

## EVALUATION OF THE SEMINAR

Dear participants,  
you have been participating in an InWEnt programme. At InWEnt, we strive to continuously improve our performance and meet your specific needs and requirements with our programmes. Therefore we would like to ask you to help us with your experience and recommendations regarding the course you have just completed.

It goes without saying that we will evaluate this questionnaire anonymously. Your data will not be made available to third parties. It is for internal statistical use only, enabling us to draw conclusions on the quality of our training measures. Please be sure to fill in the complete questionnaire. Also write comments on certain aspects in addition.

Thank you for your support  
Your InWEnt Team

### 1. General information

Programme title	Regional Marketing: Branding of Products and Regions (ID 9801102600)
Duration	March 2 to 9, 2007
Country of origin	

### 2. Impact on daily work routine

	yes ++	mostly yes +	can't say 0	mostly not -	no --
Were the following course topics relevant to your work?					
■ Country-wise presentations of participants' experiences on current initiatives in regional branding and marketing					
■ Presentation of Frank Thiedig on Regulations on the PGI and PDO for Agricultural Products and Foodstuff (2081/92)					

**2. Impact on daily work routine contd.**

	yes ++	mostly yes +	can't say 0	mostly not -	no --
Were the following course topics relevant to your work?					
■ Field trip to Spreewald (in general)					
- overview (Mr. Irlbacher)					
- Vetschau town hall					
- Feldmann canning / processing company					
- Wellness/Spa Therme at Burg					
- Gondola/boat tour					
- Tourism association (Mr. Kohlase)					
- Rural hostel (Scheunenherberge)					
- Private brewery Spreewald 1788					

Please name topics that were not covered, but would have been important for your work!	
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	yes ++	mostly yes +	can't say 0	mostly not -	no --
Can you apply your newly acquired skills to your work?					
If not, please give your reasons!					



*please tick*

Do you have any concrete plans to implement your newly acquired skills?		yes	no
Please explain these plans in brief!			
What support do you need for an efficient implementation?			

	yes ++	mostly yes +	can't say 0	mostly not -	no --
Can you pass on your new expertise to colleagues and others in your working environment?					
If not, please give your reasons!					

**3. Methodology / learning effect**

How do you assess	excellent ++	good +	fairly good 0	could be improved -	poor --
- the workshop's methodology and teaching efficiency?					
- the quality of course materials (presentations, handouts)?					
- the balance between theory and practice?					

Duration:	Too short	Just right	Too long
- the workshop's overall duration?			

Comment:



**4. Tutors**

How do you assess	excellent ++	good +	fairly good 0	could be improved -	poor --
- the moderators performance?					
- the organisers					
- the resource person Dr. Frank Thiedig					

Comments:

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**5. Participants**

How do you assess	excellent ++	good +	fairly good 0	could be improved -	poor --
- the group's professional experience					
- the exchange of information and experience at group level?					
- the working atmosphere (social contacts) within the group?					

Comments:

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**6. Achieved objectives**

	yes ++	mostly yes +	can't say 0	mostly not -	no --
Have the following workshop objectives been achieved?					
a) exchanging experiences and know-how on current activities of regional branding and marketing in SEE					
b) getting an overview on relevant EU Council Regulations and registration procedures					
c) experiencing practical examples of regional branding in Germany					
d) discussing possibilities of networking among SEE countries in developing regional brands					

**7. Organisation**

How do you assess	excellent ++	good +	fairly good 0	could be improved -	poor --
- InWEnt's overall organisation of the event?					
- accommodation at NH Hotel Leipzig					
- accommodation at Ratshotel in Vetschau					
- food at the hotel in Leipzig					
- food in the restaurants during field trip					
- rooms for plenary and group work at the hotel					
- information, you received prior to the training, e.g. organisational tips, programme, list of participants, technical details?					
- invitation procedure					
- transfer upon arrival/departure					



In your view, what materials or information were omitted?	
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**8. Follow-up**

What follow-up activities would you recommend?	
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**9. Overall approval**

	excellent ++	good +	fairly good 0	could be improved -	poor --
What is your assessment of the training measure?					

	<i>please tick</i>	
	yes	no
Would you recommend this seminar to others?		

Further comments and suggestions for improvement:

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