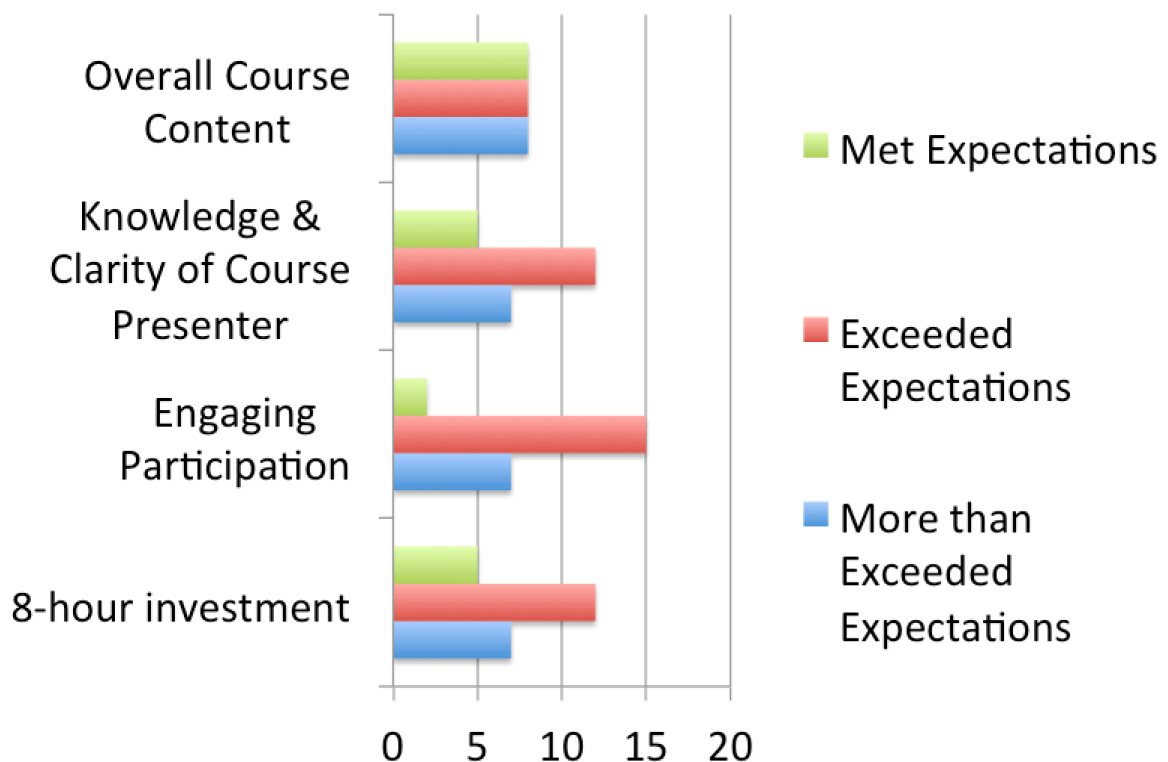
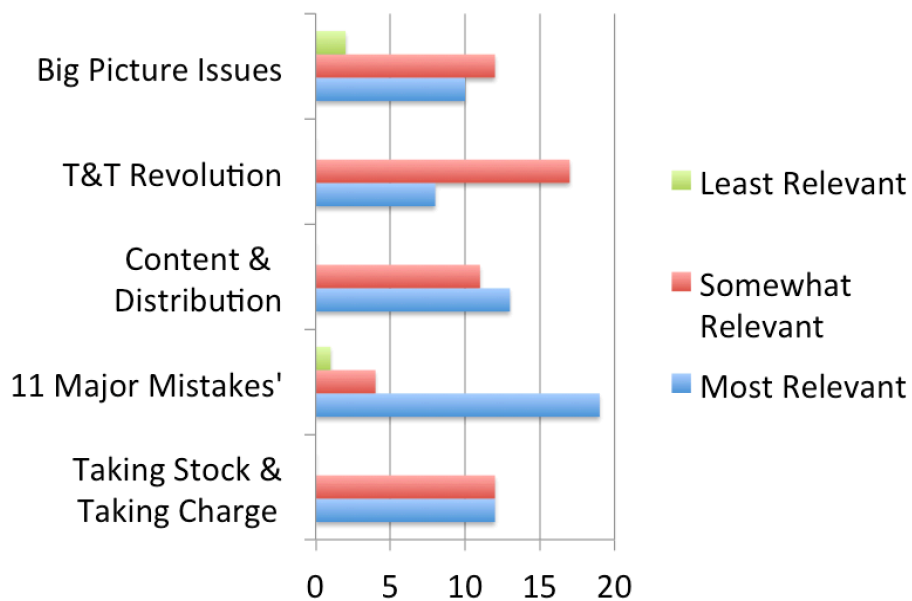


Post Course Evaluation
Media Communications in the Internet Era
Total Response Received = 24

Description	More than Exceed My Expectations	Exceeded My Expectations	Met my Expectations	Failed my Expectations
Overall Course Content	✓✓✓✓✓ ✓✓✓	✓✓✓✓✓ ✓✓✓	✓✓✓✓✓ ✓✓✓	0
Knowledge & Clarity of Course Presenter	✓✓✓✓✓ ✓✓	✓✓✓✓✓ ✓✓✓✓✓ ✓✓	✓✓✓✓✓	0
Engaging Your Participation	✓✓✓✓✓ ✓✓	✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓✓✓	✓✓	0
Your 8-hour time investment in today's training course	✓✓✓✓✓ ✓✓	✓✓✓✓✓ ✓✓✓✓✓ ✓✓	✓✓✓✓✓	0



Description	Most Relevant	Somewhat Relevant	Least Relevant	Needs Improvement
Big Picture Issues	✓✓✓✓✓ ✓✓✓✓✓	✓✓✓✓✓ ✓✓✓✓✓ ✓✓	✓✓	
	10	12	2	
The Travel and Tourism Revolution	✓✓✓✓✓ ✓✓✓	✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓✓✓ ✓		
	8	16	0	
It's All About Content & Distribution	✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓	✓✓✓✓✓ ✓✓✓✓✓ ✓		
	13	11	0	
Special Presentation on '11 Major Mistakes' Markeint Communications Make	✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓✓✓ ✓✓✓✓✓	✓✓✓✓	✓	
	19	4	1	
Taking Stock and Taking Charge	✓✓✓✓✓ ✓✓✓✓✓ ✓✓	✓✓✓✓✓ ✓✓✓✓✓ ✓✓		
	12	12	0	



Any session topics you wanted to hear & share but missing from this course programme?

- Basis to deal with crisis and the impact from poor communications
- Internet media strategy
- Media communication to social media platform
- More strategic guidance on how to communicate with different audiences, such as the public & journalists, etc
- Share how Grand Prix car racing can attract visitors
- Can elaborate more on structure of press release in this revolving world
- More case studies would help us to understand more
- How to use this fast-paced changes in technology to our advantage
- Examples of the impact by applying the 11 mistakes & examples of how bad things are spreading thru Facebook
- Dealing with different issues & questions from the media
- Managing digital marketing
- How to present the Macau image

Any other suggestions?

- Just wonder how the trend of Macau press releases is accepted by Macau citizens
- Content is great but not really relevant to my actual work
- To follow up in the future with other practical communicators workshops
- Would like to hear/see more examples
- Good presenters with good knowledge and experience in PR field
- Well organised
- Should invite also Marketing and other related departments to join
- Suggest to have workshop on dealing with media
 - It would be good if MGTO organise more both academic and practical workshops in the future
- Can be more group discussions and real case studies
- More break time for people to mingle