

The cost effectiveness of some of the Special Events sponsored by Expo as part of this program may be questioned. The Innovative Vehicle Design Competition, for example, attracted participants from only four countries, was not attended by many professionals and members of the public, was largely an off-site event, and cost \$425,000.

Efforts to generate revenue from the program, through exhibitor fees, admission fees and corporate sponsorship were initiated too late in the program to be effective.

H. Marketing, Promotion and Publicity

Marketing, promoting and publicizing Specialized Periods was a constant problem, compounded by the need to accomplish a number of different objectives, namely: 1) Attract exhibitors to participate in Specialized Periods displays and demonstrations; 2) Attract professionals to attend Specialized Periods events; 3) Attract the general public to attend Specialized Periods events; and, 4) Achieve greater visibility for EXPO 86, the theme of the Exposition and the Specialized Periods program. At no point in the program were these objectives clearly defined and strategies laid to accomplish them.

The approach that was taken was most successful at accomplishing the fourth goal of providing greater visibility for the theme of the Exposition. While the Specialized Periods program was covered by a number of popular magazines and professional journals before the Exposition opened, it received the most media attention during the Exposition. This was largely the result of a decision to hire a publicist to work exclusively on the Specialized Periods program beginning in February 1986.

Specialized Periods events got a disproportionately high percentage of coverage by the local media relative to other programs at the Exposition. This was because most of the events were unique and different and many presented excellent photo opportunities. Active events and displays received more coverage than professional conferences. Unfortunately, the media usually failed to reference Specialized Periods by name, so the program's profile remained low with the public. The Specialized Periods program also received good coverage abroad and in professional journals.

In general the public and the media did not respond well to the name "Specialized Periods." In retrospect, even "Theme Weeks" which is unimaginative but descriptive, would have been an easier title to understand and identify with.