

## Executive Summary

Dept. of External Affairs  
Min. des Affaires extérieures

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### Purpose

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From July 6 to July 8, 1994, a telephone survey was conducted by Connect Research among exhibitors at Globe '94: Developing the Business of the Environment. The survey was commissioned by the Department of Foreign Affairs and International Trade which sought to (1) ascertain the types of information visitors needed, (2) evaluate what business opportunities resulted from the show, (3) assess exhibitors satisfaction with the show, (4) determine interest in Globe '96.

### Methodology

The telephone survey was conducted among 65 randomly selected exhibitors. Each of the respondents in the survey was asked to answer 13 questions. The questions varied in length and format and were developed to meet the objectives of the project.

### Results

#### Visitor Profiles and Requests for Company Information

Almost all exhibitors were satisfied with the profile information received. Only a few respondents indicated that it was not useful or that more information was needed.

When asked what type of information on their company visitors were