

SBIR Pilot Video Webinar Evaluation

Questions (all required):

1. How do you rank your computer literacy skills?

- Very skilled
- Moderately skilled
- Slightly skilled
- Not at all skilled

2. Prior to attending the webinar, how familiar were you with video production processes, equipment, software, and techniques?

- Very familiar
- Somewhat familiar
- Not at all familiar

2. Before attending this webinar, how likely were you to create your own short marketing video?

- Extremely Likely
- Likely
- Neither Likely or Unlikely
- Unlikely
- Extremely Unlikely

3. After attending the webinar, how likely are you to create your own short marketing video?

- Extremely Likely
- Likely
- Neither Likely or Unlikely
- Unlikely
- Extremely Unlikely

4. How important do you think video is to successfully marketing your business?

- Not at all important
- Slightly Important
- Important
- Fairly Important
- Very Important

5. If you had a high quality short marketing video for your project, how would you use it (check all that apply)?

- On our website
- In presentations
- As a leave behind
- As an email attachment
- Other (specify):

6. How confident do you feel about making your own short marketing video?

- Extremely confident
- Very confident
- Moderately confident
- Slightly confident
- Not at all confident

7. If you answered "not at all confident," what do you feel is lacking?

8. What do you consider to be your challenges in making a short marketing video?

9. How informative was the webinar?

- Extremely informative
- Very Informative
- Moderately Informative
- Slightly Informative
- Not at all informative

10. How likely are you to recommend the webinar to others in and outside of your company?

- Extremely likely
- Very likely
- Moderately likely

- Slightly likely
- Not at all likely

10. Did you tune in to the webinar for the entire two hours? If not, please explain why not below: