

In the spring of 1985, the Resource Centre assumed a wide range of new responsibilities and became the Information Management Group of the Information Services Department.

### iii. Information Services Department

To meet the demand for information on all levels, wide-ranging distribution of informational and promotional publications was carried out. A high-tech telephone and mail-answering service was established to handle the more than one million calls and 1.5 million letters received by the Exposition.

Under the auspices of Information Services were the following departments:

#### EXPO INFO

EXPO INFO, a public inquiry service, operated seven days a week to respond to telephone inquiries in English, French, and from the deaf (TDD), as well as mail inquiries; provided a highly sophisticated electronic information retrieval (database) system for handling 'on-line' inquiries about EXPO 86; fulfilled up to 10 000 telephone and mail inquiries daily, answering more than one million telephone enquiries in all; promoted visits to EXPO 86, Vancouver and a high level of repeat visits within core market; took guest comments through phones and mail and by computer from Guest Relations offices on site; printed all comments and circulated them to management; transferred calls to VTC/CBO ticket centres, ResWest, Tourism B.C. and Expo Group Sales; Charge-by-phone ticket sales (totalling more than \$4 million); Guest House information and registration services; volunteer information and registration services.

As well, EXPO INFO arranged and directed all periodical, brochure, direct mail marketing and information kit mailing and shipping. During 1985, a total of 2.9 million pieces of mail were coordinated by EXPO INFO. This total included 1.5 periodical publications with regional, national and international market destinations. Most of these were published on a monthly basis.

As of November 1985, the EXPO INFO distribution staff of four undertook responsibility for coordination of all direct mail programs generated by the Expo 86 Corporation. This coordination included 330 000 pieces of mail for Groups Sales, Travel Industry Sales and Entertainment markets. The staff received extensive assistance from Volunteer Services.

See Appendix/Operating Statistics; Also Appendix/BIE Report -- EXPO INFO; and Appendix/Direct Mail Summary.