



ValueGame Training - 2 Day Course

Amsterdam – the Netherlands

27-28 October 2016

Introduction

The ValueGame is a method for measuring the perceived value of social and environmental value of your activities to your target audience: your *customer value*.

Cost savings only reflect a part of the value created by social enterprises and social investors. To create value for the end-user is often the primary objective of the investment, and should therefore be measured to capture the whole value created by your activities.

ValueGame can be used for both (social) market research as for performance measurement and evaluation.

Program:

Day 1 – The theory of customer value

Day one is a theoretical introduction to perceived customer value, and different ways to measure this value.

On the more practical side we will discuss the requirements and do's and don'ts of measuring perceived value in your organization.

Day 2 – Value Game in practice

Day two will be focussing on developing your own ValueGame, for one of your own projects or investments. We will make ValueCards, create an online game, etc.

How to create ValueCards for your research, how to lead a ValueGame focusgroup, and how to use the online tool.

For more details about the course material, just send an email to Peter Scholten at peter@scholtenpartners.nl

The Trainer

Peter Scholten was one of the first to introduce Social Return on Investment in Europe, and developed the ValueGame in 2009. He is manager at Scholten&Partners in the Netherlands, and gave many workshops on social impact measurement all over the world. He also (co-)authored different books related to SROI and performance measurement.

Further Information

Cost for 2 day training: € 595+VAT

Including account for the online Valuegame, handouts, pdf's, lunch and tea/coffee (hotel and dinners are not included)

The training will be held in Amsterdam, the Netherlands.

How to Book

For enquiries about availability and bookings please contact: peter@scholtenpartners.nl

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