

Education and Training program of Euro-emotur Campus



Work Package 5:

Euro-emotur Digital HUB

Deliverable 5.1 Education and Training program of Euro-emotur
Campus

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2

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Thinking digital tourism through neuromarketing and emotions

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Table of contents

1.	Introduction.....	¡Error! Marcador no definido.
	1.1. Key topics of the education and training program of Euro-emotur Campus.....	6
2.	Objectives of the education and training program of Euro-emotur Campus.....	7
3.	Target audience of the education and training program of Euro-emotur Campus.....	9
4.	Structure of the education and training programme of Euro-emotur Campus.....	10
5.	Evaluation and monitoring of the education and training program of Euro-emotur Campus	16
6.	Sustainability and Continuity: Long-Term Plans and Future Iterations	18
7.	Annexes.....	20
	Annex 1 - Online Presentation Template.....	20
	Annex 2 - Certificate Template	21
	Annex 3 - Invitation Template to participate in the Euro-emotur Campus.....	22
	Annex 4 - Satisfaction Surveys	22
	Annex 5 - Registration Form.....	22

1. Introduction

WP5 aims to develop a digital ecosystem hub to guarantee both the sustainability of the project and to scale it up to a broader number of SMEs and stakeholders. Thus, this stage will imply the integration of the results of previous work packages and the design of the hub: a networking platform for learning and sharing with other tourism SMEs, technology suppliers, tourism labs and regional clusters. The hub will ensure the project long-term activity beyond EU co-funding and will guide the partners and European stakeholders to stay in touch and empower further the created Euro -emotur Community and connect with running EU co-funded tourism initiatives/projects in the field of digitalization in tourism, EU granted initiatives supporting SMEs, etc.

5

The specific objectives that will be achieved through this Work Package are:

- To improve SMEs skills and competences in the field of digital tourism, innovation, and new technologies.
- To establish cross-sectoral and transnational cooperation to foster knowledge transfer and digital-transition of traditional tourism SMEs.
- To implement innovative solutions for digital tourism thanks to the cooperation with labs and technology suppliers.
- To start the design of new products and services, and business models towards digital approach.
- To expand the business thanks to transnational cooperation.
- To foster long-term activities beyond EU co-funding.

This deliverable has the purpose of designing an online and offline European education program based on the digital transition of SMEs, so that they improve their digital content, their online reputation, and adapt to new digital environments. SMEs can participate and attend seminars, webinars, and workshops. The education program will target SMEs in order to increase their capacities (upskill and reskill). This task is transversal for the three pilot destinations (Canary Islands, Finland and Venice).

1.1. Key topics of the education and training program of Euro-emotur Campus

The education program will then be consolidated, and a calendar will be set up by February 2024 (See section 4). The education program will be delivered online and offline and additionally in real-time e-conferencing sessions. Key topics will deal with:

1. New Trends on tourism communication and digitalization.
2. Digitalization through emotions.
3. Digital innovation in the new post COVID-19 scenario.
4. Neuromarketing tools (Eye Tracking, EEG, Face reader, etc.)
5. New mind sets to face the new digital ecosystem.
6. Innovative products & Experiences in the digital ecosystem.
7. How to create new and effective digital content.
8. Improving key KPIs through neuromarketing

The results of this project will be included as practical examples during the training courses, presented with the support of external experts (SMEs, technologic providers) and one MOOC on digitalization and tourism (Massive Open Online course) would be available by the end of the project.

More specific, the training program will be focused first on the SMEs from the three pilot destinations (Canary Islands, Finland, and Veneto). Initially, based on the identified training needs for SMEs (WP3), a preliminary discussion will be made to create a consensus to formulate the best training for each specific business case. Next, the training content will be designed and delivered by the three pilot labs (Tides, Ciset and Haaga-Helia). The SMEs selected in the project and involved in the Euro - emotur program, in order to increase their capacities could use their FSTP for covering travel and accommodation costs (registration is free), to attend courses and participate face-to face in peer-to-peer learning sessions (e.g.: using neuromarketing).

The proposed training will use virtual platforms, in-class training but also on-site lab training and field-experience seminars, maximizing the exposure of the trainees in the Tourism Industry in realistic conditions. An evaluation system will be designed and implemented, which will consider several parameters in the training phase (number of attenders, satisfaction, performance, etc.) (See section 5). This will generate attraction and encourage the participation of a larger number of stakeholders as well as increase the project's impact.

The education program will take place within a coherent time period. The Consortium partners will select the keynote speakers responsible for

delivering the courses. Registration to the remote sessions via online platform will be promoted at least 1 month ahead of the meeting via email campaign (See section 4); furthermore, promotion of the program will be conducted by a specific section of the Euro-emotur website, and participants could be also registered directly from there (See Annex 5).

All Business Support Organisations (BSOs) partners (ULPGC-TIDES, Ciset and Haagaga-Helia) will be in charge of promoting the training course delivery and to engage the participants identified. Ciset, will coordinate the activities in order to maximize the outreach. The education program which will have an adequate duration, taking into account the limited time availability of the participants (See section 4).

Euro-emotur campus will be the platform where digital content materials, training courses and peer to peer learning will be included and carried out. It will be accessible through the necessary period considered to complete the program, respecting the limited daily availability of the participants. A discussion forum group will be encouraged to foster exchange on the different good practices and experiences with the same challenges. This group will be moderated by the Haaga-Helia supported by ULPG-TIDES and Ciset. In addition to this, each project partner will moderate the discussion group in their own language.

2. Objectives of the education and training program of Euro-emotur Campus

The Euro-emotur education and training program aims to empower SMEs in the European tourism sector with the digital skills, innovation mindset, and neuromarketing knowledge necessary to succeed in the evolving landscape while promoting collaboration and sustainability.

1. **Develop Digital Competencies:** The primary objective of the program is to equip small and medium-sized enterprises (SMEs) in the tourism sector, particularly in the Canary Islands, Finland, and Veneto regions, with advanced digital competencies. This includes understanding and adapting to new trends in tourism communication and digitalization, harnessing emotions in digital strategies, and effectively utilizing digital tools.
2. **Foster Innovation in Post-COVID-19 Tourism:** The program aims to foster innovation and adaptation within the tourism industry, especially in the context of the post-COVID-19 scenario. It seeks to empower SMEs to innovate in their products, services, and marketing strategies to thrive in the changing landscape.
3. **Harness Neuromarketing Tools:** One of the key objectives is to

educate SMEs on the practical use of neuromarketing tools such as Eye Tracking, EEG, and Face Reader. This includes understanding how these tools can be employed to enhance customer experiences and decision-making.

4. **Cultivate a Digital-First Mindset:** The program intends to cultivate a digital-first mindset among SMEs, encouraging them to embrace the new digital ecosystem with adaptability, creativity, and a customer-centric approach.
5. **Drive Growth and Performance:** Another objective is to help SMEs improve their key performance indicators (KPIs) through neuromarketing techniques and innovative digital strategies. This includes improving sales, revenue, digital reputation, and customer engagement both in B2C and B2B contexts.
6. **Enable Peer-to-Peer Learning:** The program seeks to create an environment for peer-to-peer learning, where SMEs can share experiences and best practices, thus enriching their knowledge and skills.
7. **Ensure Accessibility and Engagement:** To maximize the program's impact, it aims to ensure accessibility through various methods, including online and offline training, e-conferencing, and on-site lab training. Additionally, an evaluation system will be implemented to measure satisfaction and performance, further encouraging stakeholder participation.
8. **Facilitate Multilingual Exchange:** The program intends to foster cross-cultural exchange and learning by providing discussion forums moderated in multiple languages, ensuring that participants from different European countries can engage effectively.
9. **Create a Sustainable Educational Platform:** Lastly, the program's goal is to establish a sustainable educational platform, the Euro-emotur campus, where digital content, training courses, and peer-to-peer learning can continue beyond the program's duration, thus ensuring long-term benefits for SMEs in the tourism sector.

3. Target audience of the education and training program of Euro-emotur Campus

The target audience for the Euro-emotur education and training program can be described as follows:

Primary Target Audience: Small and Medium-sized Enterprises (SMEs): The primary audience comprises SMEs operating in the European tourism sector (Travel agency, tour operator reservation service and related activities (N79); Hotels and similar accommodation (I5510)¹; Holiday and other short-stay accommodation (I5520) and Camping grounds, recreational vehicle parks and trailer parks (I5530) with a specific focus on the three pilot destinations: the Canary Islands, Finland, and Veneto. These SMEs are the main beneficiaries of the program and will directly participate in the training.

Secondary Target Audience:

External Experts: External experts, including subject matter experts (SMEs) and technology providers, play a supportive role in the program. They are responsible for presenting practical examples during the training courses, sharing expertise, and providing guidance on implementing digitalization strategies and neuromarketing tools.

Additional Target Audience:

Participants from other European Countries: While the initial focus is on SMEs from the pilot destinations, the program also extends its reach to include participants from the rest of the EU countries. These participants will join the education program to enhance their skills and knowledge in digitalization and tourism.

Specific Attributes of the Target Audience:

- **SMEs from Tourism Sector:** The SMEs in the primary and secondary target groups are engaged in the tourism sector and are seeking to adapt and thrive in the digital era.
- **Entrepreneurs and Decision-makers:** Within the SMEs, the program targets entrepreneurs, owners, managers, and decision-makers who can implement the knowledge gained in their businesses.
- **Limited Time Availability:** The program recognizes that participants may have limited time availability due to their operational commitments, and the training is designed to accommodate their schedules.
- **Interest in Digital Transformation:** The target audience is characterized by an interest in digital transformation, innovation, and enhancing their digital marketing strategies. They are open to

embracing digitalization as a means of growth.

- **Multilingual Audience:** The program aims to engage participants from various European countries, making multilingual communication and moderation a key consideration.

Engagement Strategies:

- **Use FSTP for Travel and Accommodation:** SMEs participating in the Euro-emotur program can use FSTP to cover travel and accommodation costs, making it easier for them to attend training sessions and peer-to-peer learning opportunities.
- **Mixed Training Modalities:** The program offers a variety of training modalities, including virtual platforms, in-class training, on-site lab training, and field-experience seminars, catering to diverse learning preferences and maximizing exposure to realistic industry conditions.
- **Promotion and Outreach:** Extensive promotion through email campaigns, the Euro-emotur website, and direct registration channels aims to ensure broad outreach and active participation.
- **Moderated Discussion Forums:** Discussion forums moderated by program partners facilitate exchange of experiences and best practices among participants facing similar challenges.

4. Structure of the education and training program of Euro-emotur Campus

Program Overview:

The education and training program of Euro-emotur is designed to equip small and medium-sized enterprises (SMEs) in the European tourism sector with the knowledge and skills required to thrive in the digital age. The eight key topics to be discussed are as follows:

Key Topic 1: New Trends in Tourism Communication and Digitalization

- Exploring the latest trends in tourism communication.
- Strategies for leveraging digital channels effectively.
- Case studies of successful digitalization in tourism.

Key Topic 2: Digitalization through Emotions.

- Understanding the role of emotions in customer experiences.
- Using emotional intelligence for digital engagement.
- Crafting emotionally resonant content and messaging.

Key Topic 3: Digital Innovation in the Post COVID-19 Scenario

- Adapting to the new post-pandemic tourism landscape.
- Identifying opportunities for innovation and growth.
- Building resilience through digital strategies.

11

Key Topic 4: Neuromarketing Tools (Eye Tracking, EEG, Face Reader, etc.)

- Introduction to neuromarketing and its applications.
- Practical use of eye tracking, EEG, and face reader technologies.
- Enhancing customer experiences with neuromarketing insights.

Key Topic 5: New Mindsets for the Digital Ecosystem

- Cultivating a digital-first mindset within your organization.
- Fostering innovation and adaptability among your team.
- Navigating the challenges of the digital ecosystem.

Key Topic 6: Innovative Products & Experiences in the Digital Ecosystem

- Developing innovative tourism products and experiences.
- Leveraging technology to create unique offerings.
- Case studies of successful digital ecosystem innovations.

Key Topic 7: Creating Effective Digital Content

- Strategies for producing high-quality, engaging digital content.
- Content planning, creation, and distribution.
- Measuring content effectiveness and optimizing strategies.

Key Topic 8: Increasing Key KPIs through Neuromarketing

- Leveraging neuromarketing to enhance key performance indicators (KPIs).
- Case studies showcasing KPI improvements through neuromarketing.
- Developing a data-driven approach to decision-making.

Program Format:

- The online sessions will be carried out through the Zoom platform.
- Participants will have access to session recordings and supplementary materials.
- The venues where the face-to-face sessions will be held will be informed through the project website.
- Group discussions and Q&A sessions will be held to facilitate learning.
- Participants will receive a certificate upon successful completion of the program (See Annex 2).

SMEs will give presentations and peer to peer training, the schedule of which will be included in the programme, once they submit their proposals and are approved by the consortium. Similarly, the service providers will also give training presentations on the use and applications of new technologies. These trainings within the hub will improve the matchmaking process by allowing the hub members to get to know each other. SMEs' self-diagnoses will be taken into account to determine their training needs. The compendium of all the above will determine the final training plan. As a reference, you will be able to see in an illustrative way the table 1 Euro-emotur training program draft that shows the preliminary training schedule. **All training activities will be free of charge for SMEs.**



table 1 Euro-emotur training training program draft

Key Topic	Seminar	Responsible	Keynote Speaker	Contents	Date / Time	Modality	Promotion date	Registration dates	Target audiences	Number of participants
1	Exploring the latest trends in tourism communication	ULPGC-TIDES	Tatiana	Hot topics in tourism communication	April 2024	online	1 month	3 days	SMEs	Up to 30
2	Developing innovative tourism products and experiences	ULPGC-TIDES	Sergio Moreno	Tips to render a memorables experience	18.01.2023 14:00 CET	Online	1 month before	Closing 3 days before	SMEs	
3	Being a better client for your web agency I: - Google analytics: basic KPIs	CISSET	TBD	Basic knowledge on understanding the web analytics KPIs and what they mean	March	Online	1 month before the due date	2 days before the due date	SMEs	Up to 30
4	Being a better client for your web agency II - Social media: setting targets and monitoring performance	CISSET	TBD	The course aims to show some basics on how social media work to support the SMEs to set targets for their own social media and monitoring how they are managed	April	Online	2 months before the due date	2 days before the due date	TBD	TBD
5	Being a better client for your web agency III - basic rules you have to know about designing an effective website	CISSET	Federica Montagnuti	Basic rules to follow to design a website: where should the BE be, positioned, the kind	February	Online	1 month before the due date	2 days before the due date	SMEs	TBD



				of pictures to use, where to position relevant informatio, color for the CTAs						
6	AI and tourism SMEs: what can AI do for you? Part I - General Content management and creation	CISET	TBD	An overview of the possible help AI can provide in creating or managing content for tourism SMEs with examples on how it can be practically used	March - to be registered or repeated in July or other period for the travel agents	Online	1 month before the due date	2 days before the due date	SMEs	
7	AI and tourism SMEs: what can AI do for you? Part II - Customer relationships	CISET	Valeria Minghetti	How AI can be employed to support in the management of customer relations: chatbots, to virtual assistants, conversational commerce, adapting the content to the buyer persona, etc. with applied examples	TBD	Online	2 months before the due date	2 days before the due date	SMEs	
8	Developing a Data Driven approach to decision making	Haaga-Helia	Kristian Sievers	Ho can data help in different management situation? How to	March - April	Online	1 Month before the due date	2 days before the due date	SMEs	TBD



				combine different data sources for better understanding						
9	Leveraging technology to create unique offerings, with XR, AR and VR	Haaga-Helia	Pasi Tuominen	How can different technologies be used to create meaningful experiences? Case studies and examples of digital experiences	April-May	online	1 Month before the due date	2 days days before the due date	SME 's	tbd
10	Introduction to the use neuromarketing tools	Haaga-Helia	TBD	Introduction to neuromarketing and its applications. Practical use of eye tracking, EEG, and face reader technologies. Enhancing customer experiences with neuromarketing insights	February-March	online	1 month before the due day	2 days before the due day	SME 's	TBD
11	There's never a second chance to create a first impression. What can Eye Tracking do for you?	ULPGC - TIDES	Patricia Picazo	Introduction to the concepts of projected and perceived images. Practical tips to improve the image the SMEs project to their target audience.	March-April	online	1 month before the due day	2 days before the due day	SME 's	
12	Analyzing emotions: truly understanding your customers	ULPGC - TIDES	Arminda	Analyzing emotions using face coding. Testing your digital contents.	tbd	online	1 month before the due day	2 days before the due day	SME 's	

5. Evaluation and monitoring of the education and training program of Euro-emotur Campus

In the context Education and Training Program of the Euro-emotur Campus, a comprehensive evaluation and monitoring framework will be established to gauge the effectiveness and impact of the program. This framework takes into consideration the program's diverse delivery methods, its targeted topics, and the overarching goal of enhancing the digital competencies of SMEs in the tourism sector. The evaluation and monitoring components are outlined as follows:

Methods of Evaluation Utilized for Measuring Program Success:

- **Attendance Records:** The number of participants attending each session, both online and offline, will be diligently recorded. This data will serve as an initial indicator of the program's reach and engagement.
- **Satisfaction Surveys (See Annex 4):** Post-session surveys will be conducted to collect feedback from participants regarding the quality, relevance, and effectiveness of the training. This data will be instrumental in assessing participant satisfaction and program improvements.
- **Performance Assessments:** An assessment mechanism will be incorporated within the program to evaluate the knowledge and skills acquired by participants. Pre-and post-training assessments will be conducted to measure knowledge gain.
- **Case Studies and Practical Application:** The integration of real-world case studies and practical examples, supported by external experts, will serve as a means to evaluate the application of knowledge in real-life business scenarios.
- **Peer-to-Peer Learning Engagement:** Participation and engagement in peer-to-peer learning sessions will be monitored to ensure that knowledge sharing and collaboration among participants are effectively facilitated.
- **MOOC Completion Rates:** For the Massive Open Online Course (MOOC) on digitalization and tourism, completion rates will be tracked to measure the extent to which participants successfully complete the additional digital learning component.

Results of the Evaluation:

Upon thorough evaluation, the program will yield valuable insights into its impact and effectiveness, including:

- **Quantitative Data:** This will include statistics on attendance, satisfaction levels, performance improvements, and MOOC completion rates. It will provide a numerical representation of program success.
- **Qualitative Feedback:** Participant feedback, collected through surveys and engagement with case studies, will provide qualitative insights into the program's strengths and areas for improvement.
- **Real-World Application:** Assessing the application of knowledge gained from the program in actual business practices will demonstrate its practical relevance and utility.
- **Attraction and Participation:** The effectiveness of the program in attracting a diverse group of stakeholders and encouraging active participation will be evaluated.
- **Language-Specific Insights:** Evaluation will also consider language-specific feedback and participation patterns, as discussions are moderated in multiple languages to cater to a broad audience.

Proposed Follow-up Measures:

Based on the evaluation results, several follow-up measures are proposed:

- **Continuous Improvement:** Feedback from participants will inform ongoing program enhancements, ensuring that future iterations align even more closely with participant needs.
- **Sustainability Planning:** Strategies will be devised to sustain the program's impact beyond its duration, including the continuous availability of digital content and peer-to-peer learning opportunities on the Euro-emotur Campus.
- **Extended Outreach:** The success of the program will be leveraged to attract a larger number of stakeholders, both within and beyond the pilot regions, fostering wider participation and dissemination of knowledge.

In conclusion, the evaluation and monitoring framework for the Education and Training of Euro-emotur Campus Program is designed to comprehensively measure its success and impact, enabling continuous

improvement and ensuring that the program's benefits endure beyond its initial implementation in the initial tourism sector, supported by external experts and extended to participants from various European countries. The program is designed to be inclusive, accommodating, and engaging for participants with diverse backgrounds and needs, all of whom share an interest in leveraging digitalization for tourism success.

6. Sustainability and Continuity: Long-Term Plans and Future Iterations

Sustainability and continuity are paramount considerations, ensuring that the benefits of the program endure over the long term and that future iterations are even more impactful. Here are the proposed plans for sustainability and future iterations:

Long-Term Sustainability Plans:

- **Resource Management:** Sustainable allocation and management of program resources, including digital content, training materials, and peer-to-peer learning resources, will be a priority. This includes archiving and updating content for long-term availability.
- **Community Engagement:** Fostering a sense of community among program participants will be encouraged to sustain knowledge sharing and collaboration even after the program's conclusion. Alumni networks and discussion forums will continue to facilitate exchanges.
- **Expert Support:** Maintaining relationships with external experts, SMEs, and technological providers who contributed to the program will be essential. Their ongoing involvement can provide guidance for SMEs and add value to future iterations.
- **Evaluation Feedback:** Feedback from program evaluations will be integrated into future planning, ensuring that weaknesses are addressed, and strengths are amplified in subsequent iterations.
- **Language Accessibility:** Multilingual support will be continued to accommodate participants from diverse linguistic backgrounds.

Proposals for Future Iterations:

- **Enhanced Content:** Future iterations of the program will build upon the foundation of the current curriculum, incorporating emerging trends and cutting-edge technologies in digitalization and tourism. Content will be continuously updated to reflect industry advancements.



- **Extended Geographic Reach:** Expanding the program's reach beyond the pilot regions to include more European countries will foster a wider and more diverse participant base.
- **Tailored Training:** Each future iteration will continue to tailor training to meet the specific needs of SMEs, as identified through discussions and assessments.
- **Innovative Delivery Methods:** Leveraging technological advancements, future iterations may explore more innovative delivery methods, such as immersive virtual reality experiences and gamification elements to enhance engagement.
- **Collaborative Partnerships:** Strengthening collaborations with Consortium partners, Business Support Organizations (BSOs), and regional clusters will continue to maximize program impact.
- **Extended Duration:** Future iterations will consider longer program durations to accommodate the limited time availability of participants, ensuring comprehensive skill development.
- **Global Accessibility:** As the Euro-emotur program grows, considerations will be made for making content accessible to a global audience, facilitating cross-border knowledge exchange.
- **Research and Development:** Continuous research and development efforts will be undertaken to identify and integrate the most cutting-edge practices in digitalization and tourism.



7. Annexes

Annex 1 - Online Presentation Template




Secondary text



euro-emotur

TITLE

Text



Annex 2 - Certificate Template

euro-emotur



Co-funded by the COSME programme of the European Union

Certificate of Whatever

PROUDLY PRESENTED TO

TEXT: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam

TEXT: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex

Date

Signature





euro-emotur

Co-funded by the COSME programme of the European Union

Certificate of Whatever

PROUDLY PRESENTED TO

TEXT: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam

TEXT: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex

Date _____

Signature _____

Annex 3 – Invitation Template to participate in the Euro-emotur Campus



EVENT NAME

Date XX/XX/XXXX
 Time XX:XX
 Place: example of place

Annex 4 - Satisfaction Surveys

<https://forms.office.com/e/xyGfTgN00F?origin=lprLink>



1. What is your job role?

- Team leader
- Manager
- Parent
- Administrator
- Otras



2. In general, how satisfied are you with the Euro-emotur project at the moment?

- Extremely dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Extremely satisfied

3. Euro-emotur project course Satisfaction Survey

	Strongly disagree	Disagree	Neither agree nor disagree	Agreed.	Strongly agree
The course was well organised (information, adherence to dates and timetables, delivery of material).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The number of participants in the group has been adequate for the development of the course.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



The course contents met my training needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There has been an appropriate mix of theory and practical application.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The duration of the course was sufficient according to the objectives and contents of the course.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The timetable has favoured attendance at the course	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The way the course has been delivered or tutored has facilitated learning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The trainer has an in-depth knowledge of the topics taught	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The documents and materials provided are understandable and adequate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



The teaching aids are up to date

It has allowed me to acquire new skills/capacities that I can apply to the job.

I have broadened my knowledge to advance my professional career

Overall satisfaction with the course

4. How could this course be improved? *

Escriba su respuesta

5. Would you attend this course again?

- Yes
- No
- Maybe

Annex 5 - Registration Form



1. Name and surname

2. SME you belong to

3. Email