

EVALUATION OF THE 'WORKSHOP ON BRAND MANAGEMENT'

Date: 4th November 2008

Place: Warszawa, Hotel Polonia Palace

Trainer: Prof. Dr. Marcus Schögel, St.Gallen University

very good- 4, good- 3, satisfactory- 2, unsatisfactory- 1

1. Evaluation of the workshop:

Evaluated topics	Average score
General quality	3,58
Content	3,32
Newest information on brand management („state of the art”)	2,89
Exchange of experience between the participants	2,90
Usefulness at work	3,05
Case studies	3,24
Room	3,32
Catering	3,58
Organisation of the workshop (information, enrollment, contact with the organiser)	3,72
Has the workshop met your expectations?	Yes: 17 answers, No: 2 answers

2. Evaluation of the trainer:

Evaluated topics	Average score
Presenting information	3,9
Individual approach	3,53
Structure of the workshop, training methods (lecture, discussions, case studies)	3,53
Training materials	3,1
General impression	3,42