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 8:00 a.m. (Manila Time)

Number of participants = 16
Number of respondents = 15

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