

Virginia SBDC

Management Training Report

Event Information

Event Information			Center & Event #:	70-2023-8
Event Title	Start Date	Start Time	Program	Event Status
Market Data Research	10/20/2023	10:00:00 AM	SBDC	Verified
Site	End Date	End Time	Sub-Program	Reviewed By
LRCC	10/20/2023	11:00:00 AM	Not Set	ckriz
City, State & Zip	Sessions	Total Hours	Entry Person & Date	
Middletown, VA 22645	1	1	ckriz on 11/27/2023 7:57:24 PM	
Event Topic	Program Format		Language	
Marketing/Sales			English	

Number of Attendees

Total Attendees	In Business	2	Active Duty	0	Asian	0	Native Amer.	0
5	Disabled	0	Veterans	0	Black	0	Pacific Islnd.	0
Underserved	Women	4	Service Disabled Vet.	0	North African	0	White	5
4	LGBTQ	0	Reserve/Nat. Guard	0	Middle Eastern	0	Hispanic	0
			Spouse of Military Member	0				

Resources Participating

<input checked="" type="checkbox"/> SBDC	<input checked="" type="checkbox"/> Educational Institution	<input type="checkbox"/> Online Training Resource	SBA Office: None
<input type="checkbox"/> SCORE	<input type="checkbox"/> Chamber of Commerce	<input type="checkbox"/> SBA District Office	Other Govt. Agency: None
<input type="checkbox"/> WBC	<input type="checkbox"/> Trade or Professional Assoc.	<input type="checkbox"/> Native American Center	Other: None
<input type="checkbox"/> VBOC	<input type="checkbox"/> For-Profit Organization		

Attendee Fees

Fee Distribution

Attendee Count:	Full Fee #	Discount Fee #	No Show #	No Fee #	SBDC	SCORE
	0	0	0	5	\$0.00	\$0.00
Fee Income \$	Full Fee \$	Discount Fee \$	No Show \$		WBC	SBA
	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00
Other Income \$	Other \$		Total Fees Collected		Co-Sponsor	Total Distribution
	\$0.00		\$ 0		\$0.00	\$ 0

Event Notes









Public Information

Standard Fee \$	Web Info: Address,Directions, URL, etc.	Misc. Public Information
\$0.00		
Alternate Fee \$		
\$0.00		

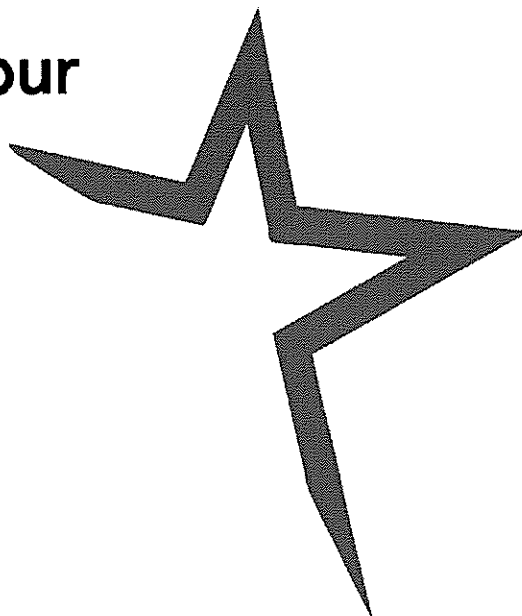
Power Up Your Business Conference

Market Research/Customer Validation Breakout Session

Friday, October 20, 2023

	<u>Print Name</u>	<u>Company</u>	<u>Signature</u>
1	Lori H Evergola	City National Bank	
2	Todd Scarborough	Daily Buzz	
3	Katie Williams	COOL BEANS	
4	Dennis Kisen	Klein Virtual	
5	John Fogle	Sherandoa# County	
6	Chris Van Orman	VA SBDC	
7	Joy Keenan	Virginia SBDC	
8	LeeAnn Frye	Daily Buzz Cafe	
9			
10			
11			
12			
13			

Do you know your Customer?



October 20, 2023

Presented by:

Dale Maza

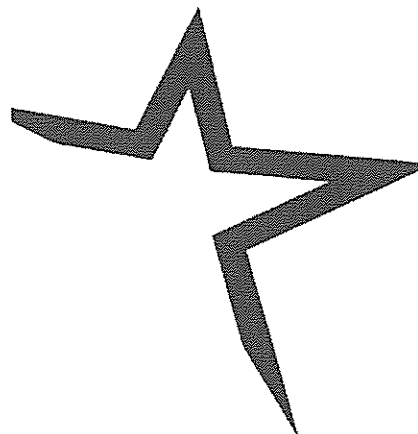
Laurel Ridge Community College SBDC



1

Who Are Your Customers?

- 334,233,854 U.S.A.
 - 8,683,619 State of Virginia
 - 130,000 Northern Shenandoah Valley
- Are there enough of them to support your business?
 - Are they local or do you need to reach a larger market.



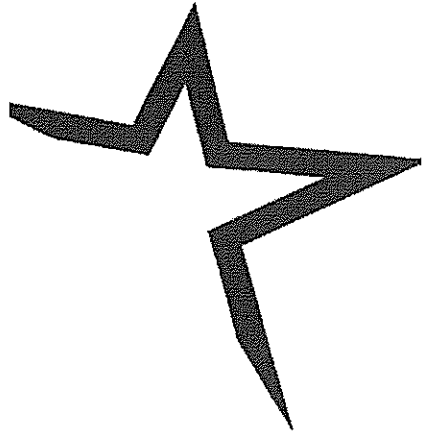
2

Who Are Your Customers?

- You need to define who they are...

- Define them....

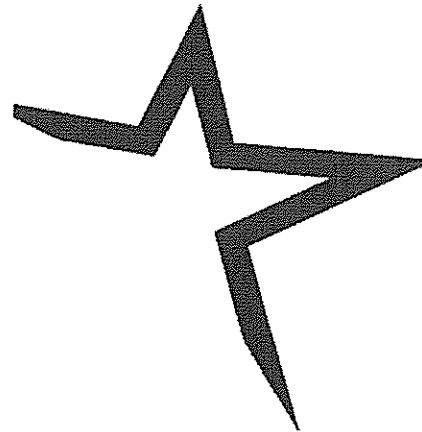
- Rich?
- Poor?
- Young?
- Old?



3

Where are your Customers

- Physically
 - What area do you serve?
 - Are there enough people in that region to support your business?
- Virtually
 - What platform are they on?
 - You need to be there also



4

SBDC
Summary of Training Evaluations
(Attach to Form 888)

Title of Training: Market Data Research

Date Offered: 10/20/2023

Location: Middletown

Analysis of Responses to Question #5: "Overall, the training was worth my time and investment."

From ALL Evaluation Forms:

Number of check marks in Column 1 (Strongly Agree)

4 X 5 = 20

Number of check marks in Column 2 (Agree)

1 X 4 = 4

Number of check marks in Column 3 (Undecided)

0 X 3 = 0

Number of check marks in Column 4 (Disagree)

 X 2 =

Number of check marks in Column 5 (Strongly Disagree)

 X 1 =

TOTAL SCORE 24 (a)

Total Number of Forms Received

5

Total Number of Attendees

5

Percentage of Response

100%

Total Number of Forms Received

5 (b) X 5 = 25 Maximum Score (c)

Divide (a) by (c) = 96% **Level of Satisfaction**

Divide (a) by (b) = 4.80 **Average Score**



SBDC Training Course Evaluation

Name of Training Class **Market Research/Customer Validation**

Date **10/20/23**

Location **Middletown. VA**

Your response to this form is very important to us as we strive to bring you the highest quality training available. The information you provide is anonymous and confidential and will be used collectively to evaluate our training program.

Please indicate one response on each line.

		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
1. The seminar gave me a good working knowledge of the subject matter.		✓				
2. The seminar environment was conducive to my learning.		✓				
3. The handouts were helpful.		✓				
4. The presenter was knowledgeable on the subject matter.	Dale Maza	✓				
5. Overall, the training was worth my time and investment.		✓				

Additional comments:

Great topic, great info. 10/10

What other topics you would like to see offered?

AI



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1. The seminar gave me a good working knowledge of the subject matter.		X				
2. The seminar environment was conducive to my learning.		X				
3. The handouts were helpful.		X				
4. The presenter was knowledgeable on the subject matter.	Dale Maza	X				
5. Overall, the training was worth my time and investment.		X				

Additional comments:

What other topics you would like to see offered? _____



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Additional comments:

What other topics you would like to see offered? _____



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5. Overall, the training was worth my time and investment.			✓			

Additional comments:

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