

## WORKSHOP EVALUATION RESULTS

Market Needs Assessment

College of Saint Benilde, Manila, Philippines

Presenters : Mr. Joshua Beal, Professional Graduate Intern, PEN-International

January 22, 2008 at 8:00a.m. (Manila Time)

Number of participants = 16

Number of respondents = 15

FREQUENCY	SA	A	N	D	SD
1. The workshop was a very positive professional development experience for me.	11	4			
2. The workshop covered an appropriate number of topics.	8	7			
3. Most of the objectives and outcomes listed in the workshop were achieved.	7	8			
4. I can apply the methods, materials, and technologies that I learned about.	9	6			
5. Based on the knowledge I have learned from the workshop, I will make some changes in my teaching or daily work.	3	11	1		
6. The pre-workshop readings, if any, provided helpful background information.	6	5	4		
7. I intend to review the material from this workshop.	7	6	2		

A (organized, presented) = 5.33

B (knowledge) = 5.33

C (relevance) = 5.41

What did you enjoy the most about this teleconference?

- additional knowledge
- it was exciting
- the teleconference helped the student learn about business
- when you showed us your family
- it helped me learn new things
- I learned more about market needs assessment
- Interaction between speaker and students
- good example about cloth shop
- very interactive
- you can ask questions during the discussion
- it was very basic, good introduction for students without marketing subjects yet

How could this training have been improved?

- longer time to discuss
- more example
- importance of research in relation to business, because no research my business may fail for lack of data
- give more visual presentation

What topics should be presented in a future, follow-up workshop?

- how to organize or start a business
- product development
- basics of business
- network building
- business plan
- business plan and review accounting
- about business plan
- different marketing aspects
- 4Ps-price, product, place, promotion

Do you have any other comments or feedback?

- ok it's good!
- good!