

(2 June 2018) Feedback for One Day Workshop on Setting up and Running a High-Value Scientific & Engineering Services Business

Evaluation Results

Category	Avg(Min-Max)Count				
Section 1 - Event administration (Please tick)		Rating Scale			
Quality of pre-event (registration, queries)	6.4(5,7)32	1	Bad	2	Well below average
Quality of Staff responsiveness	6.5(5,7)32	3	Below average	4	Average
Quality of food and beverages	6.1(4,7)32	5	Good	6	Very Good
Overall satisfaction with event organization	6.4(5,7)32	7	Excellent		
Section 2- Event facilities					
Venture Center E-classroom(Was it appropriate, clean & comfortable?)	6.6(5,7)32	How did you hear about the Workshop?			
Venture Center Cafeteria (Was it appropriate, clean & comfortable?)	6.3(5,7)32	Newspaper - Times of India			5
Section 3 – Training Sessions		Through Venture Center mailing list/ fb page/ twitter/ website			25
Services businesses—An overview	6.4(5,7)32	Google search			1
Understanding agreements and contracts related to Services arrangements	6.4(3,7)32	From friend			1
Marketing beyond the referrals, Brand building, Online Reputation, Management, Digital & Social Media Marketing	5.5(2,7)32				
Project management, planning costs and timelines and deliverables	5.6(3,7)32				
Panel discussion and experience sharing with services entrepreneurs	6.2(2,7)32				
Any other suggestions or comments to help us improve future events?					
Contents of workshop not as per workshop title					
Kindly share some engineering services case studies as less light was thrown on the same					
It would have been better if you could include few startup companies also in the panel to have a better sharing of the experience. Overall, the sessions were extremely good					
Excellent,eyeopner					
More inputs about marketing, lead generation could have been useful					
Looking forward to interaction with experts in plant biotech					
More case studies and discussions with industry representatives					
More case studies in project management would have been more useful.					
Please suggest a topic on which you wish to have Workshop On?					
Project management					
New opportunities for startups					
More detail information on science intensive services business					
Accreditation set up					
Set up of business					
Business development					

overview on setting project for scientific lab, advance technologies.
Funding
Marketingservices; Marketing and sales
How to deal with the difficult pathways of getting approval for any biomedical devices?
How to scale up services businesses specifically based on premium assets.
Technology services (2)
Lead generation, customer acquisition, market research
Writing a business case for investment
Negotiation skills and leading scientific teams(soft skills, conflict management etc)
digital marketing