

Please take the time to give us your comments on today's BrandMaster training session. Your answers will be used to determine the overall effectiveness of the BrandMaster training program and how to make follow-on sessions even more valuable.

### MARKING INSTRUCTIONS

CORRECT:  INCORRECT:

1. On a scale of 1 to 10, rate the overall effectiveness of this BrandMaster training session and how it compares with other training sessions you have attended?

<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10
Weak			Only Average				Better		

2. On a scale of 1 to 10, how worthwhile would you consider the investment of your time to attend this BrandMaster training? Was it important that you learn the brand principles taught to you today?

<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10
Poor investment			OK Investment				Very good Investment		

3. On a scale of 1 to 10, did this meeting help you understand the brand challenges faced by your agency and the necessity to have a clear brand implementation program?

<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10
Low Understanding			Average Understanding				Clear Understanding		

4. On a scale of 1 to 10, how would you rate your BrandMaster instructor today? Did the instructor relate the training to your needs? Did the instructor keep the program on schedule?

<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10
Weak			Average				Very good		

5. How clear was the important part you play in making the branding solutions shown to you today successful?

<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10
I have no role			I have moderate influence				I have a big influence		

6. Do you have a better understanding of the need to promote your agency's brand in everything you do?

<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10
No			Somewhat				Yes		

7. How effective did you consider the BrandMaster training in helping you tell your agency's brand competency story? Can you better tell it now?

<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10
Not at all			Somewhat				Very		



8. Select your "top three" areas you found most helpful today: *(please select no more than three)*

- Overview/Welcome to BrandMaster
- Background on BrandMaster
- The Need/Why We are Here
- Brand Architecture Color System
- Agency POV Information
- Building the Brand session
- Using the Brand
- Brand Rules
- Brand Action Plan
- Promoting the Brand

9. Please use this space for any comments you may have on questions 1 - 8.

10. Areas where you wish more time at BrandMaster was spent.

11. List any suggestions you would offer to help the BrandMaster training program be more effective?

12. Your Primary Affiliation:  COALS  Texas AgriLife Extension Service  Texas AgriLife Research

