

## **I. Workshop Administration**

1. The information that you received prior to the workshop was:
  - Inadequate
  - Fair
  - Good
  - Excellent
  
2. The meeting facilities were:
  - Inadequate
  - Fair
  - Good
  - Excellent
  
3. The organization of the workshop (topics, order of topics, processes) was:
  - Inadequate
  - Fair
  - Good
  - Excellent

## **II. Workshop Content**

**Please comment on the value of the workshop for meeting the following objectives:**

4. Objective: Participants know the distinguishing features of social marketing.
  - Inadequate
  - Fair
  - Good
  - Excellent
  
5. Objective: Participants will understand the importance of segmenting the target population into distinct groups.
  - Inadequate
  - Fair
  - Good
  - Excellent

6. Objective: Participants will understand the importance of a consumer orientation in planning behavior change programs.
- Inadequate
  - Fair
  - Good
  - Excellent
7. Objective: Participants will be able to use that 4P's as a conceptual framework for planning a social marketing project.
- Inadequate
  - Fair
  - Good
  - Excellent

### III. Overall Assessment

8. How well did this workshop meet your expectations?
- Inadequate
  - Fair
  - Good
  - Excellent
9. What ideas, concepts, or issues were MOST valuable to you? Why?
- Inadequate
  - Fair
  - Good
  - Excellent
10. What ideas, concepts, or issues were LEAST valuable to you? Why?
- Inadequate
  - Fair
  - Good
  - Excellent
11. Other comments or suggestions?