mediterranean Development Forum: An Evaluation of A Pilot Initiative*, Washington, DC; Evaluation Unit, Economic Development Institute, The World Bank (prepared by Keith Mackay with Rafika Chaouli, Ishac Diwan, Violaine Le Rouzic, Laura Luo, Ray Rist, Halsey Rogers, and others), February 1998, p. 11.

<i>I learned ways that these best practices could be applied in my country</i>	4.01	39.9	143	3.21	20.8	390	4.01	38.4	151
<i>I learned information on other fields that I will use in my work</i>	3.99	39.7	141	4.01	36.9	404	(4.90)*	(70.1)	(107)

Table 3-2: Marrakech, Toronto, and Manila Conferences: Comparison of Respondent Learning

* “I learned information on other fields that I will use in my work” was not asked of Manila respondents. “Opportunities for sharing strategies, experiences, and ideas” was substituted for comparative purposes.

III. Conclusions, Implications, and Recommendations

1. *The workshops were highly successful, although they varied somewhat on relative strengths and weaknesses. Most responding participants thought that the workshop size of about 30 to 40 members was fine, although a few would have liked even smaller numbers. Presentational style often seemed too academic and classroom-oriented, and to squeeze out discussion time. Ratings were highest for workshops in which participants had ample time to discuss ideas, and to engage in practical and/or interactive endeavors that brought them together as a group. Ratings were lowest for workshops in which the lecture mode dominated, with participants sitting in rows and finding little opportunity to engage interactively with each other or the ideas presented. In future, the following strategy might be useful:*
 - ♦ *Make it smaller and design it so that more participants can participate actively. (Malaysia)*
2. *Observations by the evaluators and respondent data indicate that the workshops would have benefited from more integration of the various paradigms and knowledge bases across workshop topics. The dominant discourse was the financial crisis in the region, couched (for the most part) in language that non-economists could comprehend. However, differences in professional conventions among social policy-makers and analysts, on the one hand, and journalists or private sector participants, on the other hand, meant that the discourse was at times disconnected. For example, the workshop on social policy created some conceptual convergence, according to participants, but it was difficult to cross the topical gaps when such issues as gender and vulnerable populations were not directly addressed by all workshops. The*

underlying value orientations appeared to vary from workshop to workshop. In future, the following strategies might be useful:

- ◆ Have some early conversations in each workshop about the paradigms and perspectives brought to the topic by various professional roles that are present. This could be part of an icebreaker to facilitate later discussion.
- ◆ Offer special sessions on crosscutting issues (e.g., “Governance, Transparency, and Anti-Corruption,” suggested by a workshop organizer).
- ◆ Try to synergize across workshops by attempting joint sessions for common topics [suggested by a workshop organizer].

In the session of decentralization and municipal governance, the emphasis was overall micro-level, stressing municipal government’s efforts. In future, I suppose that we can also put importance on macro-level, like national and state plan. (Republic of Korea)

We should tailor the presentations to the “new” situation, 1998-99 in Asia. (Consultant/Resource Person, U.S.)

3. *Across the board, responding participants found that keynote speakers, plenary panels, special sessions, and other Forum-wide events brought them additional benefits, relevance, learning, and networking opportunities. Thus, the “value added” by Forum-wide events was both significant and useful. At the same time, that value added might have been even greater had organizers made more intensive efforts to draw the conceptual linkages among workshops. In future, the following strategies might be useful:*
 - ◆ Keynote speakers, panelists, and “experts” should refer to various workshop topics and issues and attempt to draw some common linkages among them. This was done in a global sense at ADF (for example, all workshops related in one way or another to the regional financial crisis, which speakers addressed). It would be useful, though, to make more direct and specific linkages to the various workshops.
 - ◆ Fewer speakers should be scheduled for plenary panels so that participants can ask follow-on questions relevant to their own workshop issues.
 - ◆ Closing day events should include a “round robin” of reporting-back summaries from each workshop, which could then be commented upon by the final Forum speakers as a way of closing the “conceptual loops.” This should be a requirement rather than an option and should be addressed as a way of providing more coherence to the Forum.

The topic should include measures adopted by various economies in addressing the Asian financial crisis. (Philippines)

4. *Some participants felt that the program was dense and involved only hotel-based activities. They wanted more “structured free time” that could help them make new contacts and build networks. By free time, they do not mean unscheduled time, but non-presentation and non-workshop time that*

nonetheless has a focused activity. For some participants, especially those who feel unsure of their English, meeting others on their own is difficult. The evaluators observed several occasions on which participants had barely made it through introductions at their tables before someone began making announcements and/or giving speeches. In future, the following strategies might be useful:

- ♦ Set up informal discussion groups that anyone can join (cutting across workshops but related to conference issues) for one hour per day. Between the end of the workshops (around 5 p.m.) and the beginning of dinner (around 7 p.m.) would be good timing. Those who would prefer to rest or use the hotel facilities could do so, but those who would like to chat freely about the day's presentations would find this a welcome addition.
- ♦ Keep one meal per day without a scheduled speaker or panel. Breakfast, for example, could include a few announcements (if necessary), then leave conferees to networking—which they consider extremely important to a successful conference experience. Mealtimes should be viewed as a social opportunity as well as another scheduling slot for speakers.
- ♦ If a speaker or panel is scheduled during a mealtime, care should be taken to allow participants to have the main part of their meal without interruption.

5. *Respondents also said that they wanted time to explore the conference city and its environs and to see some examples of relevant problems or best practices.* In future, the following strategies might be useful:

- ♦ Include one well-organized, well-timed, and relevant field visit experience that occurs approximately halfway through the conference. This could involve participants choosing one of several sites, in order to maximize their benefit, or it could be organized by workshop.

Foreign participants should have time, perhaps one day, to see the host country. (Philippines)

It would be good to visit a model place. (Republic of Korea)

6. *Both participants and organizers/resource persons called for follow-up activities that would further extend the impact of the ADF.* In future, the following strategies might be useful:

- ♦ Co-sponsor related regional seminars.
- ♦ Co-sponsor country-specific seminars.
- ♦ Ask participants to draft plans for follow-up activities.
- ♦ Send participants copies of keynote addresses and other Forum-wide materials.
- ♦ Inform participants of related opportunities offered by the World Bank, Asian Development Bank, or other entity for further training, workshops, and conferences.
- ♦ Create a data bank of strategies for coping with the financial crisis.
- ♦ Help participants and others involved stay in touch with each other.

Papers and presentation materials should be distributed on the World Wide Web after the meeting. (Japan)

The resource persons and participants in the Forestry workshop will likely be considered for other upcoming activities in the EDIEN forestry training program. (Organizer)

You need to conduct follow-up workshops to enable continuity of program. (Malaysia)

The World Bank can organize a workshop for a specific country, like China, rather than the whole of Asia, if it is possible. (Republic of Korea)

Perhaps participants should have been asked to state what they will do once they get back home, and then to provide feedback on their activities. (Malaysia)

An information data bank should be developed in a more concrete way—in terms of coping with financial risks in East Asia. (Republic of Korea)

Establish mechanics whereby participants could be in touch frequently. (Republic of Korea)

7. *The breadth of participants was impressive.* Participants and organizers suggested including more members of the media (who are not necessarily slotted into their own workshop), parliamentarians, business persons, and NGO staff.
8. *Participants gained a wide variety of benefits that were relevant to their work and professional interests. Respondents reported high levels of learning on a range of items, including concepts, information, policy alternatives, and best practices.* Their learning could be improved somewhat, however, if some relatively simple structural changes were to occur. In future, the following strategies might be useful.
 - ◆ Ask participants to apply for their top *two* rather than top three preferred workshop choices. Satisfaction and learning dropped for participants who did not receive their first choice. This might entail offering duplicate sessions of some workshops and discarding others.
 - ◆ Allow participants to transfer from their first choice workshop to their second choice workshop if they so desire once they have attended the first choice. At ADF, they did so informally, anyway. This does not mean that participants should be able to circulate freely among the workshops (which some requested), since that could have deleterious consequences for the coherence of the workshop. It does mean that they would not feel trapped by their initial assignment.

9. Staff members, consultants, and resource persons agreed that the *workshops* dealt with high priority issues (4.9 on a six-point scale) and helped participants learn (4.7). In reflecting upon the outcome of the workshop they were involved with, they gave positive ratings to resource persons (4.85) and the diversity of the audience (5.2). The lowest score from this group was assigned to reading and resource materials (4.25), which is an interesting finding, considering that they supplied many of these resources. This might indicate that resource persons have discovered ways in which they can improve their materials and resources for the next conference. They might also have taken to heart the comments from many participants that materials should be made available to them well in advance of a conference.
10. Staff members, consultants, and resource persons said the Forum as-a-whole was especially successful in meeting its objective of communicating information to participants about development priorities for East Asia (5.14) and for facilitating discussion and exchange of views on development priorities (5.19). They also gave high ratings to making international and regional experts available (4.81) and to strengthening networks among participants (4.71). Like the responding participants, though, they felt that the Forum was less successful in clarifying the conceptual links that were supposed to exist across workshops (3.71). Their overall rating of ADF was 4.71 out of 6, compared to the participants' overall rating of 4.90.

Beyond voicing these considerations and suggestions for improvement, participants who responded to the interviews and surveys that formed the core of this evaluation enthusiastically supported the Asia Development Forum. They want to see the Forum repeated in the near future, expressed their appreciation for the opportunity to attend, and described many favorable outcomes for their learning and professional benefits. Those who organized and supported the conference also viewed it very favorably.

I appreciate the World Bank and ADB's efforts to conduct this forum. Thank you. ADF in Manila was a wonderful format. (Republic of Korea)

Asia

Development Forum

“East Asia: The Unfinished Agenda”

ANNEXES

ANNEX A

Evaluation Design

I. KEY ASPECTS OF THE EVALUATION

A. Description

This activity involved (1) participative evaluation planning with task managers and the Asia Development Forum organizer, (2) on-site data collection, and (3) analysis and feedback of the findings to EDI. Several methods of data collection were used in order to improve the quality of analysis. Every effort was made to ensure that all constituencies were involved in the evaluation. Virtually all conferees were made aware of the evaluation process and received pre-test surveys upon registration. Post-workshop forms were distributed to each workshop and the evaluators waited while respondents completed them; all banquet attendees were given a post-forum questionnaire on the closing night of the Forum.

B. Justification

The organizers hypothesized that the workshop/umbrella model of the ADF and its multi-national, multi-sector audience would create a synergy that cannot be assessed by single-conference evaluation methods. Social events, keynotes, plenaries, and other special sessions would establish mutual interests that cut across the individual workshops.

C. Objectives

The objectives of coordinating and centralizing the evaluation plan were to:

- ◆ Assess evidence of the synergy which is thought to emerge in multi-audience, multi-sector sessions.
- ◆ Create a common basis for conducting follow-on research to assess outcomes compared to other similar events.

D. Target Audiences

ADF organizers, World Bank and Asian Development Bank task managers, and national Economic Development Authority of the Government of the Philippines (co-sponsors), as well as EDI generally, will use these data to gain a better understanding of the extent to which this type of forum may or may not achieve the intended synergy. Operations task managers will use the data to help plan forthcoming assistance and studies. All parties might use the data in the design of follow-up activities. Certain information about perceived information needs and knowledge levels should be of interest to policy makers, academics, and civil society.

E. Schedule

The evaluation roughly followed this schedule: (1) instruments ready: February 28; (2) data collected: March 9-12; (3) analysis: March 20-May 31; (4) preliminary report: June 30; (5) Final Report, July 15.

Data collection took place through many different channels:

- ◆ unobtrusive measures, such as analysis of the conference registration data base, provided information about respondent demographics;
- ◆ direct observation and participant observation monitored how many participants gravitated toward activities, especially the workshops, but also plenaries, keynotes, and social events (such as mealtimes); this was accomplished in conjunction with room staff assigned by the logistics coordinator on-site;
- ◆ individual and focus group interviews measured participant opinions, ideas, and satisfaction levels;
- ◆ a Forum and Workshop Entry form tapped participant expectations and anticipated gains from the meeting;
- ◆ a Workshop Exit Form permitted assessment of whether the workshops achieved their primary objectives and met participant expectations; and
- ◆ a Forum Exit Form permitted assessment of whether the Forum as a whole achieved its primary objectives and met participant expectations.

The Activity Brief (page iii) presents an overview of the evaluation model including what data were collected, for what purpose, and using what method.

II. EVALUATION ASSESSMENT

Prior to the evaluation, the evaluators reviewed its design and potential outputs with potential users of the evaluation findings. Where feasible, the design and/or instruments were altered to meet their specific needs.

III. SCHEDULE AND RESOURCES

Group Dimensions evaluators (Dr. Janet Mancini Billson, contracted by EDI, and Dr. Norman T. London), prepared forms for customized questionnaires, developed the interview guides, interviewed all types of participants, conducted analyses of preliminary evaluation results, and prepared the Evaluation Report.

The evaluators arrived two days prior to ADF to help distribute pre-test evaluation forms to conferees as they registered. Managing form distribution and collection was coordinated by the on-site Bank logistical staff. This process involved staff workshop observers taking responsibility to count workshop attendees and to ensure that they handed in their post-workshop forms as that phase of ADF closed. The Forum Exit Form was administered by the evaluators and on-site logistical staff during the closing banquet. Arriving participants were given the form as they entered and the evaluators and logistical staff collected them at the

end of the banquet. These strategies resulted in relatively high return rates for both the workshops and the Forum.

The evaluators also attended all workshops on a regular, rotational basis, conducted informal interviews with participants over meals and during free times, and monitored the survey form recovery process.

After the ADF, survey questionnaires were coded by the evaluators and entered into an SPSS database in Washington by Violaine LeRouzic, EDI. Group Dimensions staff summarized interview and observational data. The organizers provided conference registration data. All survey data were analyzed and implications drawn by evaluation consultants for this report. All staff engaged in direct and participant observation, and three conducted formal focus groups

IV. RISKS AND COMPLICATIONS

A. Confidentiality

All data were gathered and reported according to prevailing standards of respondent protection and anonymity. To maintain confidentiality, but still allow matching of pre- and post-conference measures, each participant was asked to use a randomly-assigned code number that they stuck to the back of their badges. The code numbers corresponded to workshop numbers (e.g., workshop 5 was indicated by numbers in the 5000 series). Participants were asked to write their number on all forms. Compliance to this request was modest, allowing for comparison of as many as 110 forms out of 200 returned (over 55% response rate for paired forms). This number was sufficient to draw basic conclusions about pre-post learning gains, similarities, differences, and trends.

V. ACTIVITY BRIEF

**Evaluation Design Overview
Asia Development Forum**

TYPE OF INFORMATION	METHOD	TIME OF DATA COLLECTION	PURPOSE SERVED	PERSON RESPONSIBLE	SOURCE OF DATA
Expectations at entry point	Pre-Forum/ workshop questionnaire --in registration packets	Beginning of conference	Determine expectations for comparison to post- workshop and post- Forum satisfaction and learning	Billson prepares for inclusion in packets; Billson, London, and EDI staff collect from boxes after each workshop; Billson codes; Reis transcribes comments; LeRouzie, enters into SPSS	All registered participants
Opinion and learning changes due to workshops	Post- workshop questionnaire -- hand- delivered to each workshop	End of workshops	Determine if workshop objectives are achieved	Billson prepares; Billson, London, and EDI staff collect from each workshop; Billson codes; Reis transcribes comments; LeRouzie enters into SPSS	All participants remaining in workshops at close of day
Opinion and learning changes due to overarching ADF events and activities	Post-Forum questionnaire -- hand- delivered to final banquet	End of Forum	Determine if Forum objectives are achieved and whether Forum activities added value to workshop activities	Billson prepares; Billson, London, and EDI staff distribute and collect at beginning and end of closing banquet with assistance of hotel staff dressed in traditional costume; Billson codes; Reis transcribes comments; LeRouzie enters into SPSS	All participants remaining in Forum at time of banquet
Perceived value of workshops	Interviews --informal individual --formal closing focus group	During and at end of ADF	Determine if workshop objectives are achieved; solicit ideas for future meetings	Interviews by Billson, London; Reis transcribes	Convenience sample of all participants, stratified by country and workshop
Perceived value of overarching Forum events and activities	Interviews --informal individual --formal	During and at end of ADF	Determine contribution these add to meeting design	Interviews by Billson, London	Convenience sample of all participants, stratified by

	closing focus group				country and workshop
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TYPE OF INFORMATION	METHOD	TIME OF DATA COLLECTION	PURPOSE SERVED	PERSON RESPONSIBLE	SOURCE OF DATA
Quality of resources, materials, logistical arrangements	Post-workshop and post-Forum questionnaires	At end of workshop, Forum	Determine quality of materials, resource people, administration	Billson prepares; Billson, London, and EDI staff distribute and collect; Billson codes; LeRouzie enters into SPSS	Distributed to all participants
Synergy among participants, networking opportunities	Direct observations (also through forms)	Discussion during workshops; meal and free time seating, plenary seating, social events	Determine if structure results in participant interaction	Billson, London	Periodic observations of all workshops and events
Participant demographics	Registration forms	At registration	Assess demographic, country, and sectoral mix	Rist obtains from Iqbal; Billson analyzes	All participants
Organizer, consultant, and staff pre- and post-test data	Pre-Forum/workshop form; post-workshop form; post-Forum form	At registration; at end of workshop; at end of Forum	Explore objectives, expectations, and retrospective views of individual workshops and Forum	Billson prepares; Billson, London, and EDI staff distribute and collect; Billson codes; Reis analyzes data	All organizers, consultants, and staff present at beginning and end of meeting

NOTE: Each pre- or post-test form was printed in a different color in order to avoid confusion or error.

ANNEX B

Entry Evaluation Forms

Form 1: Forum and Workshop Entry Form—Participants

“DECENTRALIZATION AND MUNICIPAL GOVERNANCE”

Please take a few minutes to tell us what you hope to gain from this workshop. It is very important for us to have this information for future planning. Please feel free to ask us or your workshop manager for clarification when necessary.

This number enables us to follow your responses before and after the Forum, while maintaining your anonymity. It is on the back of your badge—please enter it here..... ▶

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Marking Instructions:

- ⌚ Please indicate your response to each question by filling in the corresponding circle on the right.
- ⌚ Fill in only one circle per statement with solid marks that fill the circle completely: ●
- ⌚ Please answer every question.

THE FIRST FIVE QUESTIONS CONCERN THE SPECIFIC WORKSHOP IN WHICH YOU ARE ENROLLED.



1. *The principal objectives of this workshop are listed below.* Least
Most

Please rate each one according to your interest.

- | | | | | | | |
|--|---|---|---|---|---|---|
| a. To provide concepts for better understanding this workshop’s topics. | ጡ | ፱ | ጠ | ፳ | ፶ | ፷ |
| b. To provide latest data and information regarding these topics. | ጡ | ፱ | ጠ | ፳ | ፶ | ፷ |
| c. To provide information about relevant policy alternatives. | ጡ | ፱ | ጠ | ፳ | ፶ | ፷ |
| d. To provide relevant international/regional examples of best practices. | ጡ | ፱ | ጠ | ፳ | ፶ | ፷ |
| e. To provide networking opportunities with others interested in this workshop’s topics. | ጡ | ፱ | ጠ | ፳ | ፶ | ፷ |



2. *How important were the following reasons in selecting* Least
Most
this workshop?

- | | | | | | | |
|--|---|---|---|---|---|---|
| a. It is relevant to your present job. | ጡ | ፱ | ጠ | ፳ | ፶ | ፷ |
| b. It will facilitate your career advancement. | ጡ | ፱ | ጠ | ፳ | ፶ | ፷ |

- c. It is relevant to your professional interests. ጠፃ ስ ጢ ጸጎ ሃዕ ጃጃ
- d. Other _____ . ጠፃ ስ ጢ ጸጎ ሃዕ ጃጃ



3. *How do you rate your present knowledge of each workshop topic?* Low
 High

- a. The economics of decentralization. ጠፃ ስ ጢ ጸጎ ሃዕ ጃጃ
- b. The financing of local infrastructure services. ጠፃ ስ ጢ ጸጎ ሃዕ ጃጃ
- c. The link between budgeting in cities/municipalities and community participation. ጠፃ ስ ጢ ጸጎ ሃዕ ጃጃ
- d. Community participation in providing local infrastructure services. ጠፃ ስ ጢ ጸጎ ሃዕ ጃጃ

Please turn

over..... 



4. *To what extent do you expect this workshop to benefit your work through:*
- a. New, clearer, or expanded concepts. ጠፃ ስ ጢ ጸጎ ሃዕ ጃጃ
- b. New, fuller, or improved information. ጠፃ ስ ጢ ጸጎ ሃዕ ጃጃ
- c. Better understanding of policy alternatives. ጠፃ ስ ጢ ጸጎ ሃዕ ጃጃ
- d. Learning about best practices in your field. ጠፃ ስ ጢ ጸጎ ሃዕ ጃጃ
- e. Learning about best practices that could be applied in your country. ጠፃ ስ ጢ ጸጎ ሃዕ ጃጃ
- f. Learning how to solve work-related problems more easily. ጠፃ ስ ጢ ጸጎ ሃዕ ጃጃ

THE NEXT TWO QUESTIONS RELATE TO THE FORUM AS A WHOLE, NOT TO YOUR WORKSHOP!



5. *To what extent do you expect the Forum as a whole to be relevant to:*
- a. Your present professional work. ጠፃ ስ ጢ ጸጎ ሃዕ ጃጃ
- b. Understanding of economic and social development. ጠፃ ስ ጢ ጸጎ ሃዕ ጃጃ
- c. Opportunities for sharing strategies, experiences, and ideas. ጠፃ ስ ጢ ጸጎ ሃዕ ጃጃ
- d. Fostering collaborative activities among participants. ጠፃ ስ ጢ ጸጎ ሃዕ ጃጃ



6. *The objectives of the Asia Development Forum as a whole are* Least Most

listed below. To what extent is each objective important to you?

- | | | | | | | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Communicate information about development priorities
for East Asia. | <input type="checkbox"/> |
| b. Facilitate discussion and exchange of views among participants
on development priorities. | <input type="checkbox"/> |
| c. Clarify the conceptual links across the individual workshops. | <input type="checkbox"/> |
| d. Make available international and regional experts. | <input type="checkbox"/> |
| e. Strengthen networks among participants. | <input type="checkbox"/> |

7. **Your country:** _____

8. **Your institution type (please check all that apply):**

Central Bank _____ NGO or Other Non-Gov't. Community Org _____

State, Province, or Municipal _____ Financial Institute/Development Bank _____

Public Enterprise or Central Gov't. Agency _____ Private Enterprise _____

U.N. or U.N. Specialized Agency _____ Ministry _____ University _____

Media _____ Other (please specify) _____ Research/Training
Institute _____

World Bank, ADB _____

Thank you for completing this questionnaire. Please give it to an **evaluator** or place in the
"Evaluation Form Boxes" near the Forum Registration Desk BY NOON TUESDAY, MARCH 10.

Tailor-made questions were inserted into the following workshop pre-test forms:

“ECONOMIC GROWTH AND THE ENVIRONMENT: GREENING ASIA’S TIGERS”



3. *How do you rate your present knowledge of each workshop topic?* Low
High

- | | | | | | | |
|---|---|---|---|---|---|---|
| a. Interlinkages in sustainable forestry
(social, economic, technological, and environmental). | ᄇ | ᄏ | ᄁ | ᄂ | ᄃ | ᄄ |
| b. Social and institutional issues in forestry. | ᄇ | ᄏ | ᄁ | ᄂ | ᄃ | ᄄ |
| c. Economic issues in forestry. | ᄇ | ᄏ | ᄁ | ᄂ | ᄃ | ᄄ |
| d. Forest management and technology issues. | ᄇ | ᄏ | ᄁ | ᄂ | ᄃ | ᄄ |
| e. Environmental issues in forestry. | ᄇ | ᄏ | ᄁ | ᄂ | ᄃ | ᄄ |
| f. Deforestation and forest fires. | ᄇ | ᄏ | ᄁ | ᄂ | ᄃ | ᄄ |

“ECONOMIC JOURNALISM IN A CHANGING WORLD”



3. *How do you rate your present knowledge of each workshop topic?* Low
High

- | | | | | | | |
|--|---|---|---|---|---|---|
| a. The nature of analytical reporting and the best ways to approach it in economics and business coverage. | ᄇ | ᄏ | ᄁ | ᄂ | ᄃ | ᄄ |
| b. The causes underlying the Asian financial crisis. | ᄇ | ᄏ | ᄁ | ᄂ | ᄃ | ᄄ |
| c. The effects of global financial flows. | ᄇ | ᄏ | ᄁ | ᄂ | ᄃ | ᄄ |
| d. The best ways to determine the health or weakness of local banks and other financial institutions. | ᄇ | ᄏ | ᄁ | ᄂ | ᄃ | ᄄ |
| e. How companies or sectors gain a competitive advantage in the global economy. | ᄇ | ᄏ | ᄁ | ᄂ | ᄃ | ᄄ |

“PRIVATE INVESTMENT IN INFRASTRUCTURE: COPING WITH FINANCIAL RISKS”



3. *How do you rate your present knowledge of each workshop topic?* Low
High

- | | | | | | | |
|---|---|---|---|---|---|---|
| a. Country credit and risk arising from private participation in large infrastructure projects. | ᄇ | ᄏ | ᄁ | ᄂ | ᄃ | ᄄ |
| b. Macroeconomy and currency risk in such projects. | ᄇ | ᄏ | ᄁ | ᄂ | ᄃ | ᄄ |
| c. The finance market for infrastructure projects. | ᄇ | ᄏ | ᄁ | ᄂ | ᄃ | ᄄ |
| d. Financial closures, renegotiation, or cancellation of projects in pipeline. | ᄇ | ᄏ | ᄁ | ᄂ | ᄃ | ᄄ |
| e. Managing and mitigating risks through financial markets and legal contracts. | | | | | | |

“SOCIAL POLICY FOR THE 21st CENTURY: CAN ASIAN SOCIETIES BE COMPETITIVE AND CARING?”



3. *How do you rate your present knowledge of each workshop topic?*

Low

High

- | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| a. Social policy models regarding poverty and inequality. | ᄇ | ᄃ | ᄇ | ᄃ | ᄇ | ᄃ | ᄇ | ᄃ |
| b. Social policy models regarding labor and social security (pensions). | ᄇ | ᄃ | ᄇ | ᄃ | ᄇ | ᄃ | ᄇ | ᄃ |
| c. Labor market institutions for adjustment and long-term growth. | ᄇ | ᄃ | ᄇ | ᄃ | ᄇ | ᄃ | ᄇ | ᄃ |
| d. Delivering social services. | ᄇ | ᄃ | ᄇ | ᄃ | ᄇ | ᄃ | ᄇ | ᄃ |
| e. Governance of social sectors. | ᄇ | ᄃ | ᄇ | ᄃ | ᄇ | ᄃ | ᄇ | ᄃ |
| f. Globalization, inequality, and social progress. | ᄇ | ᄃ | ᄇ | ᄃ | ᄇ | ᄃ | ᄇ | ᄃ |

“TRADE AND INVESTMENT POLICY: THE CHALLENGE OF INTEGRATION”



3. <i>How do you rate your present knowledge of each workshop topic?</i>						Low
	High					
a. Trade and investment dimensions of East Asia’s global integration.	ᄇ	ᄀ	ᄁ	ᄂ	ᄃ	ᄄ
b. The policy challenges of globalization.	ᄇ	ᄀ	ᄁ	ᄂ	ᄃ	ᄄ
c. The World Trade Organization (financial services negotiations and East Asia).	ᄇ	ᄀ	ᄁ	ᄂ	ᄃ	ᄄ
d. Domestic regulatory regimes and the international negotiating agenda.	ᄇ	ᄀ	ᄁ	ᄂ	ᄃ	ᄄ
e. The Multilateral Agreement on Investment.	ᄇ	ᄀ	ᄁ	ᄂ	ᄃ	ᄄ
f. Regional integration.	ᄇ	ᄀ	ᄁ	ᄂ	ᄃ	ᄄ

Form 1: Forum and Workshop Entry Form--

World Bank and ADB Staff, Resource Persons, and Consultants

Please take a few minutes to tell us what you hope to accomplish with this workshop. It is very important for us to have this information for future planning. Please feel free to ask us for clarification when necessary.

This number enables us to follow your responses before and after the Forum, while maintaining your anonymity. It is on the back of your badge—please enter it here..... ▶

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Marking Instructions:

- ⌚ Please indicate your response to each question by filling in the corresponding circle on the right.
- ⌚ Fill in only one circle per statement with solid marks that fill the circle completely: ●
- ⌚ Please answer every question.

THE FIRST TWO QUESTIONS CONCERN THE SPECIFIC WORKSHOP TO WHICH YOU ARE CONTRIBUTING:



1. <i>The principal objectives of <u>this workshop</u> are listed below.</i>						Least
Most						
<i>Please rate each one according to your interest and intended role.</i>						
a. To provide concepts for better understanding this workshop’s topics.	ᄇ	ᄀ	ᄁ	ᄂ	ᄃ	ᄄ
b. To provide latest data and information regarding these topics.	ᄇ	ᄀ	ᄁ	ᄂ	ᄃ	ᄄ
c. To provide information about relevant policy alternatives.	ᄇ	ᄀ	ᄁ	ᄂ	ᄃ	ᄄ
d. To provide relevant international/regional examples of best practices.	ᄇ	ᄀ	ᄁ	ᄂ	ᄃ	ᄄ
e. To provide networking opportunities for workshop participants.	ᄇ	ᄀ	ᄁ	ᄂ	ᄃ	ᄄ

					▽	
					▽	
					Not at all	Very much
2.	<i>To what extent do you expect <u>this workshop</u> to benefit participants through:</i>					
a.	New, clearer, or expanded concepts.	ᄇ	ᄈ	ᄉ	ᄊ	ᄋ
b.	New, fuller, or improved information.	ᄇ	ᄈ	ᄉ	ᄊ	ᄋ
c.	Better understanding of policy alternatives.	ᄇ	ᄈ	ᄉ	ᄊ	ᄋ
d.	Learning about best practices in their field.	ᄇ	ᄈ	ᄉ	ᄊ	ᄋ
e.	Learning about best practices that could be applied in their country.	ᄇ	ᄈ	ᄉ	ᄊ	ᄋ
f.	Learning how to solve work-related problems more easily.	ᄇ	ᄈ	ᄉ	ᄊ	ᄋ

THE NEXT TWO QUESTIONS CONCERN THE FORUM AS A WHOLE :

					▽	
					▽	
					Very Much	Not at all
3.	<i>To what extent do you expect the <u>Forum as a whole</u> to be relevant to:</i>					
a.	Participants' present professional work.	ᄇ	ᄈ	ᄉ	ᄊ	ᄋ
b.	Participants' understanding of economic and social development.	ᄇ	ᄈ	ᄉ	ᄊ	ᄋ
c.	Opportunities for sharing strategies, experiences, and ideas.	ᄇ	ᄈ	ᄉ	ᄊ	ᄋ
d.	Fostering collaborative activities among participants.	ᄇ	ᄈ	ᄉ	ᄊ	ᄋ

					▽	
					▽	
					Least	
4.	<i>The objectives of the Asia Development <u>Forum as a whole</u> are listed below. To what extent is each objective important to you?</i>					
a.	Communicate information about development priorities for East Asia.	ᄇ	ᄈ	ᄉ	ᄊ	ᄋ
b.	Facilitate discussion and exchange of views among participants on development priorities.	ᄇ	ᄈ	ᄉ	ᄊ	ᄋ
c.	Clarify the conceptual links across the individual workshops.	ᄇ	ᄈ	ᄉ	ᄊ	ᄋ
d.	Make available international and regional experts.	ᄇ	ᄈ	ᄉ	ᄊ	ᄋ
e.	Strengthen networks among participants.	ᄇ	ᄈ	ᄉ	ᄊ	ᄋ

5. Comments:

6. **Your role: (Please check one)**

Workshop Organizer_____

Workshop Consultant/Resource Person_____

7. **Your country:** _____

8. **Your institution type (please check all that apply):**

Central Bank_____

NGO or Other Non-Gov't. Community Org_____

State, Province, or

Municipal_____

Financial Institute/Development Bank____ Public Enterprise or Central Gov't. Agency____ Private
Enterprise____
U.N. or U.N. Specialized Agency____ Ministry____ University____ Media____
Other (please specify)____ Research/Training Institute____World Bank____
ADB____

Thank you for completing this questionnaire. Please give it to an **evaluator** or place in the "Evaluation Form
Boxes" near the Forum Registration Desk BY NOON TUESDAY, MARCH 10.

ANNEX C

Exit Evaluation Forms

Form 2: Workshop Exit Form—Participants

“DECENTRALIZATION AND MUNICIPAL GOVERNANCE”

Please take a few minutes to tell us what happened during the specific workshop you attended.

It is very important for us to have this information for future planning. Please feel free to ask us or your workshop manager for clarification when necessary.

This number enables us to follow your responses before and after the Forum, while maintaining your anonymity. It is on the back of your badge—please enter it here..... ▶

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Marking Instructions:

- ⌚ Please indicate your response to each question by filling in the corresponding circle on the right.
- ⌚ Fill in only one circle per statement with solid marks that fill the circle completely: ●
- ⌚ Please answer every question.



1. *The principal objectives of this workshop are listed below.* Least
- Most

Please rate how well each one was achieved.

- | | | | | | | |
|--|---|---|---|---|---|---|
| a. To provide concepts for better understanding this workshop’s topics. | Ⓜ | Ⓟ | Ⓜ | ✕ | Ⓜ | ✕ |
| b. To provide latest data and information regarding these topics. | Ⓜ | Ⓟ | Ⓜ | ✕ | Ⓜ | ✕ |
| c. To provide information about relevant policy alternatives. | Ⓜ | Ⓟ | Ⓜ | ✕ | Ⓜ | ✕ |
| d. To provide relevant international/regional examples of best practices. | Ⓜ | Ⓟ | Ⓜ | ✕ | Ⓜ | ✕ |
| e. To provide networking opportunities with others interested in this workshop’s topics. | Ⓜ | Ⓟ | Ⓜ | ✕ | Ⓜ | ✕ |



2. *To what extent do you agree with the following statements?*

- | | | |
|--|-------------|-----------|
| | Not at all | Very much |
| a. The workshop dealt with high priority issues. | Ⓜ Ⓟ Ⓜ ✕ Ⓜ ✕ | Ⓜ ✕ Ⓜ ✕ |
| b. The workshop presentations helped me learn. | Ⓜ Ⓟ Ⓜ ✕ Ⓜ ✕ | Ⓜ ✕ Ⓜ ✕ |
| c. It was useful to have a diverse audience from different | Ⓜ Ⓟ Ⓜ ✕ Ⓜ ✕ | Ⓜ ✕ Ⓜ ✕ |

- segments of civil society.
- d. The reading and resource materials were useful. ጠቃ ጥ ጢ ጥ ህ ጠ
- e. The selection of resource persons was appropriate. ጠቃ ጥ ጢ ጥ ህ ጠ



Low

High

3. *How do you rate your knowledge now of each workshop topic?*
- a. The economics of decentralization. ጠቃ ጥ ጢ ጥ ህ ጠ
- b. The financing of local infrastructure services. ጠቃ ጥ ጢ ጥ ህ ጠ
- c. The link between budgeting in cities/municipalities and community participation. ጠቃ ጥ ጢ ጥ ህ ጠ
- d. Community participation in providing local infrastructure services. ጠ ጥ ጢ ጥ ህ ጠ



Not at all

Very much

4. *To what extent do you think this workshop will benefit your work through:*
- a. New, clearer, or expanded concepts. ጠቃ ጥ ጢ ጥ ህ ጠ
- b. New, fuller, or improved information. ጠቃ ጥ ጢ ጥ ህ ጠ
- c. Better understanding of policy alternatives. ጠቃ ጥ ጢ ጥ ህ ጠ
- d. Learning about best practices in your field. ጠቃ ጥ ጢ ጥ ህ ጠ
- e. Learning about best practices that could be applied in your country. ጠ ጥ ጢ ጥ ህ ጠ
- f. Learning how to solve work-related problems more easily. ጠ ጥ ጢ ጥ ህ ጠ
- g. Other (please specify) _____ ጠ ጥ ጢ ጥ ህ ጠ

5. *Which two workshop topics did you learn the most about? (Check two from the list below:)*

- a. The economics of decentralization. _____
- b. The financing of local infrastructure services. _____
- c. The link between budgeting in cities/municipalities and community participation. _____
- d. Community participation in providing local infrastructure services. _____

Thank you for completing this questionnaire. Please give it to an **evaluator** or place in the “Evaluation Form Boxes” near the Forum Registration Desk BY NOON 6 P.M., WEDNESDAY, MARCH 11.

Tailor-made questions were inserted into the following workshop post-test forms:

“ECONOMIC GROWTH AND THE ENVIRONMENT: GREENING ASIA’S TIGERS”



Low

High

3. *How do you rate your knowledge now of each workshop topic?*

- a. Interlinkages in sustainable forestry (social, economic, technological, and environmental). ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ
- b. Social and institutional issues in forestry. ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ
- c. Economic issues in forestry. ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ
- d. Forest management and technology issues. ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ
- e. Environmental issues in forestry. ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ
- f. Deforestation and forest fires. ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ

5. Which two workshop topics did you learn the most about? (Check two from the list below:)

- a. Interlinkages in sustainable forestry (social, economic, technological, and environmental). _____
- b. Social and institutional issues in forestry. _____
- c. Economic issues in forestry. _____
- d. Forest management and technology issues. _____
- e. Environmental issues in forestry. _____
- f. Deforestation and forest fires. _____

“ECONOMIC JOURNALISM IN A CHANGING WORLD”

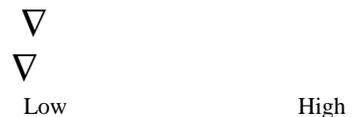
3. How do you rate your knowledge now of each workshop topic?

- a. The nature of analytical reporting and the best ways to approach it in economics and business coverage. ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ
- b. The causes underlying the Asian financial crisis. ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ
- c. The effects of global financial flows. ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ
- d. The best ways to determine the health or weakness of local banks and other financial institutions. ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ
- e. How companies or sectors gain a competitive advantage in the global economy. ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ

5. Which two workshop topics did you learn the most about? (Check two from the list below:)

- a. The nature of analytical reporting and the best ways to approach it in economics and business coverage. _____
- b. The causes underlying the Asian financial crisis. _____
- c. The effects of global financial flows. _____
- d. The best ways to determine the health or weakness of local banks and other financial institutions. _____
- e. How companies or sectors gain a competitive advantage in the global economy. _____

“PRIVATE INVESTMENT IN INFRASTRUCTURE: COPING WITH FINANCIAL RISKS”



3. How do you rate your knowledge now of each workshop topic?

- a. Country credit and risk arising from private participation in large infrastructure projects. ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ ᆞᆞ

- b. Macroeconomy and currency risk in such projects. ൬ ൨ ၈ ၁ ၂ ၃
- c. The finance market for infrastructure projects. ൬ ൨ ၈ ၁ ၂ ၃
- d. Financial closures, renegotiation, or cancellation of projects in pipeline. ൬ ൨ ၈ ၁ ၂ ၃
- e. Managing and mitigating risks through financial markets and legal contracts. ൬ ൨ ၈ ၁ ၂ ၃

5. Which two workshop topics did you learn the most about? (Check two from the list below:)

- a. Process of promoting private capital in infrastructure investment. _____
- b. Overall risk affecting private investment and financing of infrastructure investment. _____
- c. Distinctions between country and project risks. _____
- d. Recent developments in infrastructure project finance markets. _____
- e. Prospects for recovery in infrastructure project finance markets. _____
- f. East Asian infrastructure finance markets in the global context. _____

“SOCIAL POLICY FOR THE 21st CENTURY: CAN ASIAN SOCIETIES BE COMPETITIVE AND CARING?”



Low

High

3. How do you rate your knowledge now of each workshop topic?

- a. Social policy models regarding poverty and inequality. ൬ ൨ ၈ ၁ ၂ ၃ ၄
- b. Social policy models regarding labor and social security (pensions). ൬ ൨ ၈ ၁ ၂ ၃ ၄
- c. Labor market institutions for adjustment and long-term growth. ൬ ൨ ၈ ၁ ၂ ၃ ၄
- d. Delivering social services. ൬ ൨ ၈ ၁ ၂ ၃ ၄
- e. Governance of social sectors. ൬ ൨ ၈ ၁ ၂ ၃ ၄
- f. Globalization, inequality, and social progress. ൬ ൨ ၈ ၁ ၂ ၃ ၄

5. Which two workshop topics did you learn the most about? (Check two from the list below:)

- a. Social policy models regarding poverty and inequality. _____
- b. Social policy models regarding labor and social security (pensions). _____
- c. Labor market institutions for adjustment and long-term growth. _____
- d. Delivering social services. _____
- e. Governance of social sectors. _____
- f. Globalization, inequality, and social progress. _____

“TRADE AND INVESTMENT POLICY: THE CHALLENGE OF INTEGRATION”



Low

High

3. How do you rate your knowledge now of each workshop topic?

- a. Trade and investment dimensions of East Asia’s global integration. ൬ ൨ ၈ ၁ ၂ ၃ ၄
- b. The policy challenges of globalization. ൬ ൨ ၈ ၁ ၂ ၃ ၄
- c. The World Trade Organization (financial services negotiations and East Asia). ൬ ൨ ၈ ၁ ၂ ၃ ၄

- d. Domestic regulatory regimes and the international negotiating agenda.
- e. The Multilateral Agreement on Investment.
- f. Regional integration.
5. Which two workshop topics did you learn the most about? (Check two from the list below:)
- a. Trade and investment dimensions of East Asia's global integration. _____
- b. The policy challenges of globalization. _____
- c. The World Trade Organization (financial services negotiations and East Asia). _____
- d. Domestic regulatory regimes and the international negotiating agenda. _____
- e. The Multilateral Agreement on Investment. _____
- f. Regional integration. _____

Form 2: Workshop Exit Form—
World Bank and ADB Staff, Resource Persons, and Consultants

Please take a few minutes to tell us what happened during the specific workshop to which you contributed. It is very important for us to have this information for future planning. ***This number enables us to follow your responses before and after the Forum, while maintaining your anonymity. It is on the back of your badge—please enter it here..... ▶***

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Marking Instructions: Please indicate your response to each question by filling in the corresponding circle on the right. Fill in only one circle per statement with solid marks that fill the circle completely: ● Please answer every question.

THESE QUESTIONS CONCERN THE SPECIFIC WORKSHOP TO WHICH YOU CONTRIBUTED:



1. The principal objectives of this workshop are listed below. Least
Most
- Please rate how well each one was achieved.
- a. To provide concepts for better understanding this workshop's topics.
- b. To provide latest data and information regarding these topics.
- c. To provide information about relevant policy alternatives.
- d. To provide relevant international/regional examples of best practices.
- e. To provide networking opportunities for workshop participants.



2. To what extent do you agree with the following statements?
- Not at all Very much
- a. The workshop dealt with high priority issues.
- b. The workshop presentations helped participants learn.



1. *The objectives of the Asia Development Forum as a whole are listed below. To what extent did the Forum meet its objectives?* Least Most

- a. Communicate information about development priorities for East Asia. ጡ ሰ ጢ ጵ ሃ ጠ
- f. Facilitate discussion and exchange of views among participants on development priorities. ጡ ሰ ጢ ጵ ሃ ጠ
- g. Clarify the conceptual links across the individual workshops. ጡ ሰ ጢ ጵ ሃ ጠ
- h. Make available international and regional experts. ጡ ሰ ጢ ጵ ሃ ጠ
- i. Strengthen networks among participants. ጡ ሰ ጢ ጵ ሃ ጠ



Not likely Possibly

Likely

2. *As a result of participating in the Asia Development Forum:*

- a. I will share the information and ideas I received with others. ጡ ሰ ጢ ጵ ሃ ጠ
- b. I will involve other sector perspectives in my work. ጡ ሰ ጢ ጵ ሃ ጠ
- c. I will involve more people from the region in my work. ጡ ሰ ጢ ጵ ሃ ጠ
- d. I will involve more citizens when making decisions that affect them. ጡ ሰ ጢ ጵ ሃ ጠ
- e. I met other participants with whom I will remain in contact. ጡ ሰ ጢ ጵ ሃ ጠ
- f. I think that this Forum should be repeated within two years. ጡ ሰ ጢ ጵ ሃ ጠ



Not very Very

Did

effective effective

NOT

3. *How effective were the following types of Forum activities?*

attend

- a. Workshops ጡ ሰ ጢ ጵ ሃ ጠ
- ባ
- b. Plenary Panels ጡ ሰ ጢ ጵ ሃ ጠ
- ጠ ባ
- c. Keynote Speakers ጡ ሰ ጢ ጵ ሃ ጠ
- ጠ ባ
- d. Special Sessions (e.g., meet the think-tanks, corporate governance and industrial policy, economic prospects in East Asia, etc.) ጡ ሰ ጢ ጵ ሃ ጠ
- ባ
- e. Free time (including meals, breaks, evenings, etc.). ጡ ሰ ጢ ጵ ሃ ጠ
- ጠ ባ



Not very

Very

5. To what degree were you satisfied with:

- | | | | | | | |
|--|---|---|---|---|---|---|
| a. Your accommodation arrangements. | ᄇ | ᄃ | ᄄ | ᄅ | ᄆ | ᄇ |
| b. Arrangements for meals. | ᄇ | ᄃ | ᄄ | ᄅ | ᄆ | ᄇ |
| c. Travel arrangements. | ᄇ | ᄃ | ᄄ | ᄅ | ᄆ | ᄇ |
| d. Assistance from Forum staff. | ᄇ | ᄃ | ᄄ | ᄅ | ᄆ | ᄇ |
| e. Opportunities for meeting other participants. | ᄇ | ᄃ | ᄄ | ᄅ | ᄆ | ᄇ |



Not
at all

Very
much

6. To what extent do you think the Forum as a whole was relevant to:

- | | | | | | | |
|--|---|---|---|---|---|---|
| a. Your present professional work. | ᄇ | ᄃ | ᄄ | ᄅ | ᄆ | ᄇ |
| b. Understanding of economic and social development. | ᄇ | ᄃ | ᄄ | ᄅ | ᄆ | ᄇ |
| c. Opportunities for sharing strategies, experiences, and ideas. | ᄇ | ᄃ | ᄄ | ᄅ | ᄆ | ᄇ |
| d. Fostering collaborative activities among participants. | ᄇ | ᄃ | ᄄ | ᄅ | ᄆ | ᄇ |



Not
very effective

Very

effective

7. How would you rate the overall effectiveness of the Asia Development Forum (including all activities)?

- | | | | | | |
|---|---|---|---|---|---|
| ᄇ | ᄃ | ᄄ | ᄅ | ᄆ | ᄇ |
|---|---|---|---|---|---|

8. Please write here *the most important thing gained from the Asia Development Forum* that might help you in your professional work:

9. Your country: _____

10. Your institution type (please check *all* that apply):

Central Bank____ NGO or Other Non-Gov't. Community Org____ State, Province, or Municipal____

Financial Institute/Development Bank____ Public Enterprise or Central Gov't. Agency____

Private Enterprise____ U.N. or U.N. Specialized Agency____ Ministry____ University____

Media____ Other (please specify)____ Research/Training Institute____ World Bank/ADB____

Thank you for completing this questionnaire. Please give it to an **evaluator** or place in the "Evaluation Form Boxes" near the Forum Registration Desk BY 8 P.M., THURSDAY, MARCH 12.

ANNEX D

Focus Group Interview Guide— Participants

Preamble

Thank you for agreeing to participate in this focus group discussion on the Asia Development Forum. I'm Janet Mancini Billson of Group Dimensions Research, and I'll be your moderator for this session.

Each of you has been selected because you participated in one of the workshops held on Tuesday and Wednesday, as well as the other Forum activities. As you know, the Economic Development Institute (EDI) has organized this focus group and the surveys you have been filling out in order to explore how participants view these courses.

The purpose of our focus group is to obtain your opinions, information, and insights as a participant and to hear your recommendations for improvement of future programs. We want to elicit *your* views, not to achieve a consensus or arrive at any specific conclusions. Let's have plenty of discussion and debate. We only have an hour, so I will keep you moving along.

We are tape-recording the session in order to ensure accuracy in writing up our report. Your name will not be linked with specific responses. Because we are taping, I may remind you occasionally to speak up and to talk one at a time so I can hear you clearly when I review the session tapes.

I'd like you to think of the Forum *as a whole*—all the workshops, plenary panels, keynote speakers, and other activities you were involved in—not just the specific workshop you attended. Thanks.

I. Introduction

1. Let's start by asking you to introduce yourselves. It would be helpful if you would mention your country, title, and where you work.
2. What do you think were the *most* useful aspects of the *Forum*? (Describe)
3. What were the *least* useful aspects of the *Forum*, if any? (Describe)
4. What was the *most important new information* that you learned in the *Forum*? (Describe)
5. Do you have any recommendations for improvement of future courses?

[Probe for...Design or format of courses? Content? Teaching style and delivery? Location? Facilities? Selection of participants? Selection of lecturers or resource persons? Other?]

6. What kinds of follow-up activities would be helpful for your work (if any)? (Describe)
7. Is there anything I should have asked that you would like to comment on now?

Thanks for your time and ideas.

ANNEX E

Nature and Purpose of Focus Groups

Focus groups constitute a form of scientific social, policy, and public opinion research. As structured group interviews that proceed according to careful research design and attention to the principles of group dynamics, focus groups should be distinguished from “discussion groups,” “problem-solving groups,” “buzz groups,” or “brainstorming groups.” They are not designed to help a group reach consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences, and opinions held by a selected sample of respondents on a defined topic.

Through focused interaction on questions of interest to the client, respondents from a target group can provide a wealth of qualitative data not available from surveys alone. Participants are chosen because of background characteristics of special interest to the client and are given the opportunity in a guided interaction setting to discuss and debate issues surrounding a program, policy, service, plan, or product. Focus groups normally range from one to two hours in duration. Ideas that are generated during the discussion can be pursued by the moderator. Motivations, feelings, and values behind reactions to products can be elicited through probing, restating questions, and eliciting opinion from others in the group.

Advantages of the focus group are that the client is brought closer to the target group through observation of the session and/or through listening to tapes; participants stimulate each other in an exchange of ideas that may not emerge in individual interviews or surveys; ideas can be linked to areas of particular interest to the client for in-depth exploration.

Through focus groups we learn what characteristics are most salient to participants, the level and nature of emotional value associated with those characteristics, and how participants differ on key issues. Focus group interviews are useful for identifying how target groups think and feel about the topic under discussion. The complexity of insights generated by focus groups extends far beyond the number of people involved or the cost of conducting them.

Because of the small numbers involved, however, the participants cannot be expected to be thoroughly representative in a statistical sense of the target population from which they are drawn, and findings cannot reliably be generalized beyond their number.

ANNEX F

The Evaluators

Dr. Janet Mancini Billson is a certified clinical sociologist who specializes in group processes and program evaluation. Adjunct Professor of Sociology at The George Washington University, Dr. Billson is also Director of Group Dimensions Research of Paw Paw, West Virginia, and Portland, Maine, a consulting firm specializing in focus group research, group facilitation, and training. Recent clients include the U.S. Department of Education, U.S. Department of Energy, United States Information Agency, The World Bank, Princeton Survey Research, U.S. Centers for Disease Control and Prevention, N.C.A.A., National Committee for Quality Assurance, Pew Charitable Trusts, and National Easter Seals Society.

Dr. Billson is the author of *The Power of Focus Groups: A Practical Guide for Design, Moderation, and Data Analysis* (forthcoming, Sage, 1998), and several books based on focus group or individual interviews: *A Powerful Spirit: Canada's Inuit in A Century of Change* (w/Kyra Mancini, forthcoming, 1998); *Pathways to Manhood: Young Black Males Struggle for Identity* (1996); *Keepers of the Culture: The Power of Tradition in Women's Lives* (1995); *Cool Pose: Dilemmas of Black Manhood in America* (w/Richard Majors, 1992); and *Strategic Styles: Coping in the Inner City* (1980). She received her Ph.D. from Brandeis University (1976). A Woodrow Wilson Fellow, Billson trained in group dynamics and interviewing at Brandeis, the Boston Institute for Group Psychotherapy, Greenhouse-Boston, and Harvard University. She is a member of the American Sociological Association, Society for Applied Sociology, Sociological Practice Association, Sociologists for Women in Society, Eastern Sociological Society, and the Association for Canadian Studies in the United States.

Dr. Norman T. London, Associate Director of Group Dimensions Research, served as Academic Relations Officer at the Canadian Embassy in Washington, D.C., from 1980 until 1996. He coordinated the Department of External Affairs' Academic Relations Programme in the United States, assisting and encouraging the development of teaching and research on Canada. Dr. London received a B.A. in History (1955), M.A. in Speech (1957), and Doctorate in Communication (1962), all from New York University.

After teaching at New York University and Bowdoin College, he joined the faculty of the University of Vermont in 1960 as an instructor in the Department of Communication and Theatre, attaining the rank of Professor in 1970. He was chair of the department from 1966 to 1976. Dr. London served as Assistant Dean of the College of Arts and Sciences of the University of Vermont and was Director of the Canadian Studies Programme. Dr. London serves as Senior Advisor to the Center for Strategic and International Studies (Canada Program) and to the Association for Canadian Studies in the United States. He has lectured extensively on the Canada/U.S. relationship, the development of Canadian Studies in the United States, and Canadian Studies and International Studies curriculum development. He has also consulted in the areas of grant preparation and program development in Canadian and International Studies, and organized

the Canada/U.S./Mexico NAFTA Internship for the Washington Center for Internships and Academic Seminars. He was instrumental in establishing the Canada/U.S. Fulbright Program.

As Associate Director of Group Dimensions Research (Alexandria, Virginia), Dr. London conducts program evaluations, facilitates focus groups and focus group training workshops, and lectures in small group/interpersonal communication.

Kyra M. Reis, Research Associate, has served as data analyst, coder, and transcriber for Group Dimensions for the past nine years. She studied at George Mason University and Trinity Repertory Company in Providence.

ANNEX G

Media Coverage

The attached news releases exemplify the daily media activity generated by the Asia Development Forum.³¹

