

## BIE Report - EXPO INFO

## INTRODUCTION

A study commissioned in 1984 to create projections for telephone and mail inquiries showed that with a baseline attendance to the Exposition of 15 million visits, EXPO 86 could anticipate 290,000 inquiries in 1985, and 1.57 million inquiries in 1986. The challenge for EXPO INFO management was to create a highly trained inquiry response team with the technical back up that would allow them to handle such high volume inquiries efficiently and to turn inquiries into a commitment to attend the Exposition. It was determined from previous world expositions that during the exposition year, each inquiry would represent on average, 10 site visits.

Information on the project, which changed almost as quickly as it became available, was in demand from a highly diverse audience. Local and international media required up to the minute information on participants, exhibits and budgets. Inquiries from the public ranged from questions by the Vancouver community on Expo related parking congestion to inquiries from literally around the world on Expo's entertainment, event schedules, ticket prices and accommodation.

To meet this demand, a wide variety of services needed to be developed including:

- English and French language service.
- Telecommunications Device for the Deaf (TDD).
- Charge-by-phone ticket sales.
- Automated systems for label generation for information kits and direct mail campaigns to handle up to 8000 inquiries per day.
- A highly sophisticated electronic information retrieval system for handling 'on-line' inquiries.
- Subscription system
- Comments system