



Summit for the future
of *evaluation*

Communications pack

Version: 6 May 2025

1. About the Evaluation Conclave 2025 and the Summit for the Future of Evaluation

Primary hashtags: #EvalConclave2025, #Eval4Action

The Community of Evaluators–South Asia (CoE-SA) and the Evaluation Association of Bhutan (EAB) are hosting the **Evaluation Conclave 2025** from **27 to 30 May 2025 in Colombo, Sri Lanka**.

The **Summit for the Future of Evaluation**, is a featured event at the Conclave, which is organized in collaboration with the **Eval4Action campaign and its co-leaders**: the UNFPA IEO, EvalYouth Global Network, Global Parliamentarians Forum for Evaluation (GPFE), and IOCE. It will be held on **29 and 30 May 2025**.

KEY LINKS

- [Conclave webpage](#): Includes programme, registration and logistics details
- [Summit webpage](#): Includes [overview](#) and details on the **SIX** Summit sessions
- The joint inauguration, the 6 Summit sessions and the joint closing session will be livestreamed on [Eval4Action YouTube channel](#).
- Add your ideas to the [Future of Evaluation Mural](#)—our collaborative whiteboard is open for your contributions!
- Coming soon—Virtual Theatre registrations
- For more information, reach out to conclave2025@gmail.com and contact@eval4action.org

2. Timeline & key events

5–26 May 2025: Promotions

27–28 May 2025: Joint inauguration, Conclave workshops and sessions

29–30 May 2025: 6 Summit sessions, including the 2025 Youth in Evaluation awards and joint closing

31 May 2025 onwards: Continued communications on the united path for the future of evaluation

KEY ACTIONS

- Help spread the word out about the Conclave and the Summit on social media, using the provided messages and visuals.
- Publish articles on the Conclave and Summit on your website and newsletter, using the master narrative.
- Attending in-person? Visit the #EvalTorch booth on 30 May for a photo op with the EvalTorch, and post it on social media. Remember to tag the partners on page 5.
- Attending online? Virtual Theatre is available for all participants, in parallel to all the Summit sessions. Coming soon!
- Contribute to the [Future of Evaluation Mural](#), and the share it across your networks.

3. Master narrative

Colombo, Sri Lanka, will become the focal point for the future of evaluation from 27 to 30 May 2025. The **Evaluation Conclave 2025**, culminating in the landmark **Summit for the Future of Evaluation**, will chart a dynamic course for the evaluation field. Under the unifying theme, '**Future-Ready Evaluation – Integrating Voices and Localizing Evaluation for Global Impact**,' both the Conclave and the Summit underscore the imperative to fuse contextually resonant, locally-led evaluation with cutting-edge, technology-driven practices.

This pivotal gathering will serve as a platform for **engagement and partnership**, addressing both the transformative potential and ethical dimensions of integrating **innovations like AI and big data** into evaluation, alongside the vital **inclusion of youth in co-leading evaluation** processes.

The Summit will also amplify the significance of **key milestones**: the fifth anniversary of Eval4Action, and the tenth anniversaries of EvalYouth, the Global Parliamentarians Forum for Evaluation, and the International Year of Evaluation. Inspired by the **United Nations Pact for the Future**, the Summit issues a powerful call for amplified global collaboration within the evaluation community to accelerate progress towards the **Sustainable Development Goals**. Ultimately, this crucial assembly aims to ignite **innovation**, fortify the **adaptability and resilience** of evaluation practices, and **deepen connections** across the global evaluation community, ensuring that evaluation remains a vibrant and **future-fit catalyst** for transformative progress in our rapidly evolving world.

4. Social media messages

Post these [messages](#) on your social media handles.

TAGS

Partners	X	LinkedIn	Facebook
CoE South Asia	@CoE_SouthAsia	CoE – South Asia,	–
UNFPA IEO	@unfpa_eval	UNFPA IEO	–
EvalYouth	@Eval_Youth	EvalYouth	–
GPFE	@eval_gpf	–	–
IOCE	@IOCE_eval	IOCE	IOCE

5. Branding and visuals

- Logos: [Evaluation Conclave 2025](#) and [Summit for the Future of Evaluation.](#)
- Conclave and Summit [branding guide](#)
- Ready-to-use [social media cards](#) and [social media banners](#)
- Coming soon - additional social media cards and GIFs - check back on this space