

EVALUATION RESULTS			
One day workshop on Brand Management for Entrepreneurs (14 June 2014)			
The rating is in the scale of 1-7 - 1 being the lowest score and 7 being the highest score			
Category	Avg(Min-Max)Count	Would you like to hear about similar	
Section - 1		Yes	10
Relevance of Content	5.4(3,7)10	No	0
Depth of content	5.1(2,7)10		
Instructor explains clearly, encourages and answers questions		How did you come to know about this	
Introduction to Brand Management	5.7(4,7)11	Newspaper	3
Branding and advertising	6.1(5,7)11	VC mailing list	4
Designing the brand	5.7(4,7)11	IPFACE mailing list	1
Protecting your brand as an intangible asset	5.3(4,6)10		
Valuation of intangible Assets	4.5(2,7)11	Word of mouth	1
Case study	5.4(4,7)9	Others	1
Pace(time management)	6.1(5,7)7	No reply	1
Section - 2			
queries)	5.8(4,7)11		
	6.2(5,7)11		
Quality of staff responsiveness			
organization	6(3,7)11		
Section - 3			
Quality of facilities (Venue,etc.)	6.4(5,7)11		
Quality of food and refreshments	6.0(3,7)11		

Comments and suggestions :- Please include if the talk met your expectations.	1	More sepcific
	2	I take this opportunity to congratulate you and the whole team who have worked towards conducting this fantastic event today. I personally have learned a lot and actually enjoyed discussing various issues with the speakers and participants too. In a workshop usually there are some good speakers and some relatively less good ones, but this one was exceptional. Every single speaker and every single topic was just awesome. Rather than a one day introductory program this should be 3 to 4 days with lot of live exercises/interactions involved.
	3	Please email the ppts and other material
	4	Yes it was a good workshop.
	5	Excellent
	6	Make it more example or practical work oriented
	7	Share the faculty contact details in adv. So that expectations
	8	Talk met my expectations

How do you think can these workshops be improved further?	1	Time manegement is required
	2	More publicity in places like MCCIA etc.
	3	By incorporating practical sessions
	4	Speakers should be more specific, clear and adhere to the