

**HRD Intervention Monitoring & Evaluation Plan
CY 2017**

Intervention Title:	Training on Promoting & Marketing Products & Services				
Duration/ Date of Implementation:	2 days (20-21 April 2017)				
Target Participants (Positions):	20 Males; 20 Females Level 1, 2, 3				
Number of Participants:	40 pax				
Budget:					
Budget Source (s):	PLGU				
Department:	PADO, PEEDO, PIO	Division:	All Concerned Divisions		
Department Head:	Samson J. Sanchez, MPA, CSEE	Division Head:	Concerned Division Heads		

Levels of Evaluation	Indicators (What will you measure?)	Methods/Tools	Data Sources	Frequency	Person/s Responsible
Level 4: Results	<ul style="list-style-type: none"> >a fully established grassroots sports training program; >a growing UGMAD Komunidad able to sustain their own development initiatives; >increased tourism arrivals both domestic and foreign resulting to a vibrant tourism industry in the province; >strengthened and expanded stakeholders relations through information and communication; >adequacy of blood supply and products in the province; >increased participation of local and international institutions in various initiative of the province 	<ul style="list-style-type: none"> >Survey and Interview with various clients, partners, stakeholders > Assessment 	<ul style="list-style-type: none"> > Survey Forms > Accomplishment Reports 	Quarterly/Annually	Department Head
Level 3: Behavior	<p>participants are able to:</p> <ul style="list-style-type: none"> > develop a strategic thinking mind to develop and launch promotional and marketing campaigns; >build mutual relationship with prospective clients, stakeholders, partners; >focus on setting realistic goals and getting the most out of their products and services; >adopt and respond to the various needs of the clients, stakeholders, and partners; >take advantage of social media opportunities to promote and market products and services; 	<ul style="list-style-type: none"> >Supervisor evaluation and observation >timely submission of reports and proposals > self-assessment 	<ul style="list-style-type: none"> > Project Proposals >Evaluation/Assessment Reports >Survey Results 	Monthly	<ul style="list-style-type: none"> >Department Head >Division Head/Supervisor
Level 2: Learning	<p>Participants are able to:</p> <ul style="list-style-type: none"> >identify the value and concept of the product or services being promoted or marketed; >plan promotional activities according to the planned marketing strategies to promote the products and services; >use an effective collaboration and partnership strategy with other entities and stakeholders to assist in the implementation of the promotional or marketing strategies; >identify and appreciate opportunities in various media platforms to promote and market products and services; >assess the effectiveness of the promotional and marketing strategies to identify possible improvements in the future initiatives; 	Pre- and post- knowledge assessment on the basic principles of marketing and promotion	<ul style="list-style-type: none"> > Participant's Self Evaluation > Facilitator's/Trainer's Evaluation > Training Outputs 	During and After the Training	Facilitator/ Training Staff
Level 1: Reaction	>participants have positive feedback on the training	Training Evaluation Sheet/ Survey Form	<ul style="list-style-type: none"> > Survey Results >Evaluation Results 	At the end of the training	Facilitator/ Training Staff