NDI
NATIONAL DEMOCRATIC INSTITUTE

POST-WORKSHOP QUESTIONNAIRE TEMPLATE

Training Title: Date

Evaluation

1. Please rate the following workshop sessions (check one):

Sessions Day One	RATING				
	Unsatisfactory	Poor	Average	Good	Excellent
Communications Overview					
Message Development					
Public Speaking					

Sessions Day Two	RATING				
	Unsatisfactory	Poor	Average	Good	Excellent
Working with the Media					
Social Media					
New Media Applied					

2. Which session(s) did you like best and why?

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3. Which sessions did you find least useful and why?

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4. To what extent were the workshop objectives achieved? Please rate on a scale of 1 to 10.

not at all completely

1	2	3	4	5	6	7	8	9	10

_____

5. What is the most important thing that you learned? What information will be the most useful to you as a political activist?

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6. What aspects of the workshop do you see yourself using within the next two months? Where, with whom and how?

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7**. How would you rate the following workshop components?**

	Unsatisfactory	**Poor**	**Average**	**Good**	**Excellent**
Content/Agenda					
Exercises/Activities					
Materials/Handouts					
Trainers/Resource Persons					
Length of Workshop					
NDI Staff					
Logistical Arrangements					
Venue					
Lunches/Tea Breaks					

8. Was the NDI staff organized? Please rate on a scale of 1 to 10.

not at all completely

1	2	3	4	5	6	7	8	9	10

9. Were the trainers and resource persons knowledgeable? Please rate on a scale of 1 to 10.

not at all									completely
1	2	3	4	5	6	7	8	9	10

10. Please give one or two practical suggestions for how we could improve this workshop:

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11. Other comments:

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Content Questions

[This section is designed to capture changes in knowledge levels. There is one question per content area of the communications module. You can adapt this to focus in on the content covered in your workshop and include a mix of open ended, True/False and multiple choice questions. Keep it to a few pages so that participants can complete it in 15 minutes or so.]

What is a communications message?

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What are the components of an effective media strategy?

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What is social media?

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What is one strategy for controlling nervousness when public speaking?

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<u>True or False</u> (circle the correct answer)

"Labiba Khan: improving economic opportunities for all villagers" is an example of a good political message.
True False

When developing a campaign message, it is best to include as much detailed information as possible even if this means that the message is a very long one.
True False

Slogans, platforms and ideologies are examples of messages.
True False

For many people, speaking in public is their greatest fear.
True False

In any good presentation, you will tell the audience what you are going to tell them (the opening), tell them (the body of the speech) and tell them what you told them (the closing).
True False

The best way to prepare for a presentation is to practice your speech so many times that you have it memorized.
True False

It isn't a good idea to make eye contact with your audience when giving a public speech because it makes people nervous.
True False

If someone asks you a question after your speech or during an interview and you don't know the answer, you should make it up rather than admitting that you don't know.
True False

When speaking in public, you should focus on making your voice higher pitched and speaking more quietly and faster.
True False

The best target audiences for your communication strategy are the people that support you completely and those who are completely opposed to you.

True False

An example of gender discrimination and sexism in the media is when journalists focus on what female candidates are wearing and their hair styles while talking about the substance of what the male candidates are saying.
True False

During an interview, it's appropriate to tell a journalist something "off the record" (remarks that aren't meant to be shared or made public).
True False

Technology and social media can help increase the visibility of women political activists by allowing them to reach a broader audience while keeping outreach costs down.
True False

Social media can completely take the place of "in-person" contact in your communication strategy.
True False

Multiple Choice (circle the correct answer)

All of the following are characteristics of a good message **except**:

a) it must be short/concise
b) it must attack your political opponent(s)
c) it must be persuasive/compelling
d) it must be repeated

Tools that you can use to deliver your message to your audience include:

a) television ads
b) newsletters
c) personal/organizational website
d) a, b, and c

All of the following are good strategies for developing relationships with the media **except**:

a) do nothing – the media will come to you
b) set up meetings with newspaper editors
c) send out press releases to journalists
d) study the media in your area

When trying to get a newspaper to cover your issue/campaign, it is appropriate to use all of the following strategies **except**:

a) send a press release
b) write an editorial
c) show up at their office unannounced and ask for a meeting
d) buy advertising space

A good press release should follow all of the following rules **except**:

a) be typed up (not hand-written)
b) provide your contact information
c) be several pages long
d) answer questions: who, what, why, when, where

What percentage of a message is communicated through words (as opposed to voice and non-verbal communication such as body language)?

a) 70% b) 55% c) 35% d) 7%

When giving a political speech you should:

a) establish a connection with the audience b) identify local problem and how you'll address it
c) ask for their support d) a, b, and c