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AMIC Seminar on Update on Communication
Technology : November 1-2, 1996, Singapore :
[evaluation report]

1996

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Paper No. 1

Evaluation Report

Seminar on Communication technology Update
November 1-2, 1996, Singapore

I. PROGRAMME:

Workshop participants registered high marks for the overall quality of the programme, scoring mostly a 4 on a scale of 1 to 5 (5 being the most satisfactory). A total of 15 out of 20 participants responded through evaluation forms (see Chart 1).

They spoke of very relevant and interesting topics and strategies discussed and presented during the two-day seminar, although they had concerns about understanding the many technical issues, particularly on digitalization and satellite communications technology.

Most of the speakers were highly rated except for a few who had to improve on their presentation skills considering the highly technical topics they covered.

The panel discussions proved to be very useful and satisfactory to many participants who gathered numerous ideas and strategies in meeting the rapid changes in communication technology.

II. SPEAKERS:

Speakers generally obtained high marks for their presentation and interaction with participants while some got average ratings because of their poor presentation skills.

Mr. Derrick Khoo impressed the participants the most with 12 out of 15 respondents giving him a 5. He gave very relevant data on electronic publishing, in particular Internet, presenting the topic in a very informative, entertaining and lively manner. Almost everyone gave him an excellent mark except for one participant who said that the speaker concentrated too much in selling the Internet, rather than discussing the many approaches to electronic publishing.

Dr. Edna Reid also received very high marks among the delegates. She was generally rated a 5. Delegates said she was an excellent opening speaker for the seminar as she showed in very clear, understandable and comprehensive manner the challenges and opportunities facing by various sectors as they travel through the information highway. They noted her thought-provoking ideas, well articulated during her presentation and the open forum session.

Another speaker who garnered very good marks was William Campbell, who many participants described as having given a good overview of computer technology in advertising and marketing. Campbell provided a professional and stimulating presentation, although some participants said his paper did not provide an in-depth analysis of the subject matter. One participant even commented that his presentation had no real relevance to the present computer technology.

Two other speakers received highly satisfactory scores, namely, Willie Png and Cheah Cheng Poh., both of them lauded for focusing on actual applications of virtual

reality(for Png) and Internet (for Poh). Mr. Png. Both gave interesting and straightforward presentation. Mr. Png's friendly disposition contributed a lot to the overall understanding of virtual reality concepts and applications. Some described Mr. Poh as soft-spoken and lacking in presentation skills, but the content of his presentation more than compensated for this deficiency.

Mr. Omar Lebby had an average rating. Participants acknowledged his excellent knowledge of digitalization on broadcasting, but this was not cascaded too clearly because of what some say were his average presentation skills. Many also had difficulty in grasping technical terms.

Mr. Pisitsak Runkaputi had the lowest rating among the participants due mainly to very poor presentation skills. He performed better in the question and answer portion after his speech. He knew his subject matter (satellite communications technology) well, but this was hardly communicated as he had a very dull presentation..

III. PARTICIPANTS:

A total of 20 participants from five Southeast Asian countries attended the two-day seminar with those from Singapore representing close to 50% of total (see Chart 2). There were 9 participants from Thailand ,followed by four from Malaysia and three from Thailand. Brunei and the Philippines had two delegates each.

Professions that dominated the seminar were from the corporate communications (PR) and university sectors. Attendance among participants was high on both days except for the afternoon session on the first day.

IV. SEMINAR ORGANIZATION:

Seminar organization registered very high marks with participants describing the activity as well-organized with a good list of speakers. One participant said it was well worth his trip.

Mr Campbell, one of the speakers who stayed on for the two-day seminar said the seminar was " a vast improvement over last year as more discussions focused on what to do and not how to do in traveling the information highway."

Some participants suggested better screening for some speakers who had poor presentation skills.

The panel discussion moderated by Mr. Jose Ma. Carlos had a good impact among participants as this generated a lot of ideas on how technology will affect their respective industry sector. Recommendations and future developments regarding the information highway were also discussed during this session.

V. FUTURE SEMINAR TOPICS:

1. Advertising (Creative and Production)
2. Distance Education
3. Information Technology and Legislation
4. Future trends in Communication technology (those coming from Japan,USA)

CHART 1 EVALUATION REPORT

Seminar on Communication Technology Update
November 1-2, 1996, Singapore

(No of Respondents: 15)

ITEM	1	2	3	4	5
Overall Quality			2	4	1
			29%	57%	14%
Dr. E. Reid				4	8
				33%	67%
O Lebbby		1	5	5	1
		8%	42%	42%	8%
W. Png			3	6	4
			23%	46%	31%
P. Runkaputi	2	3	7	2	
	14%	21%	50%	14%	
W. Campbell		2	2	4	5
		15%	15%	31%	39%
D. Khoo				2	12
				14%	86%
C.C. Poh				10	2
				83%	17%
Organization				7	4
				64%	36%

CHART 2

Evaluation Report

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(No. of Participants: 20)

PARTICIPANTS' COUNTRY PROFILE

COUNTRY	NUMBER	PERCENT (%)
Brunei	2	10
Singapore	9	45
Philippines	2	10
Thailand	3	15
Malaysia	4	20

PROFILE OF PARTICIPANTS' PROFESSIONS

ITEM	NUMBER	PERCENT (%)
Corp. Comm Staff	5	25
Professor	8	40
Analyst	1	5
Broadcast Producer	1	5
Corp Comm Managers	5	25