

Evaluation report: 'An Introduction to Mining in Sierra Leone'

Background:

This evaluation report briefly outlines details of the seminar 'An Introduction to Mining in Sierra Leone', the audience and coverage achieved as well as providing a summary of the feedback.

The Event:

The event was conceived and organised by two Sierra Leonean firms - Elixir Marketing and Media and JobSearch. It was held on Tuesday 24th June 2014 from 09.00-16.00hrs. Over 80 people attended, including the media, STEM students, the Parliamentary Committee on Mines and Mineral Resources, NGOs, consultants and policy makers. There were 9 speakers, the leading minds in their respective fields, covering a range of topics including the lifecycle of a mine, regulation and legislation, and raising finance amongst others. The style was semi-formal. The speaker gave the presentation and there was time afterwards for a Q&A session. Overall the audience was extremely engaged and participated enthusiastically in the Q&A sessions, asking a range of thought provoking questions.

Despite all the equipment being fully checked before the seminar, a problem with the Projector caused a significant time delay. The problem was eventually found to be a faulty cable which was replaced.

Delegates were given a certificate of attendance at the end of the event. Soft copies of the speakers' presentations were emailed out to all participants.

Sponsorship:

London Mining, Sierra Rutile Ltd, and the NMA all provided sponsorship for the event. As London Mining and Sierra Rutile were sponsoring media places, both wanted engagement with the Sierra Leone Association of Journalists (SLAJ).

Thirty journalists attended, including Oswald Hanciles and Theophilus Gbenda. Some of these, we approached directly. Others were recommended by Kelvin Lewis of SLAJ, who gave the event his backing after he fully understood its aims and objectives.

Kelvin Lewis raised the issue that the Freetown venue made it difficult for journalists local to the mining areas to attend and asked that a further seminar was held later in the year for journalists from the provinces.

Sierra Rutile also provided sponsorship for students, which we offered to media and Engineering/geology students.

We received more applications from both media and journalists than we had sponsored spaces for.

Marketing and Promotion:

Prior to the event, we put out three press releases and a feature:

1. An important new training initiative helps non-miners understand Sierra Leone’s mining industry
2. [Seminar on mining in Sierra Leone will help suppliers and professional services benefit from Local Content Policy](#)
3. [London Mining and Sierra Rutile provide Sierra Leone’s journalists with specialised training on the mining industry](#)
4. [The mining industry provides professional development opportunities for non-miners](#)

Leaflets were printed which were distributed at key locations throughout Freetown.

The event was promoted through Freetown Announce, LinkedIn and [JobSearch](#). Soft copies of the leaflet were also emailed out to our dedicated mailing lists of opinion formers and professional people.

It was also promoted to students at Fourah Bay College through the Careers Service and directly through lecturers in relevant subjects.

Press coverage:

Date	Publication	Headline
30.4	Awoko	Seminar on Mining in Sierra Leone will help Suppliers and professional services benefit from Local Content Policy
12.6	The Nationalist	London Mining, Sierra Rutile provide Salone’s Journalists with Specialised Training
12.6	New Vision	London Mining and Sierra Rutile Provide Journalists with specialised training on the mining industry
12.6	New Storm	London Mining and Sierra Rutile Provide Journalists with specialised training on the mining industry
12.6	AYV	London Mining, Sierra Rutile School Journalists
12.6	Global Times	London Mining and Sierra Rutile Provide Journalists with specialised training on the mining industry
12.6	Satellite	London Mining and Sierra Rutile Provide Journalists with specialised training on the mining industry
13.6	Premier News	London Mining and Sierra Rutile to train journalists on mining
16.6	The Exclusive	London Mining, Sierra Rutile to train journalists
18.6	The Voice	An Introduction to Mining in Sierra Leone
19.6	Independent Observer	London Mining and Sierra Rutile Provide Sierra Leone’s Journalists with Specialised Training on the Mining Industry
20.6	Politico	The mining industry provides professional development

		opportunities for non-miners
27.6	Awoko (Business)	Mining Experts Highlight Progress & Challenges
25.6	Salone Champion	Mining Companies Empower Media and Students
11.7	Awoko	Minerals sector is growing - NMA DG

Radio

11.6	AYV
11.6	Star
12.6	SLBC
13.6	CTN
15.6	Radio Democracy

Television

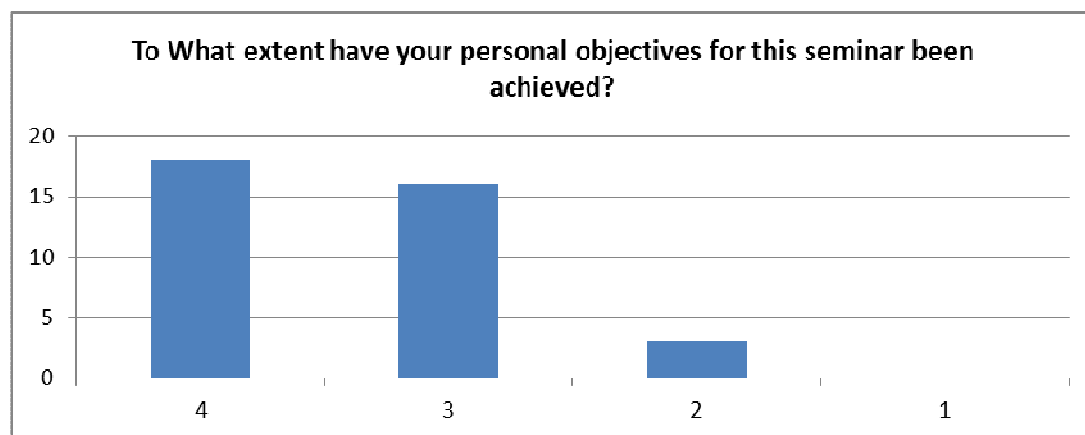
26.6	SLBC (News)	Interview with Memuna Fornu, Elixir Marketing and Media
25.6	SLBC (We Yus)	Interview with Edleen Elba, JobSearch

Evaluation Forms and results:

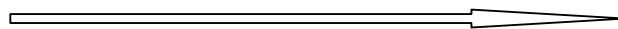
We distributed evaluation forms at the end of the seminar and asked delegates to complete and return them.

We received 37 evaluation forms back. The results were extremely positive.

A range of questions were asked to ascertain if delegates' objectives had been met, if their understanding of the mining industry had improved and if they felt that the seminar would be suitable for colleagues with similar needs. Respondents were able to rate their responses from 4 to 1, with 4 being the most positive and 1 being the least. Overwhelmingly the vast majority of respondents answered 4 or 3, with 4 meaning their objectives had been fully met and 3 meaning that it had largely been met.



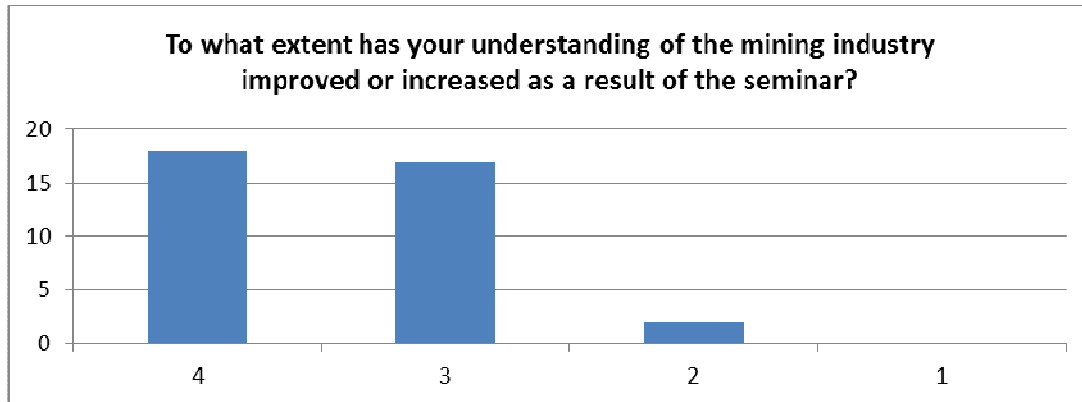
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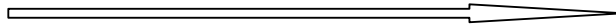
Not at all

The 3 who scored 2 said:

- *I was not expecting so many presentations*
- *Satisfactory*
- *Co-ordination was not complete and questions were not adequately responded to*



Fully

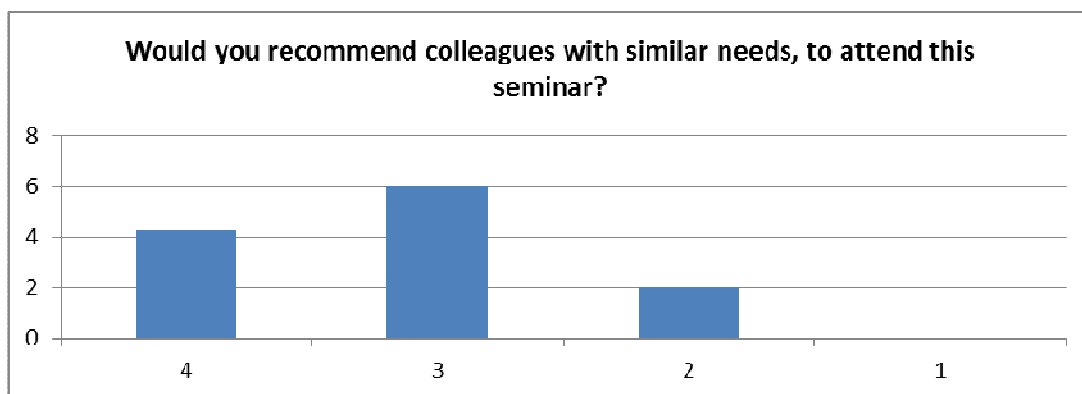


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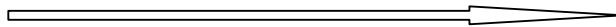
Those who scored 2 said:

The reason for this is that I have not seen any good import that we the Sierra Leoneans are benefiting from the mining companies.

I have learnt little about the finance of the mining and how the mining companies operate.



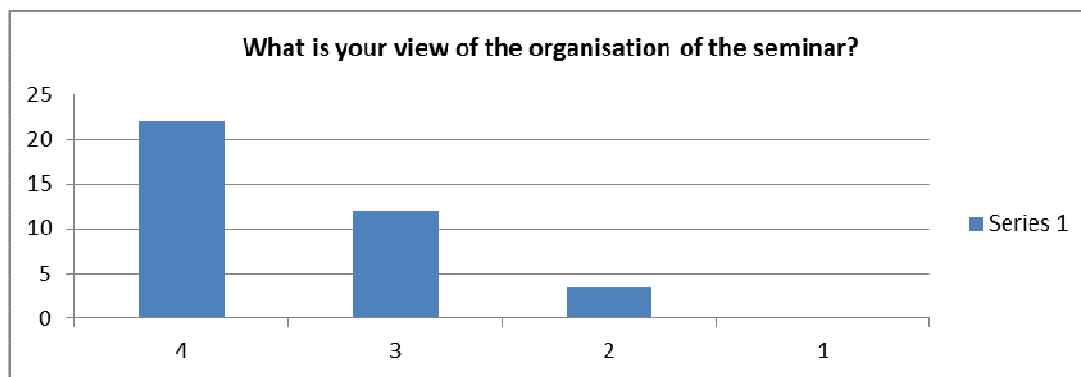
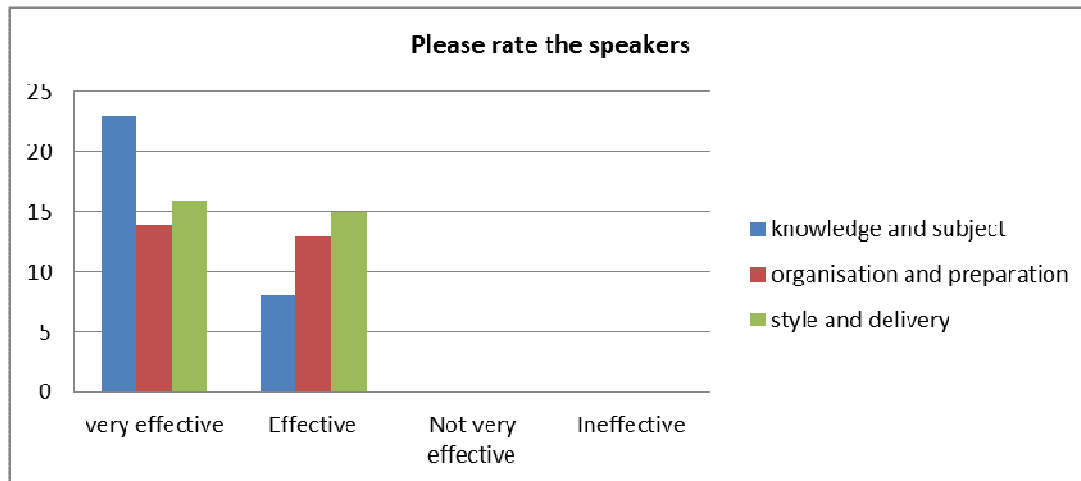
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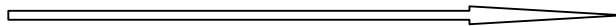
Not at all

Those who scored 2 said:

Costs too high for actual output of the workshop



Fully



Not at all

Those who scored 2 said:

Time lost in putting power point slides. Should have got all the presentations.

Finally we asked delegates - are there any other comments about the training event that you would like to make?

Participation of ministry officials/representatives.

It was a great and unforgettable experience but since there was a talk on local content, I think it would have been better if links were provided to students for better and more job opportunities to grow and improve in these mining companies.

This has increased my knowledge of mining activities in the country.

Such training to be conducted for stakeholders in host communities.

Ensure projector is working. Ensure programme starts on time. Put all presentations on one USB. Ensure minimal distractions.

This is an important training programme. I hope it can be extended to other people. I am pleased that the group brought together companies, journalists and students.

It has been very beneficial to TrainingSol and SBTS as it has given us a wider knowledge of the benefits of mining in the country. As we concentrate on training, we have seen a headway in helping to capacitate workers of these mining companies.

The programme was satisfactory. I would like to strongly recommend to JobSearch and Elixir to organise a session for graduating students or those that have graduated on career placement and advisory development.

Other feedback:

Thanks for the mail. I did not regret moving from the provinces to attend the training in Freetown despite the challenges. It was very interesting and educative. Thanks to organizers and sponsors.

Thanks for the great seminar you organized!! (Oswald Hanciles)

Thanks for sending the presentation, I am grateful. Stay blessed.

The pleasure was mine. It was a great idea, excellently executed. (Tani Pratt)

I want to use this opportunity to gratefully thank you for such a wonderful and educative seminar on "AN INTRODUCTION TO MINING IN SIERRA LEONE". I must confess that I learnt a lot as a final year student reading Geology and Mining, and the seminar was professionally handle from start to end. My biggest thanks goes to the sponsors especially Sierra Rutile Limited and London Mining Company for their support towards the success of this seminar. I also want to thank them for the sponsorship space which was granted to me as a delegate to attend the seminar at NO COST. I will also like to thank all the presenters for their time and effort. I really admire their various styles of presentations. I also want to personally thank you and Madam Memuna for the various roles you played. I shall be very happy if SOFT COPIES of all the presentations are made available via email.