

**Virginia SBDC**  
Management Training Report

**Event Information**

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

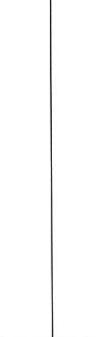
**Public Information**

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

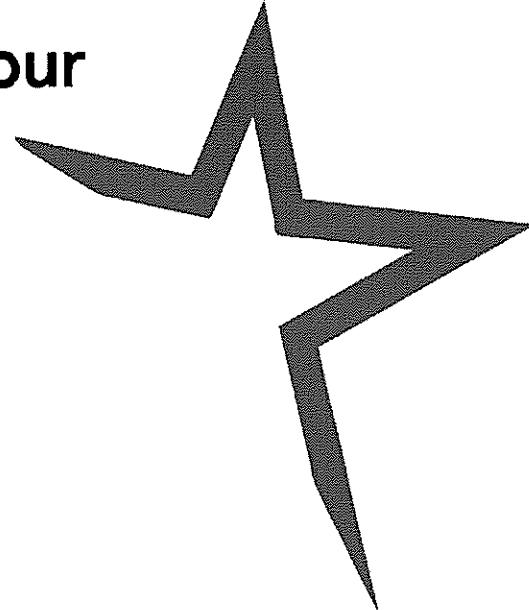
Power Up Your Business Conference

Market Research/Customer Validation Breakout Session

Friday, October 20, 2023

	<u>Print Name</u>	<u>Company</u>	<u>Signature</u>
1	Lori H Evorsola	City National Bank	
2	Todd Scarborough	Daily Buzz	
3	Katie Williams	COOLBEANS	
4	Densee Kean	Klean Virginia	
5	John Fogle	Shenandoah County	
6	Chris Van Orden	VA SBDC	
7	Soray Keenan	Virginia SBDC	
8	Lee-An Foye	Daily Buzz Cafe	
9			
10			
11			
12			
13			

# Do you know your Customer?



October 20, 2023

Presented by:

Dale Maza

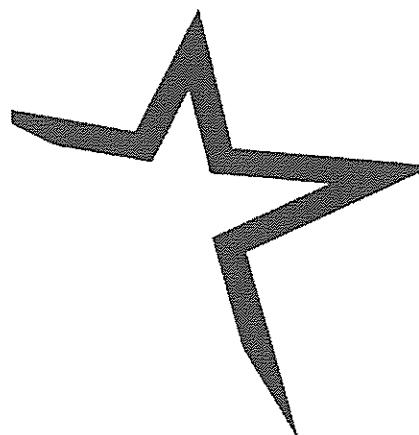
Laurel Ridge Community College SBDC



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## 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.**

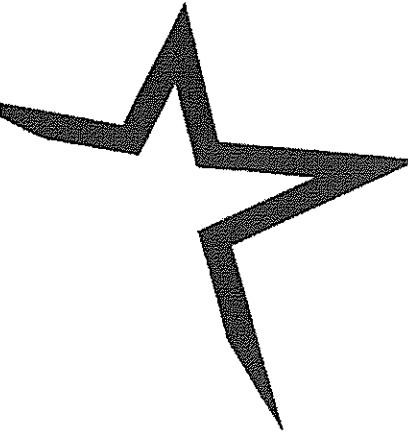


2

## Who Are Your Customers?

- You need to define who they are...

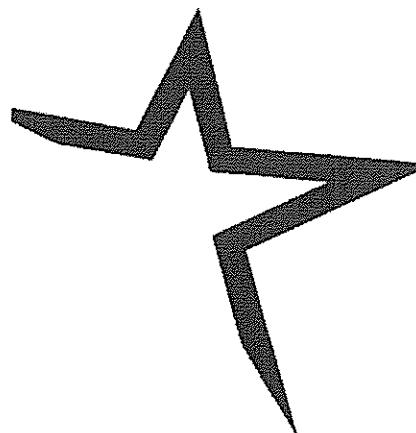
- Define them....
  - Rich?
  - Poor?
  - Young?
  - Old?



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## 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



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**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 =	
<b>TOTAL SCORE</b>		<b>24 (a)</b>	

**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:

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What other topics you would like to see offered? \_\_\_\_\_



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Additional comments:

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Additional comments:

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