

"Globe '94: Developing the Business of the Environment"

- An Evaluation -

Introduction

Between July 6 and July 8, 1994, Connect North America conducted a telephone survey among 65 individuals who staffed their company's booth at Globe '94: Developing the Business of the Environment. The trade show was held in Vancouver from March 21 to March 25, 1994. The survey was commissioned by the Department of Foreign Affairs and International Trade to meet the following overall objectives: to determine the adequacy of profile information and types of information visitors need, to evaluate what business opportunities resulted from the show, to assess exhibitors' satisfaction with the show, and to determine exhibitors' interest in future shows.

Methodology

The Sample:

The exhibitors participating in the survey originated from a list of business contacts provided by the Department of Foreign Affairs, which indicated there were 250 exhibitors, 125 of which were from the private sector. Exhibitors were randomly contacted from the private sector exhibitors until 65 completed interviews were collected.

The size of the sample ($n = 65$) adequately satisfies standards for reliability and results in an acceptable margin of error at a 95% confidence level.