

Sample evaluation sheet for seminars and other programs

If you are sponsoring or giving seminars you want to know what **the attendees think** of the presenter's presentation skills, the worth of the information offered, and how that topic might be offered better.

The **speakers want to know the same thing**. (I have given 2100+ paid programs so I think I have distributed and reviewed almost every kind of evaluation imaginable. The worst (least informative, at least to me) were those that just fished for praise for the sponsor.

Actually, **the simplest evaluations were the most informative**, in part because they were most often completed before the attendees left. Let me offer a sample of this evaluation. But note that it is designed to capture the two prevalent kinds of responders: (1) those who just want to check boxes and flee!, and (2) those for whom the choices were never quite right and they felt compelled to add commentary as well. Two of the most important points simply had to be answered in written responses: "What did you find most valuable?" and "Suggested improvements..." They are wisely scattered in the middle of the questionnaire.

The last two items also require prose responses. I put them last because many leave them blank and I wouldn't want that to set a precedent. Anyway, I suspect they don't know what else the speaker can talk about or can't think of what wasn't said—probably because it wasn't said. Still, if they do respond to them what they share is often very helpful.

I recall speaking one sultry day to about 40 dripping listeners. Three people made the same suggestion: in essence, "get your glasses fixed. It drove me nuts when you kept

sliding them back into place.” Who knew? But that would have driven me batty too, so the next morning I went to the glasses booth at a mall megastore and asked the helper if there was any way I could stop my glasses from sliding down my nose all the time. It took her about 20 seconds to make the free repair! A wee thing but not to listeners who had to witness the sliding glasses for minutes or hours.

Here’s the **model sheet** that I think works best.

EVALUATION SHEET

Title of the program: _____
(City or School) _____
(Date) _____

We very much appreciate your responses. They help us determine whether this program meets your needs and interests—and what we can do to make it better!

(1) Your evaluation of the SUBJECT:

_____ excellent
_____ very good
_____ good
_____ fair
_____ poor

Comments:

(2) Your evaluation of the SPEAKER:

_____ excellent
_____ very good
_____ good
_____ fair
_____ poor

Comments:

(3) What did you find most valuable?

(4) Your reaction to the COST:

The cost of the seminar was...

_____ about right

_____ too high

_____ too low

Comments:

(5) Suggested improvements?

(6) Regarding LENGTH, the seminar was...

_____ the right length

_____ too short

_____ too long

Comments:

(7) How did you hear about this seminar?

_____ newspaper

_____ flyer sent by us

_____ told by another person

_____ radio/TV

_____ other: _____

_____ other: _____

(8) What other program(s) would you like (the speaker) to offer?

(9) What haven't we asked here, and how do you feel about it?

Adjust this evaluation as you wish, of course. It's a good starter form to build from.

Best wishes,

Gordon Burgett

P.S. If you want to read more about this topic, my program "[How to Set Up and Market Your Own Seminar](#)" might also interest you. (The evaluation form is excerpted, and modified a bit, from that program.)