



Seminar Marketing: Seven Key Questions to Evaluate a Program Failure



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Not every program offered is immediately successful and some never will be. When you have a program you are not completely happy with, what do you do? The first thing to do is an objective, intensive and comprehensive analysis

Here are seven key questions you should ask yourself...

1. Is there a perceived need for the program? Does your audience know and want the program? Or do you feel they need it?
2. Is the program properly focused for your audience? Is it 100 percent, 60 percent or 20 percent relevant to each attendee? Or, is it too broad in scope or level?
3. Are the sponsors and speakers credible to the audience? Or, are they unknown or second-rate?
4. Is the program offered at a convenient time and format for the audience? In other words is the program too long, too short, or just right?
5. Is the location perfect for your audience? Or, is it convenient and/or economical for you?
6. Does the price match right for the audience and program? Or is it too high, or too low?
7. Was the promotion done right? Or did it lack substance? In other words did you provide ample notice, or was it designed without benefits, with a wrong image, poorly positioned, or without regard for the approval of others?

Of course, you should, unless you already did, ask them during your planning phase. The people you should ask include your potential audience, speakers or instructors, staff, and Advisory Board. Keep your mind open to making changes and updates so as to make it better.

Now for the good news: If you came anywhere near your goals of breaking even the first time, you will be more successful the next time because you will know what succeeded and what failed so you will be able to repeat only what has succeeded.

Despite the bad reaction to your seminar, if you look at yourself and your program, but you find that you are right on target and you cannot find any significant changes to make, either you refuse to see the ineffectiveness of your program, or the program itself is not appropriate to what you are trying to achieve. At this point you need to step away from the project and start over.

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