

Evaluation Report

(Digital Marketing Training for AREU members)

Date: 18. March. 2021

Descriptions:

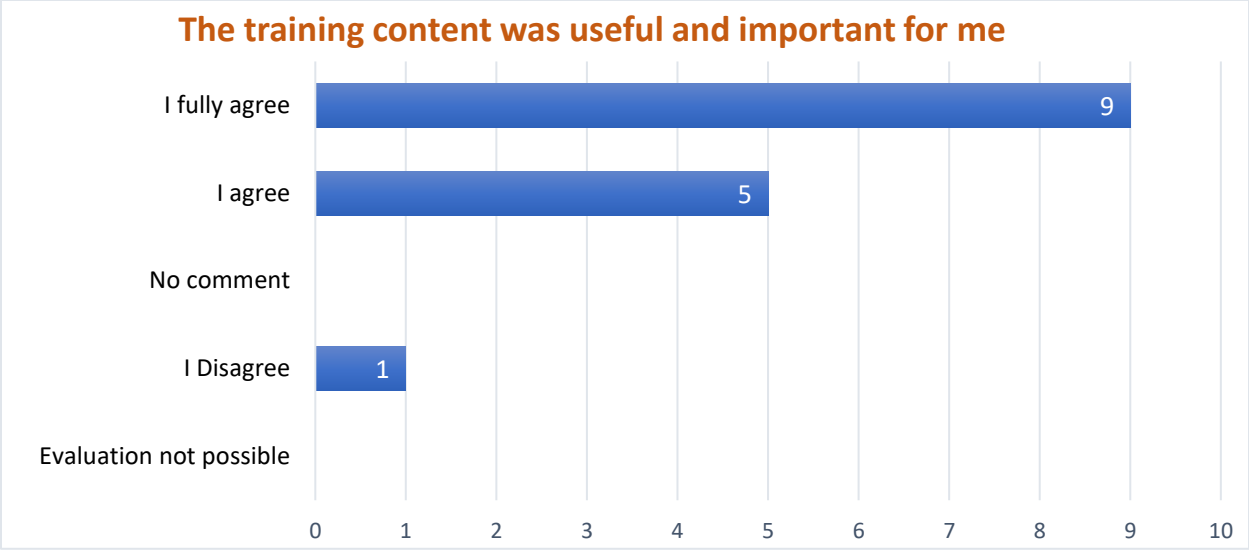
The training was held at Park star hotel in Kabul for 15 participants including AREU member companies and AREU administrative staff from on 11th March 2021 for one day and the main purpose of this training was building AREU member's skills and capacity through getting the maximum benefit of the internet and digital tools/channels for promoting their business, brand as well as reducing their marketing/reaching expenses.

The training covered a variety of topics including the fundamentals of digital marketing, Digital marketing channels, digital marketing strategy development for Renewable energy companies, advertising in Google, Facebook, LinkedIn, and YouTube.

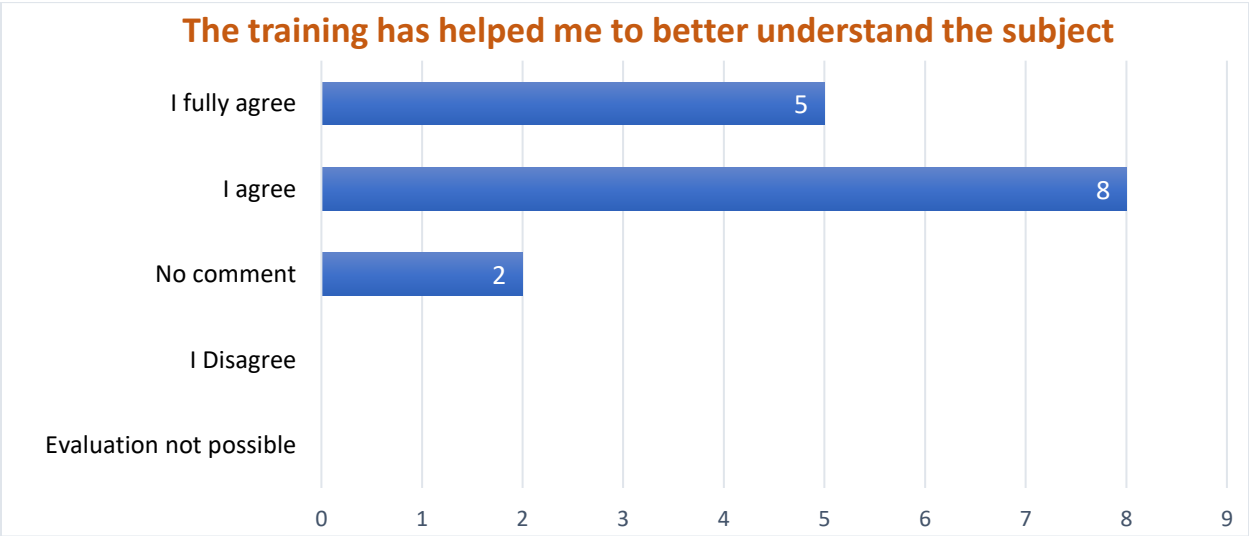
The report will show information, suggestions, and level of satisfaction of the participants regarding the content and training method, below you can see the questions and responses in the chart.

And also, we incorporated the comments and suggestion of some participants at the bottom of this report.

The first question is about training content, fortunately most of the participants said it was important and useful for me and also 9 people were fully agree and 5 people were agree about this part but one of the participant is disagree with this point.



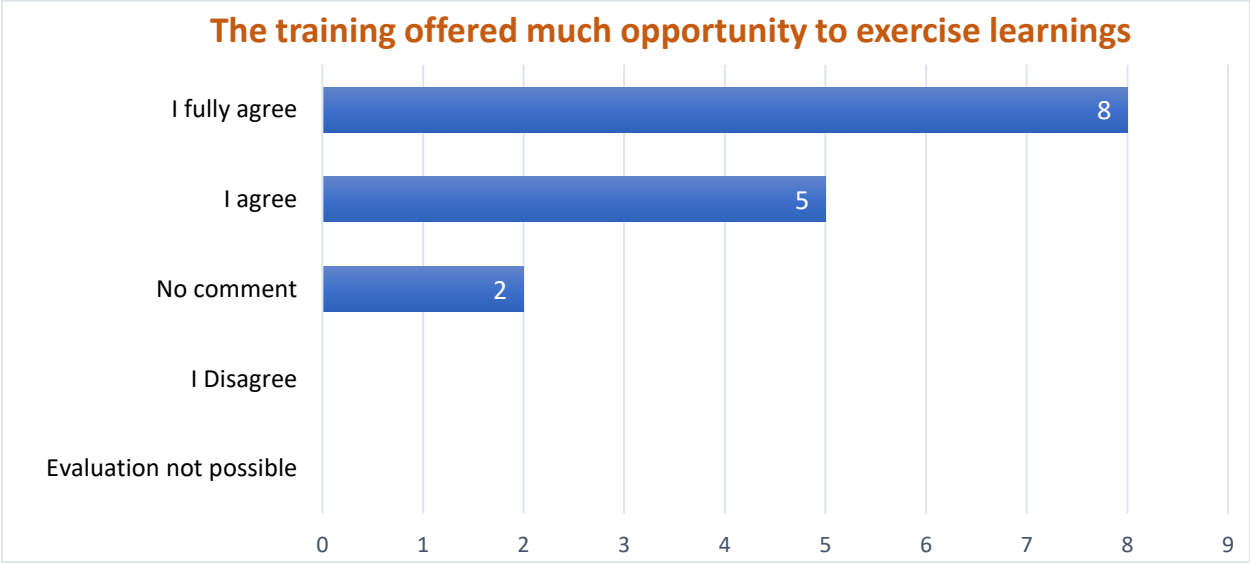
This question is also about the training quality and 5 people said I am fully agree, 8 people said I am agree that this training has helped me to better understand the subject, but 2 people has no comment on this part.



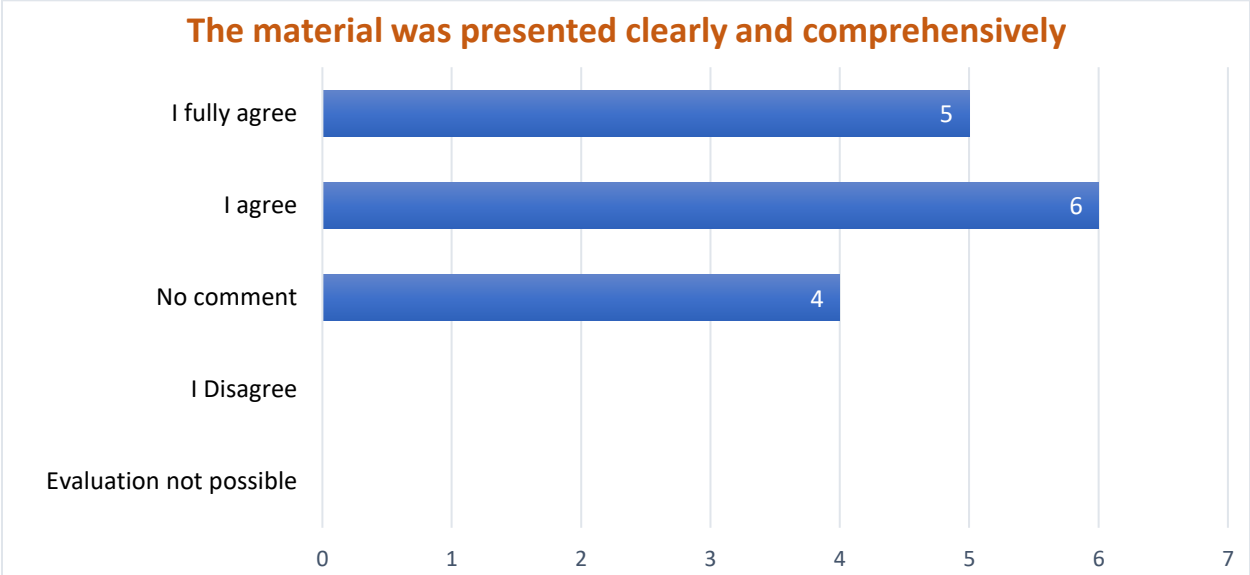
This question is about how this training can motivate the participant to make use of the learnings, fortunately most of the participants were fully agree with this point and 4 people also agree but one participant has no comment.



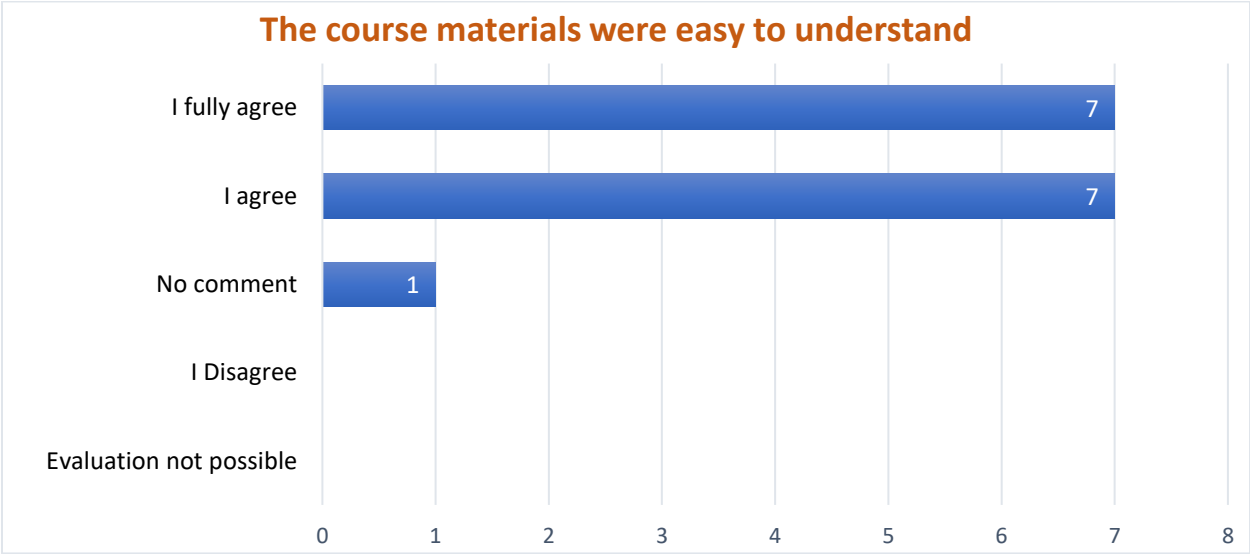
This question is about, how much opportunities can be offered through these lessons, so most of the participants said I am fully agree and I am agree with this, only two people said I have not comments.



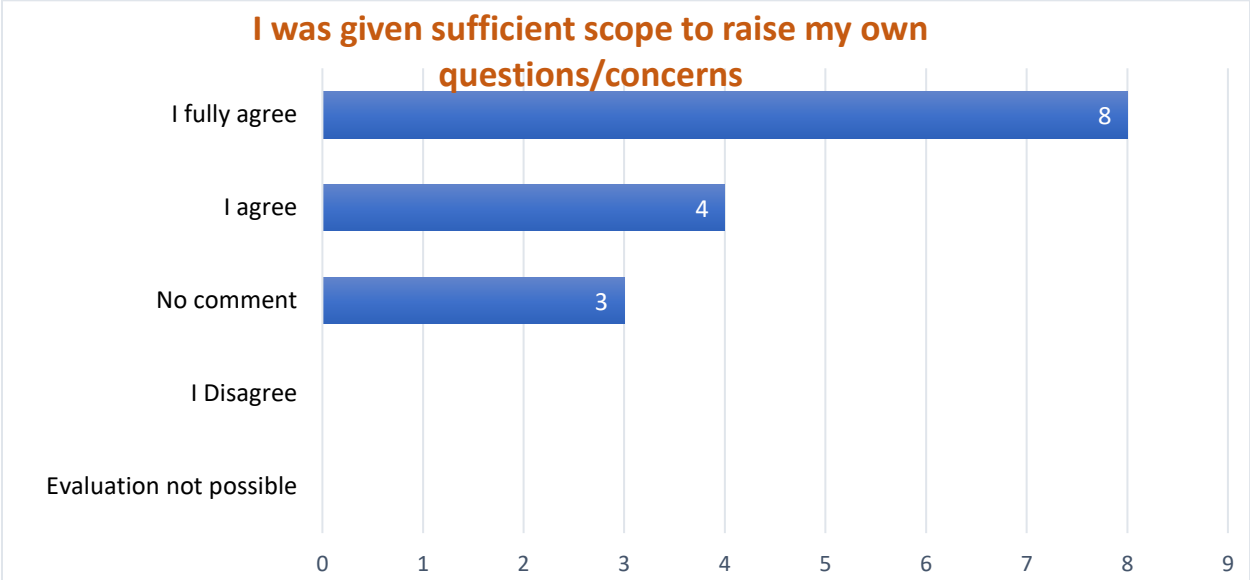
This question is about manner of the presentation and explanation of learning materials, hence most of the participants were agree and fully agree with this but four people have no any comment.



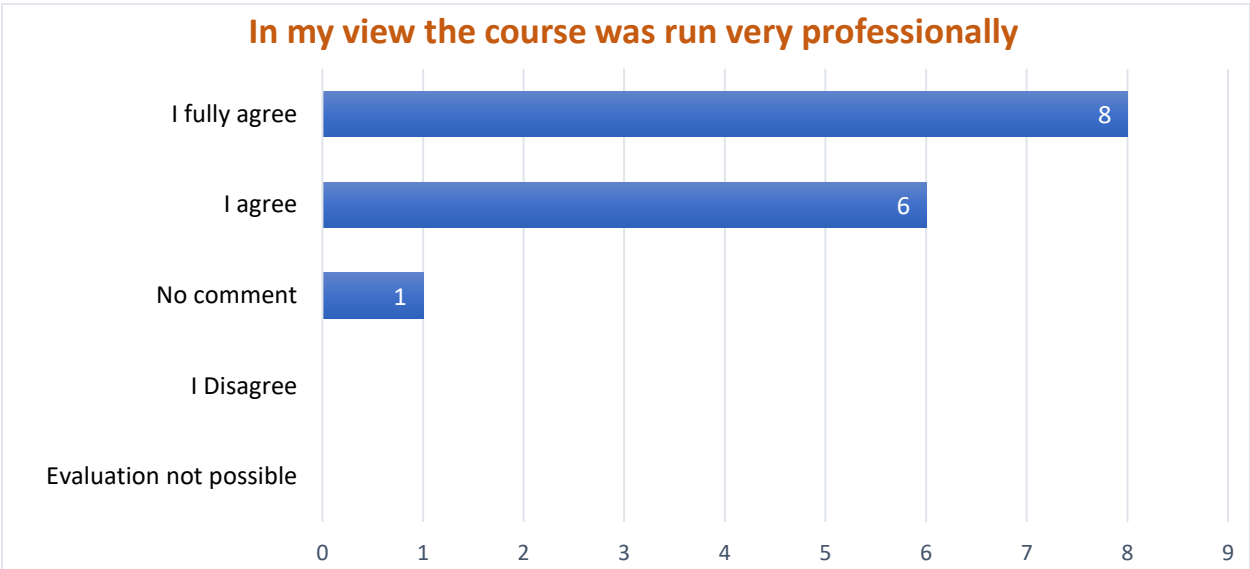
This question is also about learning materials, so most of the participants were agree with this point, only one participant has no comment.



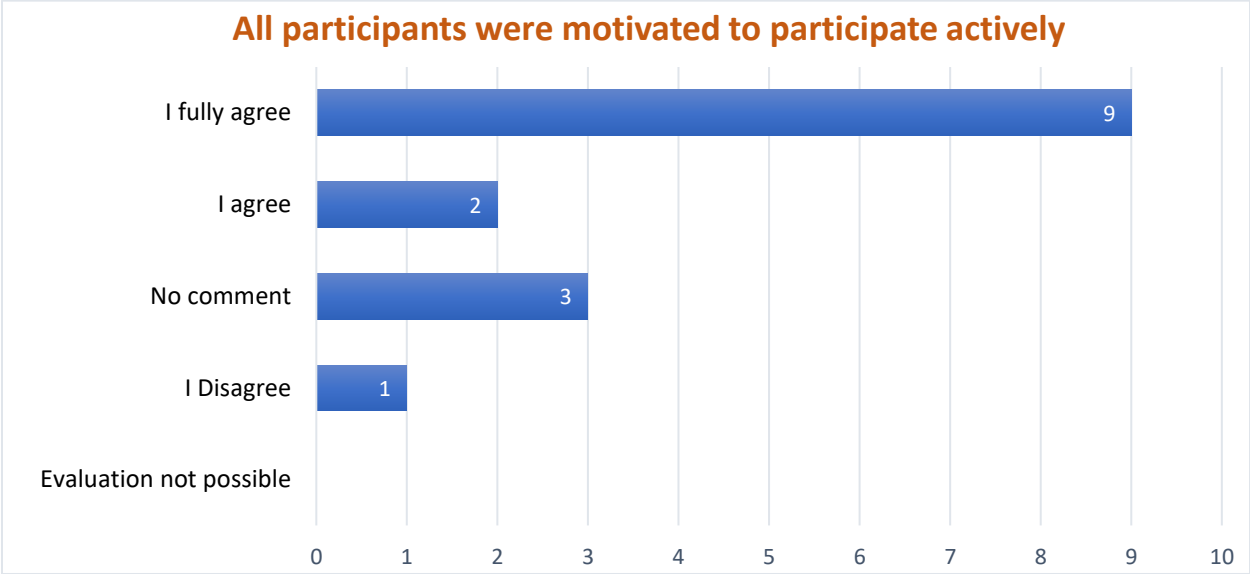
This question says, how many participants were able to express their views and their own questions, thus most of the participants were fully agree with this point and three people have no comment.



This question is about professionalism of the trainer, so most of the participants said I am fully agree and 6 people said I am agree with this point, but one participant said I have no comment.



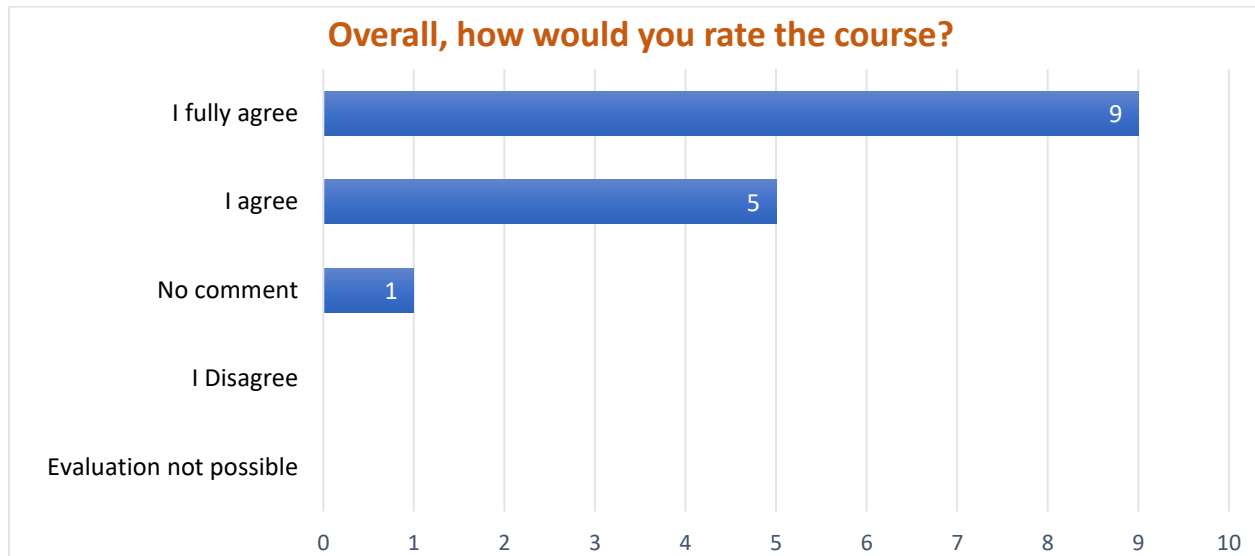
This question is about motivation and participation of the participants in the training and group works, so most of the participant said I am fully agree, two people said I am agree with this point, but one participant is disagree with this and 3 people had no comment.



This question is asking about, how much this training can be useful in the businesses, fortunately 11 people said I am fully agree and 4 people said I am agree with this point, it means all of the participants were agree with this question and the training’s experience will be useful in businesses in the future.



This is the last question and asking overall about level of the satisfaction, learning outcome and training objective, 9 people said I am fully agree and 5 people said I am agree, so most of the participant were agree with this point, but one participant had no comment.



Comments from the participants:

- "It needs for at last two days, in one day impossible to learn all content of the training".
- "More courses in digital marketing".
- "I am suggesting to add practically work as well and time of the training is not enough and the training should be in English and Dari languages".