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Peat Marwick Stevenson & Kellogg  
Management Consultants

**Project Report**

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**PROGRAM EVALUATION OF GLOBE '92**

**FINAL REPORT**

**Prepared for**

Industry, Science and  
Technology Canada/

Environment Canada

Attn.: Byd McBain  
Director  
Corporate Planning and  
Evaluation  
Industry, Science and Technology  
Canada

**Submitted by**

Garry Sears  
Partner

David Zalinger  
Partner

David Van Seters  
Manager

Ottawa  
October 15, 1992  
5070/GS/kc



Peat Marwick Stevenson & Kellogg  
Management Consultants

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#### FINAL REPORT

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### **APPENDICIES**

A: Data Collection Instruments

B: Profile Of Survey Respondents

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## **Highlights**

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### **A. GLOBE '92: second in a series of trade fairs and conferences focused on business and the environment**

A series of biennial, international trade fairs and conferences on business and the environment are being held in Vancouver. Two events have been held to date, in 1990 and 1992, and plans call for future events in 1994 and 1996. The 1992 event was carried out through a cooperative arrangement between the federal government (Industry, Science and Technology Canada together with Environment Canada) and an events promotion company in Vancouver called Major Events Management (MEM). These events are called the GLOBE series, which stands for Global Opportunities for Business and the Environment.

GLOBE '92 consisted of three events: a Trade Fair focused on industry, a policy-oriented Conference, and ENVIRO-EXPO, a consumer-oriented trade show.

### **B. The federal government called for an evaluation of GLOBE '92, to improve the event for future years**

In planning GLOBE '92, Industry, Science and Technology Canada in co-operation with Environment Canada decided to conduct an evaluation study of the event. The purpose of the evaluation was to assess the effectiveness of the three GLOBE events from the perspective of clients, and to identify ways of improving GLOBE in the future.

### **C. Summary of findings**

In this section we provide a summary of the findings on each of the evaluation issues pertaining to the Trade Fair, Conference, Enviro-Expo and issues that cut across the three events of GLOBE '92.

## **1. Trade Fair Issues**

### **#1 Number and description of visitors and exhibitors**

The number of exhibitors and visitors to GLOBE '92 were below the results for GLOBE '90. While part of the reduction was due to the recession and competition from other environmental trade fairs, part of it is also due to the fact that GLOBE '90 did not fully meet its objectives for exhibitors and visitors.

### **#2 Financial results for the Trade Fair**

Overall, the organizer of the Trade Fair incurred a loss on the event. The organizing firm has now gone bankrupt.

### **#3 Financial assistance to organizers, exhibitors and visitors**

ISTC was the main supporter of the Trade Fair, providing \$715K in funding. WED was another significant contributor, providing some \$400K in funding to exhibitors from the four western provinces so that they could participate in GLOBE '92. CIDA provided \$495K in financial support to the Asia-Pacific Foundation, which was used to fund 72 individuals from developing countries to attend GLOBE '92. Other financial sponsors of the Trade Fair included ACOA and Department of External Affairs.

### **#4 Client satisfaction: exhibitors**

Overall, exhibitors were moderately satisfied with the Trade Fair, as they gave the event a rating of 4.5 out of 7. About 30% gave it a high rating (6 or 7) while 11% gave it a low rating (1 or 2). The extent of dissatisfaction with the Trade Fair is due to a number of factors. One of the main causes was the reduced scale of the event.

### **#5 Client satisfaction: visitors**

Overall, visitors were slightly more satisfied than exhibitors with the Trade Fair. They also had different objectives for attending GLOBE '92. More than one-half of exhibitors attended the Trade Fair to make sales; only 8% of respondents attended the event to make purchases. Visitors were particularly interested in attending the Trade Fair to find out about new environmental technologies.

### **#6 Client satisfaction: Conference delegates**

Overall, Conference delegates rated the GLOBE '92 Trade Fair about the same as registered Trade Fair visitors. They had more general objectives for attending, such as to generally observe what was on the market.

**#7 Will exhibitors and visitors return to GLOBE in 1994?**

Overall, about one-quarter of exhibitor respondents stated that it was likely that they would return to GLOBE in 1994. Not surprisingly, those exhibitors who were satisfied with GLOBE are the ones that are more likely to come back. With respect to visitors, the results are much more positive, as 53% stated that they would very likely return.

**#8 Sales generated by the Trade Fair**

Overall, the 55 private sector exhibitors that provided sales information generated \$61K of sales during the Trade Fair. However, they estimate that over the next 12 months they will generate an additional \$29 million in sales. About \$22 million of this total will be obtained by Canadian-based firms.

These results indicate that few sales are made on site during the Trade Fair. The real benefit of the event are the contacts and leads that are produced.

**#9 Joint ventures generated by the Trade Fair**

Of those firms that were interested in developing joint ventures, 17% concluded one or more strategic alliances or joint venture arrangements at the Trade Fair, and 78% indicated that they made contacts that may lead to future arrangements.

These results are similar to the sales data. As with the sales impacts, most of the joint ventures will be concluded following the event.

Exhibitors suggested that more strategic alliances/joint ventures would be formed if there was more traffic at the Trade Fair and by attracting more buyers. They also want the Business Contacts Centre to be improved.

**#10 Effectiveness of the Business Contacts Centre**

Overall, exhibitors were very aware of the Business Contacts Centre, but only 46% of this group actually used its services. Exhibitors were moderately satisfied with the various services. Executive Services were rated the highest (mean of 4.7 out of 7) while the Matching Service was rated the lowest (3.9 out of 7).

Trade Fair visitors were more satisfied with the Business Contacts Centre. Mean ratings varied between 5.1-6.0. Executive services were rated the highest.

It should be emphasized that visitors stated that the Business Contacts Centre is an important part of the Trade Fair.

**#11 Impact of the Trade Fair on knowledge of government activities**

Trade Fair visitors stated that their knowledge of government activities in support of sustainable development increased as a result of attending GLOBE '92.

**#12 How does GLOBE '92 compare with other environmental shows?**

Data were collected on 12 other environmental trade fairs. GLOBE '92's exhibit costs are similar to those of well-established trade fairs, although somewhat higher than trade fairs that are also new. Organizers of two other very comparable events to GLOBE stated that GLOBE was on the right track in its multi-disciplinary approach.

**#13 Why did some exhibitors at GLOBE '90 not return to GLOBE '92?**

Exhibitors at GLOBE '90 who decided not to return to GLOBE '92 gave a number of reasons. These included: lack of sales at GLOBE '90; the broad nature of the Trade Fair; the low attendance; and that GLOBE did not attract their target market.

**#14 Why did some visitors to GLOBE '90 not return to GLOBE '92?**

Visitors to GLOBE '90 who did not return to GLOBE '92 stated that GLOBE needs to become more focused and emphasize practical applications. They said that GLOBE needs to be less policy-oriented and more commercially oriented, and present more new environmental technologies. They said that the main reason they did not return is that GLOBE did not attract key exhibitors. Interestingly, about one-half of these non-visitors said that the recession was not a factor.

**#15 Why did some companies not exhibit at either GLOBE '90 or GLOBE '92?**

We interviewed organizations that regularly exhibit at trade fairs but decided not to participate at either GLOBE event. These organizations are very commercially-oriented and want a trade fair to generate contacts and sales and to enable them to promote their products and services. They are less interested in public image/profile. The main reason for not attending GLOBE is that it did not attract their target market. Again, the recession was not a major factor. They suggested that GLOBE needs to be more focused and more commercially-oriented.

**#16 Why did some companies not visit either GLOBE '90 or GLOBE '92?**

We interviewed individuals who regularly attend trade fairs but decided not to attend either GLOBE event. Generally, they were positive towards the

GLOBE concept but stated that it must adopt a more commercial format and become more focused. About 60% said that they would be somewhat or very likely to attend GLOBE '94.

#### **#17 Suggestions to improve the Trade Fair**

Exhibitors made many suggestions to improve the Trade Fair, including: 1) better integrate the Conference with the Trade Fair; 2) make the facilities and lay-out more user friendly; 3) reduce costs; 4) shorten the duration of the Trade Fair; 5) improve the Business Contacts Centre; and, 6) narrow the scope of the Trade Fair by focusing on environmental industries and reducing the government component.

Visitors suggested that 1) exhibits need to be more focused and provide more technical information; 2) exhibits need to be grouped by sector; 3) floor lay-out and signage needs to be improved; 4) there should be more industry exhibits and fewer government exhibits; and, 5) more innovative displays are required.

Organizers and experts recommended that GLOBE should 1) select a theme, such as leading-edge environmental technologies in all environmental sectors; and, 2) attract users of environmental technologies.

## **2. Conference Issues**

### **1. Number and description of delegates**

The GLOBE '92 Conference attracted about 2,200 delegates, compared to 3,000 in 1990. The reduced attendance was due to many factors, including the recession, government freeze on travel expenditures, and, to a lesser degree, competing events. GLOBE '92 did attract a greater percentage of foreign delegates.

### **2. Financial results for the Conference**

The GLOBE '92 Conference incurred a deficit of \$775,000 on expenditures of \$3.9 million. In 1990, 24% of revenues were generated from paid registrations; this figure decreased to 16% in 1992. Although registration fees were increased from \$550 to \$775, registration revenue decreased by over 30%.

### **3. Achievement of Conference mission and objectives**

Conference delegates gave the event a rating of 4.1 out of 7 in terms of how well it achieved its overall mission. In terms of the four Conference objectives, mean ratings varied between 4.0-4.5. The two main criticisms

were that "too few practical solutions were identified" and that "too few specific implementation actions were recommended."

**4. Level of satisfaction of delegates**

Overall, delegates gave the Conference a satisfaction rating of 4.6 out of 7. About 30% gave it a high rating.

Individual Conference sessions were rated between 4.1-5.8, with most falling in the range of 4.4-4.6. The two highest rated activities were "Women in Decision-Making" and the opening plenary session.

Delegates rated the Conference organization and logistics quite highly, although stated that there should be fewer sessions. Facilities were also rated highly and delegates stated that speakers were knowledgeable. However, they also stated that the format of the Conference needs to be improved. The main suggestion is that the Conference should move to a workshop-oriented approach that provides for more delegate participation.

**5. Will delegates return to GLOBE '94?**

Delegates rated their likelihood of returning to GLOBE '94 at 4.4 out of 7. About 33% said that they would likely attend.

**6. What was the level of satisfaction of Trade Fair exhibitors with the Conference?**

Exhibitors at the Trade Fair gave the Conference a rating of 4.8 out of 7. Only 24% stated that the Conference had an impact on the Trade Fair.

**7. What was the level of satisfaction of Trade Fair visitors with the Conference?**

About 28% of registered Trade Fair visitors also attended the Conference (only 8% attended Enviro-Expo). They gave the Conference a rating of 4.5 out of 7.

**8. Suggestions for improving the Conference**

The main suggestions to improve the Conference are to focus the event and to create ongoing dialogue. The Conference cannot be all things to all people. The event also needs to achieve resolution on some key issues so that participants feel a sense of accomplishment. Dialogue should be maintained with delegates both before and after the event. Finally, the Conference should incorporate a selected number of keynote speakers with workshops, so that delegates can contribute to the discussion.

### **3. Enviro-Expo Issues**

#### **1. Number and description of visitors and exhibitors**

About 11,600 visits were made to Enviro-Expo and the event attracted 98 exhibitors. Exhibitors were generally dissatisfied with attendance.

Most visitors lived in the Greater Vancouver area and less than 7% came from outside B.C. The average age of visitors was 39 years. Visitors were very well educated.

#### **2. Financial results**

The event generated revenues of \$245K and expenses of \$209K. Enviro-Expo was the only GLOBE event to generate a profit (albeit with government funding). These expenses do not include MEM-TEC's management or financing costs.

#### **3. Did Enviro-Expo meet the objectives of exhibitors?**

The main objective of exhibitors was to improve their public image/profile and to increase the public's environmental awareness. They stated that the event was successful in achieving these particular objectives.

#### **4. Satisfaction of exhibitors with quality of facilities**

Overall, exhibitors were quite satisfied with the event facilities, although they were less satisfied with the flow of visitor traffic.

#### **5. Overall satisfaction of exhibitors with Enviro-Expo**

Overall, exhibitors provided a mean rating of 4.6 out of 7 for Enviro-Expo.

#### **6. Linkages with GLOBE '92 Trade Fair and Conference**

Overall, exhibitors stated that the other two events had only a moderate impact on Enviro-Expo.

#### **7. Suggestions of exhibitors on improving Enviro-Expo**

The two main suggestions of exhibitors were to better promote and advertise the event and to change the hours of operation.

#### **8. Objectives of visitors for attending Enviro-Expo**

The main objective of visitors for attending the event were to visit company displays.

#### **9. Satisfaction of visitors with Enviro-Expo**

Overall, visitors rated Enviro-Expo quite highly, a mean of 5.4 out of 7. Over 45% gave the event a high rating.

Over 60% of visitor respondents stated that they had learned more about the environment as a result of attending.

#### **10. Will visitors return to Enviro-Expo in 1994?**

Some 71% of visitor respondents said that they would very likely attend Enviro-Expo in 1994.

#### **11. Suggestions of organizers and experts for improving Enviro-Expo**

The suggestion was made that Enviro-Expo should be less of a Trade Fair and more of an exposition. Panel discussions should be reduced. More action-oriented activities need to be added, which would help to attract children. Special features could be added, such as an environmentally-sound home.

Enviro-Expo is a stand-alone event that does not really need to be connected to GLOBE and could be rotated from city to city.

Certain types of exhibitors need to be targeted in the future, particularly local organizations that have a local market.

### **4. Overall GLOBE '92 Issues**

#### **1. Logical links between GLOBE activities and objectives**

The linkages between the program elements and objectives of GLOBE have some deficiencies and need to be improved for the future. In particular, the Conference and Trade Fair must be better integrated and Enviro-Expo could be disassociated from these two events. The Trade Fair appeared to be trying to be both a commercial trade event as well as an education and awareness exposition. In addition, the Trade Fair did not include enough pollution prevention oriented exhibits and leading-edge environmental technologies to support the ultimate objective of GLOBE. The Trade Fair needs to take on more of a strategic orientation while the Conference should, in part, take on more of a technical focus.

#### **2. GLOBE promotion and media coverage**

Overall, promotion for GLOBE was extensive but unfocused. For GLOBE '94, organizers need to identify in advance the profile of the primary GLOBE attendee, so that the costs of promotion are reduced (e.g., no mailings to

disinterested people) and the effectiveness increased (e.g., the best people are targeted to attend).

With respect to media coverage, most of the coverage was positive but limited to British Columbia. There was little national media coverage in advance of the event, which would have helped to attract visitors. Again, this area needs to be improved for 1994.

### **3. The management of GLOBE**

The dual management approach to GLOBE between the public sector and a private company suffered in execution, in the view of both sides. The fact that the organizer has recently gone out of business opens up possibilities for an alternative management structure.

### **4. Is continued federal investment in GLOBE warranted?**

Canada has benefited substantially from the federal government's investment in the GLOBE series of events. The country's international profile has been increased as a leader in the pursuit of sustainable development. We believe that continued federal involvement is worthwhile. However, this investment should be contingent on GLOBE being able to better control its costs and generating more revenues from participants as well as from non-federal government sponsors.

### **5. What is the proper competitive positioning for GLOBE?**

While GLOBE contains many positive elements, it should not be continued in its present form. Changes are required. GLOBE must build on its strengths and enhance those features that give it a competitive advantage. The study identified a number of features that should be maintained as well as elements that should be changed. For example, while it should maintain its multi-disciplinary orientation, GLOBE could focus more on pollution prevention and technology commercialization. The Trade Fair should be more commercially oriented, while the Conference should, in part, be more technology oriented. The Conference and Trade Fair should continue to co-exist but Enviro-Expo could be held more often in several cities across Canada.



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## **//**

### ***Introduction***

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#### **A. GLOBE '92: second in a series of trade fairs and conferences focused on business and the environment**

A series of biennial, international trade fairs and conferences on business and the environment are being held in Vancouver. Two events have been held to date, in 1990 and 1992, and plans call for future events in 1994 and 1996. The 1992 event was carried out through a cooperative arrangement between the federal government (Industry, Science and Technology Canada together with Environment Canada) and an events promotion company in Vancouver called Major Events Management (MEM). These events are called the GLOBE series, which stands for Global Opportunities for Business and the Environment.

The mission of GLOBE is to advance global sustainable development by encouraging practical solutions to environmental challenges and promoting the related business opportunities and responsibilities. The inaugural event was held in March 1990 while the second in the series was held in March 1992 and is the focus of this report. Plans call for GLOBE to be held again in 1994 and 1996.

GLOBE '92 consisted of three events: a Trade Fair focused on industry, a policy-oriented Conference and Enviro-Expo, a consumer-oriented trade show.

The Trade Fair was a marketplace for multi-disciplinary environmental products, services and technologies and was held at B.C. Place Stadium. The Conference, held concurrently with the Trade Fair but at a separate location (Canada Place), was a strategic-level policy forum designed to identify practical solutions to global environmental challenges that cut across all environmental disciplines, industry sectors, and geographic regions. Finally, Enviro-Expo was a new event for GLOBE in 1992, and was held immediately following the Trade Fair and conference to raise local public awareness of environmental issues.

#### **B. The federal government called for an evaluation of GLOBE '92, to improve the event for future years**

In planning GLOBE '92, Industry, Science and Technology Canada in co-operation with Environment Canada decided to conduct an evaluation study of the event. The purpose of the evaluation was to assess the effectiveness of the three GLOBE events from the

perspective of clients, and to identify ways of improving GLOBE in the future. Specific evaluation issues were identified for the three GLOBE events, which are discussed in chapter IV. In addition, a number of issues pertaining to the overall concept and management of GLOBE were investigated.

### **C. This study was a fast-track evaluation**

A contract was let to Peat Marwick Stevenson & Kellogg in February 1992 to carry out a fast-track evaluation study of GLOBE '92. The key characteristic of a fast-track evaluation, as the name implies, is speed. The evaluation team had only three weeks to design the evaluation and prepare the various data collection instruments. The key officials from the two departments also had to work quickly, and were very co-operative in helping the evaluators understand GLOBE, by making decisions promptly and by facilitating access to GLOBE organizers in Vancouver. All of the key officials from the two departments attended GLOBE, and worked with the evaluation team in making last minute decisions concerning, for example, the logistical details associated with on-site survey work.

Although this was a fast-track study, the evaluation, in accordance with federal government guidelines for the function, was divided into two phases, the evaluation assessment and the evaluation itself.

The purpose of the three-week evaluation assessment phase was to review the major issues to be evaluated, which were listed in the Terms of Reference, and to determine the evaluation methods to be employed. An evaluation assessment report was prepared and submitted. The purpose of the evaluation phase was to implement the evaluation methods and to reach conclusions and make recommendations.

### **D. Study process**

The Corporate Planning and Evaluation Directorate at ISTC managed the overall evaluation. Peat Marwick Stevenson & Kellogg consultants from Ottawa, Victoria and Vancouver, with expertise in program evaluation and the environment, carried out the work. A Steering Committee was formed to direct the evaluation, chaired by the Director of Corporate Planning and Evaluation, ISTC. Members of the committee included the Director General, Environmental Affairs Branch, ISTC; the Executive Director of the GLOBE '92 Trade Fair, ISTC; an Evaluation Officer from ISTC; the Assistant Deputy Minister from Environment Canada responsible for the Conference; and a representative from Western Economic Diversification.

The evaluation assessment phase began in late February and ended just before GLOBE commenced in mid-March. As discussed in a later chapter, information was collected by the evaluators during the event itself, via, for example, distribution of questionnaires to participants, as well as following the event, when, for example, follow-up interviews were

carried out with GLOBE organizers. The evaluation draft report was submitted in June and the final report was submitted in September.



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### **III**

## ***Profile Of GLOBE***

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This chapter presents a profile of the GLOBE series of environmental conferences and trade shows. The profile is organized as follows:

- ▶ History of GLOBE.
- ▶ Overview of GLOBE '90.
- ▶ Overview of GLOBE '92.
- ▶ Objectives of GLOBE '92.
- ▶ Logic model for GLOBE.
- ▶ Comparison with other Trade Fairs and conferences.

### **A. History**

In early 1988, an event promotion company called Major Event Management (MEM), owned by Rex Armstead and Harry Renaud, was investigating opportunities for new events to promote in Vancouver. After some initial research, MEM developed the idea of establishing a Trade Fair focused on the environment. As a result, MEM approached Western Economic Diversification (WED) to obtain some financial support for this idea. WED viewed the opportunity favourably because it would help to develop the environmental industry in Western Canada, as well as serve traditional resource industries that were being affected by environmental regulations.

MEM also approached Environment Canada (EC) for funding. EC was also interested in the idea but since it does not have an economic development mandate, it was not able to support a Trade Fair. However, EC could support a conference because it fit within EC's mandate of having "Canada participate in international fora." As a result, MEM and Environment Canada entered into a partnership to hold a combined Trade Fair and Conference on the environment.

Because the Trade Fair was heavily oriented to the business community (including suppliers as well as users), it was felt that the emphasis for the event should be on business and the environment. Since a similar combined event (i.e., an environmental conference together with a trade show) event did not exist in North America, it was decided that the event should

have an international focus. Based on these core elements, the name "GLOBE," which stands for Global Opportunities for Business and the Environment, was developed.

Support grew rapidly for the concept of an international environmental event with a business focus. However, as with many high profile events of this nature, funding did not keep pace with the ideas that were generated. At what seemed like the eleventh hour, GLOBE received the financial support it needed to put on a world-class event.

ISTC coordinated federal participation in the Canada Pavilion at the GLOBE '90 Trade Fair.

Shortly after the completion of GLOBE '90, the organizers began to talk seriously about holding GLOBE on a bi-annual basis throughout the 1990's.

## **B. Overview of GLOBE '90**

### **1. The GLOBE '90 Conference**

When the Conference opened in March of 1990, 17 major topic streams involving over 550 Conference speakers were offered. The Conference was attended by over 3,000 delegates, an impressive total for a first time event.

In general, the reviews of the Conference were quite favourable although there was a general consensus that there were far too many sessions occurring simultaneously and the quality of some of the sessions was poor.

### **2. The GLOBE '90 Trade Fair**

The Trade Fair attracted about 600 Trade Fair exhibitors from 16 different countries. During the five-day event, the Trade Fair received 21,500 Trade Fair visits from over 10,000 different individuals. A breakdown of the GLOBE 90 attendees for both the Conference and the Trade Fair by geographic region and employment type is shown in Exhibit III-1. It should be emphasized that the data in the table are estimates only.

As indicated in Exhibit III-1, the Trade Fair attracted few visitors from the U.S. The GLOBE organizers viewed the participation of U.S. delegates as being critical to the success of the event.

One of the major problems with the Trade Fair was that it contained a mix of consumer exhibits and industrial exhibits. As a result, despite the significant number of Trade Fair visits, there were very few serious buyers. The organizers attempted to overcome this problem by establishing a third element to GLOBE '92, called Enviro-Expo, which was consumer-oriented.

**Exhibit III-1****Estimated breakdown of GLOBE '90 attendees by geographic region and industry sector**

	Conference Attendees & Speakers		Trade Fair Attendees		Total Attendees	
	Number	%	Number	%	Number	%
<b>Region</b>						
B.C.	1,542	39	8,328	82	9,870	70
Rest of Canada	<u>1,411</u>	<u>35</u>	<u>832</u>	<u>8</u>	<u>2,243</u>	<u>16</u>
Total Canada	2,953	74	9,160	90	12,113	86
United States	336	9	598	6	934	7
Rest of world	<u>678</u>	<u>17</u>	<u>365</u>	<u>4</u>	<u>1,043</u>	<u>7</u>
Total	3,967	100%	10,123	100%	14,090	100%
<b>Sector</b>						
Government	1,309	33	2,024	20	3,240	23
Business and industry	1,587	40	5,669	56	7,809	54
Other	<u>1,071</u>	<u>27</u>	<u>2,430</u>	<u>24</u>	<u>3,241</u>	<u>23</u>
Total	3,967	100%	10,123	100%	14,090	100%

Source: GLOBE 90 internal records. It should be noted that these figures are estimates only.

**C. Overview of GLOBE '92****1. Changes were made for GLOBE '92**

Because the initial response to GLOBE '90 was highly favourable, the organizers were left with the impression that all they needed to do was "to announce GLOBE '92 and it would be a success." Unfortunately, one year after GLOBE 90, much of the initial enthusiasm had disappeared. Many of the criticisms described above began to surface and it soon became apparent that a major marketing effort would be required for GLOBE '92 to be a success. The GLOBE organizers implemented a number of major changes in order to improve the success of GLOBE for 1992. For example, the Conference was downsized from 17 topic streams to 12, and from over 550 speakers down to about 450. Furthermore, organizers attempted to raise the calibre of speakers.

With respect to the Trade Fair, a major new initiative called the Business Contacts Centre (BCC) was established at the GLOBE '92 Trade Fair to better achieve the objectives. The BCC included a number of innovative components, including:

- ▶ A business visitors program, whereby individuals considered to be important buyers, called "buying influence persons" (BIP's), were identified prior to the Trade Fair.
- ▶ A matching service to put BIP's in contact with exhibitors.
- ▶ A reverse trade fair, where buyers of environmental products and services gave presentations on their needs.
- ▶ Product and technology demonstration seminars where suppliers could demonstrate their products and technologies.
- ▶ A site visits program for participants to arrange to visit particular industrial sites in Canada.
- ▶ Executive services such as photocopying, facsimile, meeting rooms, etc.

## 2. Targets were set for attendance

The forecast numbers of GLOBE '92 Conference delegates are presented in Exhibit III-2. Based on the confirmed registrations as of February 1992, organizers believed that the forecast total of 2,200 delegates would be easy to achieve. In fact, they stated that they would not be surprised if the Conference attracted many as 3,000 delegates.

**Exhibit III-2**  
**Forecast number of GLOBE '92 Conference delegates**

Source	Canada	United States	Offshore	Total
Renewals @ 25%	385	35	80	500
Direct mail	270	400	30	700
Free registration	145	120	10	275
Advertising	80	95	5	180
Promotion/general	30	40	30	100
Government programs: CIDA	—	—	100	100
ENGO's	35	—	25	60
Incoming buyers	—	—	50	50
Students	200	—	—	200
Forecast total delegates	1,145	690	330	2,165
Per cent	52%	32%	16%	100%

As previously mentioned, the Trade Fair narrowed its focus to industrial exhibits and government exhibits targeted towards industry. While the mix of industrial exhibitors appeared to be better than at GLOBE '90, it was clear that there would only be about 450 exhibitors as compared with 600 at GLOBE '90. Due to financial constraints, the organizers were not able to complete a market research assignment necessary to determine the optimal Trade Fair exhibitors and visitors.

### **3. Summary**

In summary the primary changes between GLOBE '90 and GLOBE '92 are as follows:

- ▶ An increased focus on practical solutions to sustainable development.
- ▶ An increased recognition of the environmental responsibilities of business in addition to the opportunities that were emphasized at GLOBE '90.
- ▶ An increased emphasis on building partnerships and establishing strategic alliances between societal sectors. An increased emphasis on communications, education and training.

For the most part, however, the mission for GLOBE has not changed significantly since its inception.

## **D. Objectives of GLOBE '92**

The mission of GLOBE '92 is to "advance sustainable development by encouraging practical solutions to environmental challenges and promoting business opportunities and responsibilities."

The objectives of GLOBE '92 are to:

- ▶ Increase the awareness of integrated approaches to problem-solving, including closer co-operation and partnership building amongst government, industry and voluntary interests.
- ▶ Improve the knowledge of the pivotal role of the private sector in achieving sustainable development and in identifying resulting business opportunities and responsibilities.
- ▶ Improve the long-term development of the environment industry.
- ▶ Improve the emphasis on preventative planning and environmental technology transfer.

The specific objectives of the three components of GLOBE '92 are discussed below.

## **1. The Trade Fair**

The stated objectives of the GLOBE '92 Trade Fair were to:

- ▶ Improve knowledge of new products, services, and technologies developed to respond to environmental challenges.
- ▶ Increase sales of state-of-the-art tools and techniques for effective environmental management.
- ▶ Improve business relationships, including joint ventures and trade agreements.
- ▶ New sources of capital and expertise for market expansion.

These objectives were very similar to those of GLOBE '90.

## **2. The Conference**

The stated objectives for the Conference were to:

- ▶ Increase understanding of sustainable development challenges to business.
- ▶ Increase knowledge of proactive strategies and practical solutions for integrating the environment and economy.
- ▶ Establish a framework for implementing sustainable development.
- ▶ Improve cooperation and partnership building among resource users, technology suppliers and financiers of technology.

In response to feedback about the GLOBE '90 Conference, Conference organizers streamlined the event by reducing the major Conference streams from 17 down to 12 and reducing the number of speakers from 550 to about 450. Increased emphasis was placed on developing practical solutions and building partnerships/strategic alliances between societal sectors. Increased emphasis was also placed on communications, education, and training as critical tools to advance sustainable development. Finally, GLOBE '92 provided increased recognition of the environmental responsibilities of business in addition to the opportunities that the environment provides.

## **3. Enviro-Expo**

The objectives of Enviro-Expo were to:

- ▶ Increase the level of public participation on environmental issues.

- ▶ Increase the level of public awareness about environment and business issues.
- ▶ Increase the acknowledgement that the individual has a responsibility for a clean environment.

## **E. Logic model for GLOBE**

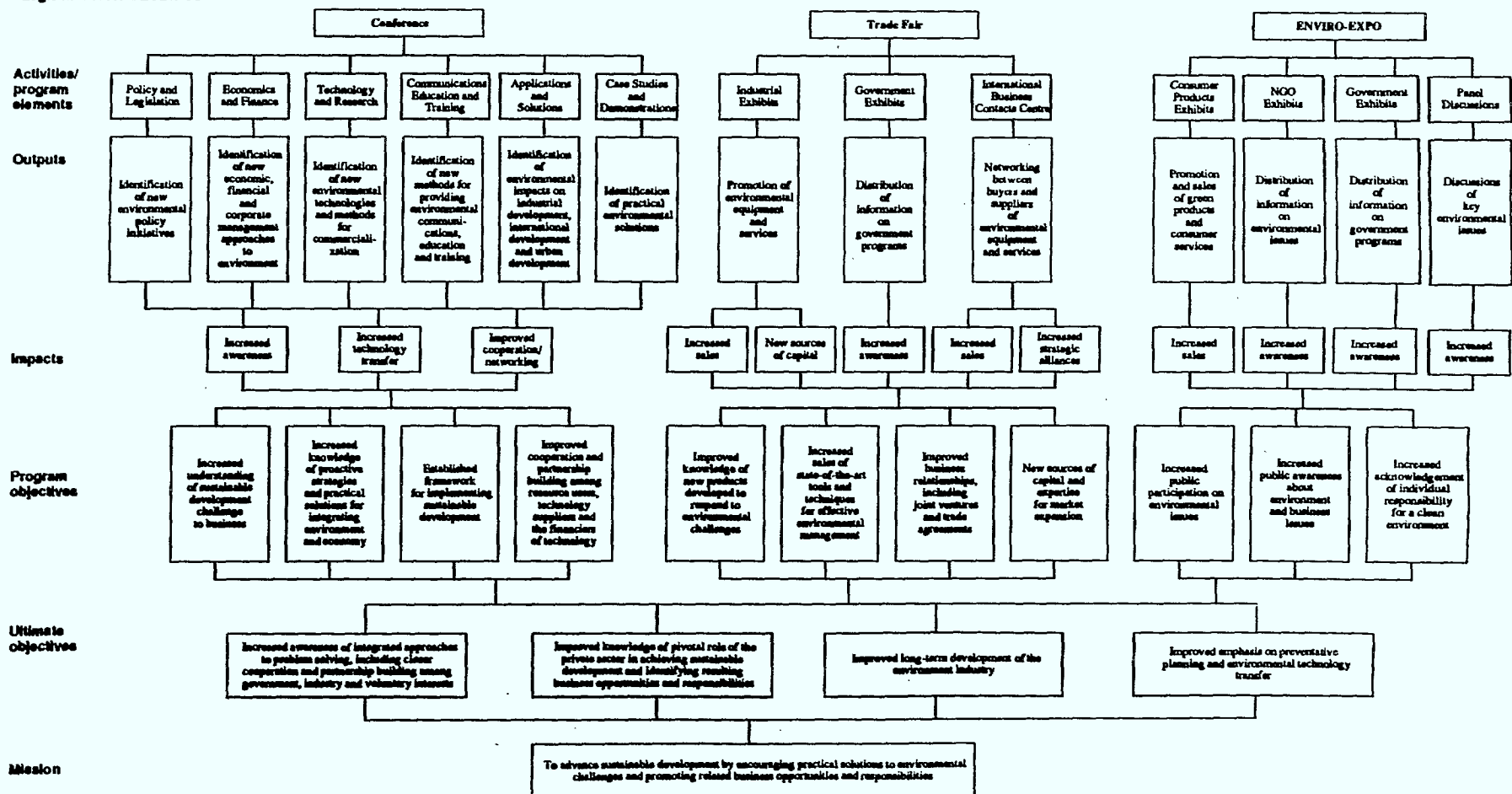
As part of the evaluation assessment, we prepared an evaluation logic model for GLOBE, which is presented in Exhibit III-3. The logic model is divided into six main categories.

In terms of the Conference portion of GLOBE, we have listed six major elements, which correspond to the major streams of the Conference. We have assumed that the output of these streams is the identification of new environmental approaches and practical solutions. Because a conference is, by definition, a forum for exchanging ideas, the major intended impact is increased awareness. However, the Conference was also intended to lead to improved cooperation and partnership between various stakeholders who were brought together as part of the event. We have also considered that there may be some technology diffusion from the latter two program elements in the Conference (applications and solutions as well case studies and demonstrations). It appears that these impacts link up fairly well with the stated objectives of the Conference.

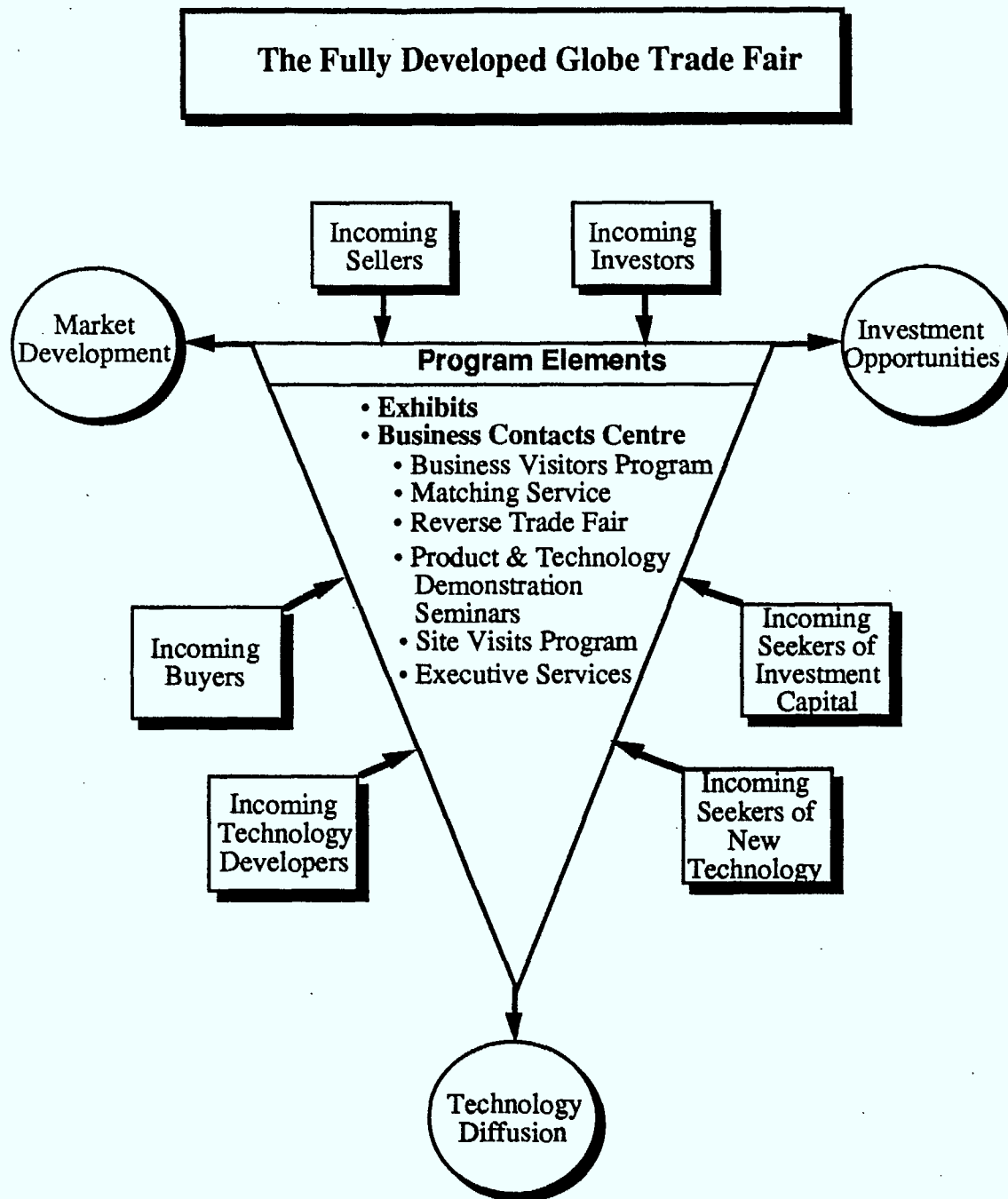
Trade Fair organizers provided another perspective on the Trade Fair, as shown in Exhibit III-4. The circles represent the principal objectives while the boxes represent the key participants. The program elements or activities of the Trade Fair are listed inside the triangle. The Trade Fair's immediate goal was to bring together the targeted groups of people. If this is done, the circled objectives would be achieved.

Other government and industry officials are involved in the Trade Fair, with the overall goal of promoting awareness and disseminating information. This activity is a support activity, transcending the principal Trade Fair elements shown in Exhibit III-4.

Exhibit III-3  
Logic model for GLOBE '92



**Exhibit III-4**  
**Conceptual model for the Trade Fair**



The Trade Fair included an international business contacts centre. This was supported by the industrial exhibits and government exhibits. We anticipated that the impacts would be increased sales from the industrial exhibits and the international business contacts centre. We also assume that there would be increased awareness from government exhibits and an increased number of strategic alliances from the international business contacts centre. New sources of capital might be identified from the industrial exhibits, but we did not see this as a major impact compared to the other impacts for the Trade Fair. Here again, the stated objectives for the Trade Fair seem to match fairly well with our perceived impacts.

We divided the Enviro-Expo component into three elements. These are consumer product exhibits, non-government organization (NGO) exhibits and government exhibits. While the outputs of the consumer product exhibits are likely to be similar to the outputs of the industrial exhibits, the outputs for the NGO exhibits and the government exhibits are mainly focused on the distribution of information. As a result, we anticipated that the impacts from the non-commercial exhibits would likely be increased awareness, whereas the outputs from the consumer product exhibits would be increased sales. These impacts seem to be closely related to the stated program objectives.

The ultimate objectives for GLOBE seem to flow reasonably well from the program objectives and all objectives seem to support the mission statement. There do not seem to be as many technology transfer activities or outputs as would be expected given that this was one of the ultimate objectives. The model further reveals a lack of integration in the purpose of the Conference and the Trade Fair. The issue of degree of integration between these two events was further investigated as part of the evaluation phase.

## **F. Comparison with other trade fairs and conferences**

GLOBE is the only combined multi-disciplinary, international environmental trade fair and conference held in North America. It is also fairly unique in that it focuses on strategic policy issues as opposed to technical or scientific issues.

In comparison with other environmental events, GLOBE has several characteristics that define its competitive position:

- ▶ It is multi-disciplinary (i.e., it addresses more than one environmental discipline).
- ▶ It focuses on multiple industry sectors.
- ▶ It is global in its geographic scope.
- ▶ It combines a strategic policy conference with an industrial trade fair.

We constructed two market positioning maps to examine the factors that differentiate GLOBE from other environmental events. These maps identify those events that GLOBE competes against most directly. Exhibit III-5 illustrates GLOBE's marketing position on the

basis of environmental and industrial sector scope. Exhibit III-6 illustrates GLOBE's marketing position on the basis of geographic representation and degree of policy versus technical focus. On the basis of these two positioning maps, GLOBE's closest counterparts are: the UN Conference (held in Rio de Janeiro in June 1992); ECOBRAZIL (which was associated with the UN Conference); and, EnviTech 92 (held in Germany in June 1992).

**Exhibit III-5**  
**Conference and trade show marketing position map—environment and industry sector scope**

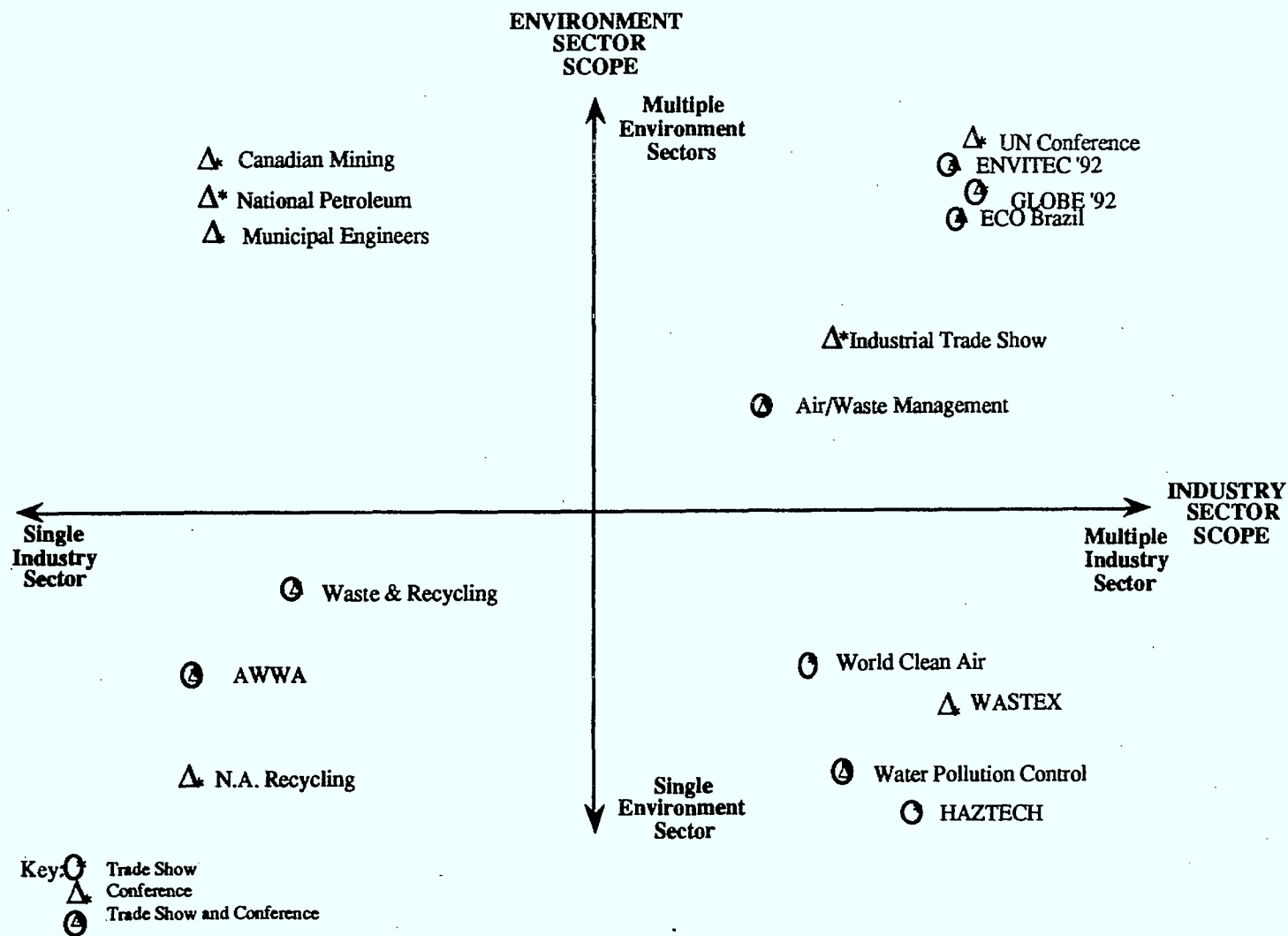
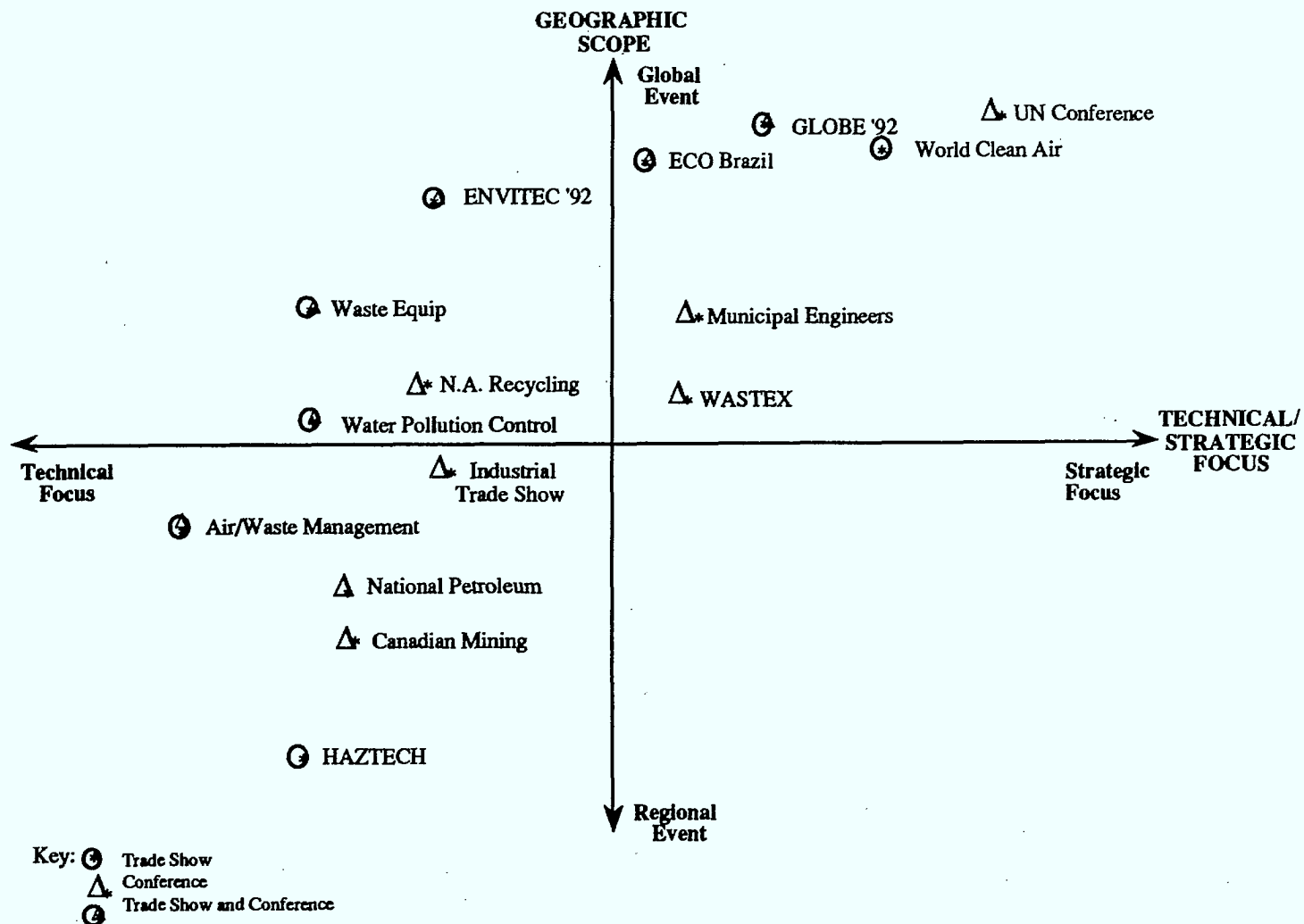


Exhibit III-6

Conference and trade show marketing position map—geographic scope and technical/strategic focus





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## **IV**

### ***Evaluation Issues***

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The Terms of Reference for the evaluation provided an initial set of evaluation issues. The first step in the evaluation assessment phase was for the evaluation team to meet with officials of ISTC and Environment Canada in order to discuss the key issues from their perspective. Personal interviews were carried out with departmental representatives and organizers in Ottawa and Vancouver.

This chapter provides a summary of the issues addressed by the evaluation. There are four groups of issues, three that pertain to the three GLOBE events and the fourth that deals with issues pertaining to the overall concept of GLOBE and its management.

#### **A. Trade Fair**

##### **1. Number and description of exhibitors and visitors**

How many exhibitors and visitors attended the Trade Fair and what were their characteristics? How do these numbers compare to GLOBE '90?

##### **2. Financial results for the Trade Fair**

What were the costs associated with the organization of the Trade Fair by category of expenditure and deliverables?

##### **3. Financial assistance to organizers, exhibitors and visitors**

What level of financial assistance was provided to GLOBE organizers and to Canadian as well as foreign visitors and exhibitors?

##### **4. Client satisfaction: exhibitors**

We investigated the issue of client satisfaction from a variety of perspectives, as follows.

**a) Did the Trade Fair satisfy the objectives of exhibitors?**

Exhibitors as have a variety of objectives that they wanted to see met by participating in GLOBE '92. To what extent did the Trade Fair meet these objectives?

**b) Visitors and facilities**

To what extent were exhibitors satisfied with the quality/quantity of visitors and the quality of facilities?

**c) Overall satisfaction**

What was the overall level of satisfaction of exhibitors with GLOBE '92?

**5. Client satisfaction: visitors**

We also wanted to gather information on the satisfaction levels of visitors to the Trade Fair.

**6. Client satisfaction: Conference delegates**

We were interested in finding out whether delegates to the GLOBE Conference also attended the Trade Fair and, if so, their level of satisfaction with the event. This question relates to one of the overall issues of GLOBE '92: whether it makes sense for GLOBE to consist of both a trade fair and conference. This issue is described under section D below.

**7. Will exhibitors and visitors return to GLOBE in 1994?**

A key indicator of success of any event is whether participants would return again. We decided to pose this question to both exhibitors and visitors.

**8. Sales generated by the Trade Fair**

To what extent did the Trade Fair contribute to sales of environmental products and services? What was the value of the commercial business generated by the Trade Fair, including both sales on site as well as sales expected over the following 12 months, both domestic and foreign?

**9. Joint ventures generated by the Trade Fair**

To what extent did the Trade Fair contribute to strategic alliances between suppliers and buyers? How many joint ventures were created? Did the Trade Fair assist with technology diffusion?

## **10. Effectiveness of the Business Contacts Centre**

### **a) Success of the various BCC components**

To what extent did the various elements of the BCC (Business Visitors Program, Matching Service, Reverse Trade Fair, Demonstration seminars, site visit program, and executive services) satisfy the needs of buyers, sellers and other GLOBE participants?

### **b) Willingness to pay for services**

To what extent would Trade Fair exhibitors and visitors be willing to pay for the services provided by the BCC?

### **c) Suggestions for improvement**

Finally, how could the BCC be improved?

## **11. Impact of the Trade Fair on knowledge of government activities**

To what extent did the Trade Fair contribute to an increased awareness of government activities?

## **12. How does the GLOBE '92 Trade Fair compare with other environmental shows?**

We decided to contact 12 other environmental shows in Canada and in other countries to gather information on GLOBE's competitive position.

## **13. Why did some exhibitors at GLOBE '90 not return to GLOBE '92?**

One indicator of whether GLOBE is a viable event for the long term is to find out if exhibitors who participated in 1990 decided to return to GLOBE '92.

## **14. Why did some visitors to GLOBE '90 not return to GLOBE '92?**

This question parallels #13 but focuses on visitors.

## **15. Why did some companies not exhibit at either GLOBE '90 or GLOBE '92?**

We were interested in finding out why some environmental companies decided not to participate in either of the two GLOBE events. Their views may help to improve GLOBE in the future.

## **16. Why did some companies not visit either GLOBE '90 or GLOBE '92?**

Similar to #15, it was important to find out why potential buyers of environmental products and services decided not to attend either GLOBE event.

## **17. Suggestions to improve the Trade Fair**

One of the key issues for the evaluation is what can be done to improve GLOBE in the future.

# **B. Conference**

## **1. Number and description of delegates**

We were interested in finding out how many people attended the GLOBE Conference. We also wanted to profile these delegates to find out, for example, where they came from, the sorts of organizations they represent, etc.

## **2. Financial results for the Conference**

What was the cost of the GLOBE Conference and what revenues were generated?

## **3. Achievement of Conference mission and objectives**

To what extent did the Conference achieve its objective of "advancing sustainable development of encouraging practical solutions to environmental challenges and promoting related business opportunities and responsibilities?"

## **4. Level of satisfaction of delegates**

### **a) Format and content of sessions**

What were the views of delegates on the format and content of conference sessions?

### **b) Speakers**

Were delegates satisfied with the quality of speakers?

### **c) Facilities**

Were delegates and speakers satisfied with the quality of the facilities?

**d) Overall satisfaction**

What was the overall level of satisfaction with the GLOBE '92 Conference?

- 5. Will delegates return to GLOBE '94?**
- 6. What was the level of satisfaction of Trade Fair exhibitors with the Conference?**
- 7. What was the level of satisfaction of Trade Fair visitors with the Conference?**
- 8. Suggestions for improving the Conference**

**C. Enviro-Expo**

- 1. Number and description of visitors and exhibitors**
- 2. Financial results**
- 3. Did Enviro-Expo meet the objectives of exhibitors?**
- 4. Satisfaction of exhibitors with quality of facilities**
- 5. Overall satisfaction of exhibitors with Enviro-Expo**
- 6. Linkages with Trade Fair and Conference**
- 7. Suggestions of exhibitors for improvement**
- 8. Objectives of visitors for attending Enviro-Expo**
- 9. Satisfaction of visitors with Enviro-Expo**
- 10. Will visitors return to Enviro-Expo in 1994?**
- 11. Suggestions of organizers and experts for improving Enviro-Expo**

**D. Overall GLOBE issues**

- 1. Logical links between GLOBE activities and objectives**

To what extent are the various elements and activities of GLOBE logically related to the objectives of the initiatives?

## **2. GLOBE promotion and media coverage**

Was the promotion of GLOBE handled well? To what extent did GLOBE generate national media coverage?

## **3. The management of GLOBE**

Was GLOBE well managed? Did the dual public-private management structure work? Should the structure be changed for 1994?

## **4. Is continued federal investment in GLOBE warranted?**

The federal government has made a substantial investment in GLOBE. Is continued investment warranted?

## **5. What is the proper competitive positioning for GLOBE?**

Based on the results to the above set of evaluation issues, should major changes be made to GLOBE in terms of its competitive position, e.g., its international focus, its scope, its dual conference/trade fair structure?

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# V

## ***Evaluation Methods***

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We used a variety of survey methods to conduct the program evaluation, including written questionnaires handed out during GLOBE, on-site observation, telephone interviews with visitors following the event, personal interviews with organizers, and a review of file data. The methods used for each of the respondent groups at the Conference, Trade Fair and Enviro-Expo are presented in Exhibit V-1 and further described in the following paragraphs.

### **A. The Trade Fair**

We surveyed five categories of individuals associated with the Trade Fair: exhibitors, visitors, non-exhibitors, non-visitors, and organizers/supporters. The survey instruments that we applied to each group are described briefly below.

#### **1. Questionnaires handed-out to exhibitors during the Trade Fair and follow-up interviews**

We distributed written questionnaires to all of the 443 exhibitors at the GLOBE '92 Trade Fair on the final day of the event. We collected completed questionnaires later the same day and received others by mail. We received 210 completed questionnaires in total, which represented a very favorable 47% response rate. Following the Trade Fair, we followed up with 10 telephone interviews with a range of exhibitors to probe some of the comments expressed in the written questionnaires.

#### **2. Telephone interviews with visitors**

We conducted telephone interviews with 148 Trade Fair visitors about two weeks after GLOBE '92. The visitors interviewed were selected to cover a wide range of organization types and industry sectors.

**Exhibit V-1**  
**Overview of survey and interview methods**

	<u>Distributed Questionnaire Surveys</u>		<u>On-Site/ Telephone Follow-Up Surveys</u>	<u>Personal/ Telephone Interviews</u>
	<u>Sample Size</u>	<u>Completions</u>	<u>Completions</u>	<u>Completions</u>
<u>Trade Fair</u>				
Exhibitors	443	210		10
Visitors			148	
Non-exhibitors			50	
Non-visitors			50	
Organizers/supporters				10
Competing Trade Fairs				10
<u>Conference</u>				
Delegates	2,200	279		15
Speakers				10
Organizers/supporters				15
<u>Enviro-Expo</u>				
Exhibitors	98	39		10
Visitors			148	

### **3. Telephone interviews with non-exhibitors**

We conducted telephone interviews with 50 "non-exhibitors." These fell into two groups:

- ▶ Firms that exhibited at GLOBE '90 but not at GLOBE '92.
- ▶ Firms that did not attend either of the two GLOBE events but which commonly exhibit at other environmental Trade Fairs.

### **4. Telephone interviews with non-visitors**

This module was similar in concept to the non-exhibitors module.

We conducted telephone interviews with 50 non-Trade Fair visitors. Of this group, one-half had attended GLOBE '90 but not GLOBE '92, while the other half did not attend either GLOBE event.

### **5. Personal/telephone interviews with GLOBE organizers/supporters**

We interviewed 10 organizers/supporters of the GLOBE '92 Trade Fair. These included staff of Major Event Management (MEM), government representatives that provided funding to the Trade Fair, and other individuals closely aligned with the Trade Fair (e.g., the Canadian Environment Industry Association).

### **6. Telephone interviews with competing environmental events**

Finally, we obtained information from competing international environmental Trade Fairs regarding their exhibit costs, timing and length of show, number of exhibitors, visitor admission costs, and number of visitors.

## **B. Conference**

### **1. Questionnaires distributed to Conference delegates**

We distributed written questionnaires to all of the 2,200 Conference delegates and speakers. The questionnaires were inserted in the delegate packages with a request to return them through boxes provided at the Conference or by mail following the Conference. Additional written questionnaires were made available during the event, by placing forms next to the questionnaire return boxes. Furthermore, announcements were made from the podium at various times during the Conference, encouraging attendees to complete and return the questionnaires. We received 279 completed

questionnaires, which represented an 11% response rate. The profile of survey respondents was quite representative of the overall population.

## **2. Telephone Interviews with delegates**

We conducted follow-up telephone interviews with 15 Conference delegates. The purpose of these follow-up interviews was to probe the opinions of various speakers and delegates on issues raised from the written questionnaires.

## **3. Telephone Interviews with speakers**

We conducted follow-up interviews with 10 speakers, to, again, probe on some of the key issues raised in the written responses.

## **4. Personal/telephone Interviews with organizers/supporters**

We also conducted about 10 telephone interviews with organizers/supporters of the Conference. These included Environment Canada staff and contract program coordinators working in Vancouver, officials from government organizations that provided funding to the Conference, and other individuals closely associated with the Conference.

# **C. Enviro-Expo**

## **1. Survey of exhibitors**

In the same manner as our survey of Trade Fair exhibitors, we distributed written questionnaires to 98 Enviro-Expo exhibitors during the morning of the event and retrieved them later on that same day. We received a total of 39 completed exhibitor questionnaires, which represented a favorable 40% response rate. We also followed up with 10 telephone interviews to probe some of the statements made in the questionnaires.

## **2. Survey of visitors**

We conducted 148 on-site interviews with Enviro-Expo visitors at their point of departure from the exposition.

# **D. Other methods**

Two other methods were used during the evaluation. Considerable effort was expended in reviewing the databases maintained by MEM on GLOBE exhibitors, visitors, delegates, etc. This review had two objectives. One objective was to provide us with a list of the population of the groups being surveyed, so that representative samples could be drawn. The second

objective was to extract data on the various groups to enable a profile of GLOBE attendees to be prepared.

Finally, our evaluation team included specialists in environmental issues, who reviewed the results of the various survey methods, conducted on-site observations of the three GLOBE events and helped to develop the study conclusions and recommendations for changes to GLOBE.

## **E. Overall validity of evaluation results**

Overall, we believe that the evaluation findings presented in this report have a considerable degree of validity. The strength of the evaluation design lies in the following:

- ▶ For most evaluation issues, more than one evaluation method was used to provide evidence, thus conforming with the principle of "multiple lines of evidence." For example, in investigating the various issues pertaining to the Trade Fair, we surveyed or interviewed exhibitors, visitors, organizers and government officials.
- ▶ The various large-scale surveys of exhibitors, visitors, etc., were first analyzed in order to identify the major findings. Certain issues of interest were then further investigated via follow-up interviews. This helped to ensure that we properly interpreted the results of each survey.

We believe that the evaluation methods chosen represent very good value-for-money. The main weakness of the methodology is that there may be some non-response bias with the written survey of Conference delegates and with the written survey of Trade Fair exhibitors. These methods were chosen due to budgetary reasons. The evaluation design could be improved in the future (i.e., for an evaluation of GLOBE '94) if additional resources were made available. Suggested modifications would include the following:

- ▶ Conduct an on-site survey of delegates to the Conference, similar to the survey we did of Enviro-Expo visitors. This would reduce the potential non-response bias that exists with the written survey method.
- ▶ Conduct a follow-up telephone survey of exhibitors to the Trade Fair, in order, for example, to collect more detailed and valid information on sales resulting from GLOBE.



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## **VI**

### ***Trade Fair: Findings***

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#### **A. Introduction**

This chapter contains the findings on each of the evaluation issues pertaining to the GLOBE '92 Trade Fair. These issues, which were described in Chapter IV, are as follows:

1. Number and description of exhibitors and visitors. (page 42)
2. Financial results for the Trade Fair. (page 44)
3. Financial assistance to organizers, exhibitors and visitors. (page 46)
4. Client satisfaction: exhibitors. (page 47)
5. Client satisfaction: visitors. (page 53)
6. Client satisfaction: Conference delegates. (page 55)
7. Will exhibitors and visitors return to GLOBE in 1994? (page 56)
8. Sales generated by the Trade Fair. (page 59)
9. Joint ventures generated by the Trade Fair. (page 61)
10. Effectiveness of the Business Contacts Centre. (page 62)
11. Impact of the Trade Fair on knowledge of government activities. (page 68)
12. How does the GLOBE '92 Trade Fair compare with other environmental shows? (page 69)
13. Why did some exhibitors at GLOBE '90 not return to GLOBE '92? (page 72)
14. Why did some visitors to GLOBE '90 not return to GLOBE '92? (page 74)
15. Why did some companies not exhibit at either GLOBE '90 or GLOBE '92? (page 76)
16. Why did some companies not visit at either GLOBE '90 or GLOBE '92? (page 78)
17. Suggestions to improve the Trade Fair. (page 80)

This chapter is organized according to these issue headings, and the issue numbers are shown after the headings in parentheses.

## **B. Number and description of exhibitors and visitors (#1)**

### **1. About 12,600 visits were made to the Trade Fair during the four days**

About 12,600 visits were made to the GLOBE '92 Trade Fair during its four days of operation, as shown in Exhibit VI-1. This is more than a 40% reduction compared with the estimated 21,500 visits made to the GLOBE '90 Trade Fair (although, as we pointed out earlier, the 1990 data are estimates only). The opening day of the Trade Fair (Monday) was the most popular day, with 3,600 visits. This was expected by the organizers. This occurred primarily because the Conference did not have events organized during Monday afternoon, and Conference delegates were encouraged to visit the Trade Fair.

**Exhibit VI-1**  
**Number of Trade Fair visits by day**

<u>Day</u>	<u>Number of Visits</u>
Monday, March 16	3,600
Tuesday, March 17	3,200
Wednesday, March 18	3,000
Thursday, March 19	<u>2,800</u>
Total—GLOBE '92	12,600
Total—GLOBE '90	21,500

### **2. Geographic distribution of Trade Fair visitors**

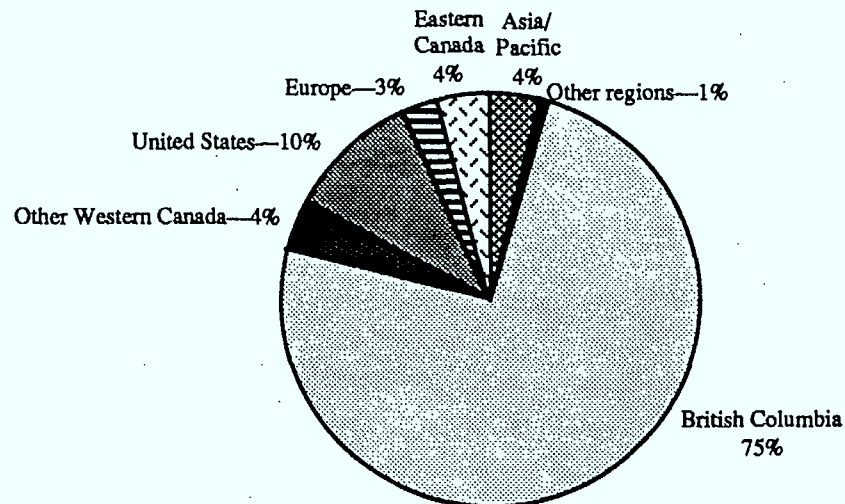
Conference delegates were given free admission to the Trade Fair as part of their Conference registration privileges. All other Trade Fair visitors registered at the Trade Fair site and were issued a Trade Fair visitor badge prior to entry. No information concerning the geographic and industry sector background of the Conference delegates that visited the Trade Fair are available, because Conference delegates were not required to register at the Trade Fair.

With respect to the registered visitors, over 4,600 Trade Fair visitors from more than 50 countries attended the Trade Fair. Exhibit VI-2 shows the geographic distribution of Trade Fair visitors for GLOBE '92. About 75% of visitors were from British Columbia and an additional 8% came from other parts of Canada. Compared to GLOBE '90,

organizers believe that GLOBE '92 attracted a slightly higher percentage of foreign visitors.

#### **Exhibit VI-2**

#### **Geographic distribution of registered Trade Fair visitors at GLOBE '92**



### **3. The Trade Fair attracted fewer exhibitors than expected**

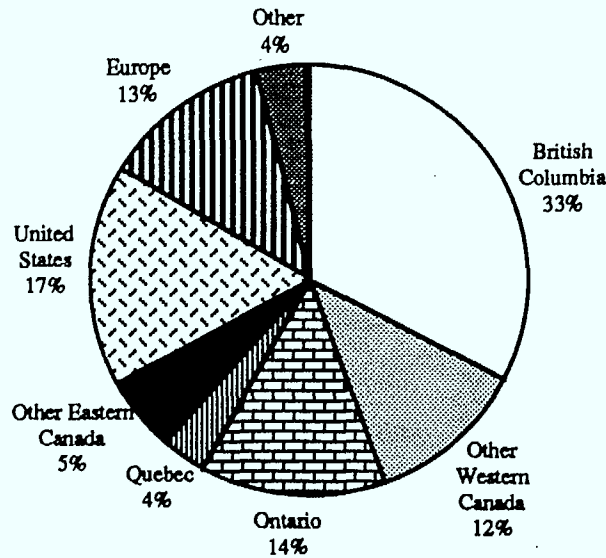
A total of 443 organizations registered as exhibitors for GLOBE '92. This compares with about 600 exhibitors at GLOBE '90. Some 86 exhibitors participated in both GLOBE '90 and GLOBE '92.

It is relevant to note that a number of exhibitors with a consumer orientation who had exhibited at GLOBE '90 exhibited at Enviro-Expo in 1992. Nonetheless, a significant drop in exhibitors occurred between the first and second events. The decrease was likely due, in part, to the recession and the increased competition from other environmental Trade Fairs. However, it was also due to the fact that some GLOBE '90 exhibitors believed that their objectives had not been met at the first Trade Fair. This issue is discussed further in section N of this chapter (issue #13).

### **4. Geographic distribution of exhibitors**

GLOBE '92 Trade Fair exhibitors came from 15 different countries, with two-thirds of the exhibiting organizations registering from a Canadian office. The geographic distribution of exhibiting organizations is provided in Exhibit VI-3.

**Exhibit VI-3**  
**Geographic distribution of Trade Fair exhibitors**



GLOBE organizers provided information on the breakdown of exhibitors by type of business, as shown in Exhibit VI-4.

**Exhibit VI-4**  
**Distribution of exhibitors by type of business**

Type of business	Number	Per cent
Government	46	10
Private sector:	397	90
Total	443	100
Breakdown of private sector:		
Technical services & contractors	131	33
Manufacturers	124	31
Consultants	93	23
Distributors & agents	49	12
Total	397	100

**C. Financial results for the Trade Fair (#2)**

**1. The Trade Fair incurred a financial loss**

We obtained revenue and cost information from MEM-TEC, which indicated revenues of \$1.902 million and expenses of \$1.960 million for the Trade Fair, as shown in

Exhibit VI-5. MEM-TEC noted that the expenses for GLOBE '92 do not reflect Western Diversification Canada (WED) financing, which consisted of one repayable loan of \$200,000 and one conditionally repayable loan of \$300,000. Also, these figures do not include management or financing costs.

**Exhibit VI-5**

**Trade fair revenues and expenses (\$ thousands)**

Expenses		Revenues	
Sales and marketing	\$543	Exhibit sales	\$1,587
Promotion	364	Admission fees	33
Communications	75	Sponsorship	57
Registration	42	ISTC funding for BCC	<u>225</u>
BCC (direct costs)	225		
Facility	199		
Exhibit management	120		
Administration	<u>392</u>		
Total	\$1,960	Total	\$1,902

**2. The GLOBE '92 Trade Fair probably should not raise prices, due to competition from other environmental shows**

If the GLOBE sponsors intend to improve the profitability of the Trade Fair, the strategy of raising prices is probably not appropriate. As part of the evaluation we compared GLOBE '92 with 12 other environmental Trade Fairs/expositions in North America and in other countries. As will be discussed later in this chapter, GLOBE's exhibit costs were similar to those of well-established trade fairs, and even higher than trade fairs that have only been held once or twice.

## **D. Financial assistance to organizers, exhibitors and visitors (#3)**

### **1. Industry, Science and Technology Canada**

ISTC contributed a total of \$715K to GLOBE '92, consisting of the following expenditures:

Planning and coordination	\$110
Business Contacts Centre	260
Canada Pavilion	122
ISTC booth	90
Celebrations	10
Program evaluation	73
Conference sponsorship	50
Total	\$715K

### **2. Western Economic Diversification (WED)**

This federal agency was an active supporter of GLOBE. A total of 107 exhibitors from British Columbia, Alberta, Saskatchewan and Manitoba were approved to receive an estimated total of about \$484,000 in funding. WED's program provides up to 50% financing, to a maximum of \$7,000 per applicant. On average, WED estimates that each exhibitor received about \$4,800. Claims from companies in BC were lower than for companies located in other provinces in Western Canada because no air travel was involved.

### **3. Canadian International Development Agency**

The Canadian International Development Agency provided \$495,000 in financial support to the Asia-Pacific Foundation, which was used to fund 72 individuals from developing countries to attend GLOBE '92. The source of the funds was the Industrial Cooperation Program. The rationale for the funding was to enable Canadian companies to meet with representatives of foreign companies, so that Canadian industry could benefit from export sales, and the developing country could benefit from the acquisition of Canadian technology.

CIDA also provided \$400,000 in support to GLOBE '90.

### **4. Atlantic Canada Opportunities Agency (ACOA)**

This federal agency has a program called Action, which provided \$2,000 each to 15 sellers of environmental products to attend GLOBE '92 as part of the Atlantic Pavilion. Three provincial governments, New Brunswick, Nova Scotia and Newfoundland also supported the Atlantic Pavilion.

## 5. Other federal agencies

We interviewed other federal agencies to find out whether they supported GLOBE in any way, but we encountered difficulty in obtaining information. For example, External Affairs was not able to provide any information on the extent of financial assistance provided.

Investment Canada was involved in GLOBE in a facilitation capacity. In the early stages of GLOBE, they worked with European posts of External Affairs to identify potential companies to attend the event. While there was interest among European firms in attending GLOBE, few actually participated in the event. There were apparently some problems in communications between the GLOBE organizers and interested companies.

We also contacted the National Research Council. This organization did not support individual companies to attend GLOBE.

## E. Client satisfaction: exhibitors (#4)

### 1. What were the objectives of exhibitors in attending the Trade Fair?

Our survey of exhibitors asked them to indicate their business objectives for exhibiting at the GLOBE '92 Trade Fair. The results are shown in Exhibit VI-6. The main business objective, mentioned by 75% of exhibitors responding to the survey, was to "develop contacts/leads with buyers." Two other objectives were mentioned by at least 50% of respondents, "promote a product/service" (67%) and "generates sales for environmental products/services" (59%).

#### Exhibit VI-6

#### Meeting the personal objectives of exhibitors for the Trade Fair

Objective	Disagree (1-2)	Neutral (3-5)	Agree (6-7)	Total	Mean Rating (1 - 7 scale)	% of respondents who had this objective
The trade fair helped my organization to ...						
Generate sales	18	60	22	100%	4.2	59
Promote a product/service	7	49	44	100%	5.0	67
Develop contacts	9	45	46	100%	5.0	75
Improve public image	2	44	54	100%	5.5	45
Form strategic alliances	11	60	29	100%	4.7	32
Raise financing	0	67	33	100%	5.2	3

## 2. Extent to which exhibitors' objectives were achieved

Exhibitors were then asked whether the Trade Fair met the objectives they had identified for attending. They responded using a 7-point scale, where 1 was "strongly disagree" and 7 was "strongly agree." The results are also shown in Exhibit VI-6.

Exhibitors who had the objective of improving their organization's public image were the most satisfied (a mean rating of 5.5 out of 7). Over 50% of respondents that came to GLOBE '92 with the objective of improving their public image expressed a high degree of satisfaction with the Trade Fair's contribution to this goal. Exhibitors were less satisfied with the Trade Fair's impact on sales, which was an important objective for attending, as described above. The mean rating on this objective was 4.2 and only 22% circled 6 or 7 on the seven-point scale.

## 3. Exhibitor ratings of the visitors and facilities

We asked exhibitors to rate their level of satisfaction with the number of visitors and the quality of visitors at the GLOBE '92 Trade Fair. Relatively low visitor attendance was reflected by the low level of satisfaction that exhibitors had with the number of visitors. On a scale of 1 to 7, respondents provided a mean rating of 3.8, with about 29% circling 1 or 2 on the scale.

However, respondents were somewhat more satisfied with the quality of visitors at the Trade Fair. An average rating of 4.5 was received, with about 27% of respondents circling 6 or 7 on the seven-point scale. About 16% of respondents circled 1 or 2 on the seven-point scale.

**Exhibit VI-7**  
**Exhibitors' satisfaction with visitors**

	Strongly disagree		Neutral			Strongly agree		Mean rating
	1	2	3	4	5	6	7	
I was satisfied with the number of visitors to my exhibit	9.9	19.2	16.7	13.8	18.2	17.2	4.9	3.8
I was satisfied with the quality of visitors to my exhibit	4.0	10.6	9.5	17.6	31.7	20.1	6.5	4.5

We examined variations in the quality of visitor ratings and have these observations:

- ▶ Respondents from contracting and technical services firms gave significantly higher ratings than other types of private sector organizations.
- ▶ Respondents who were not associated with the private sector or government agencies were somewhat more satisfied with the quality of visitors to their exhibit. Respondents from this group, which includes professional associations, ENGOs and educational institutions, gave an average rating of 5.0. About 33% of the respondents from this group circled 6 or 7 on the seven-point scale.

We received several comments concerning the number of visitors and the quality of visitors. Several respondents commented that the Trade Fair could be improved by reducing gate fees to increase attendance. A number of respondents commented that the Trade Fair could be improved by attracting more "qualified" buyers. Their suggestions for attracting more qualified buyers included: increasing international promotional activities, attracting more visitors from industry, and reducing the presence of government.

#### **4. Quality of facilities**

We asked exhibitors to rate the quality of the Trade Fair facilities in terms of the following features:

- ▶ Visitor traffic.
- ▶ Size and layout of display areas.
- ▶ Access to required facilities.
- ▶ Location of exhibit space provided.

**Exhibit VI-8**  
**Exhibitors' satisfaction with facilities**

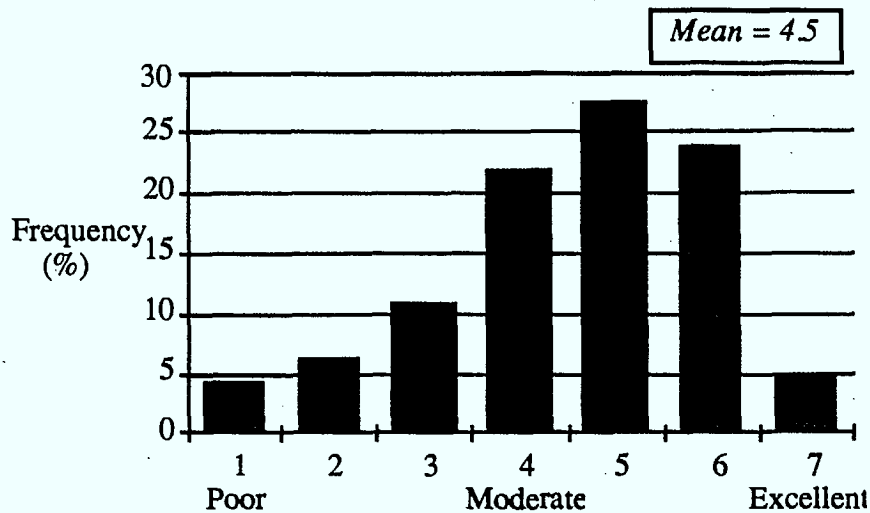
	Poor		Neutral			Excellent		Mean rating
	1	2	3	4	5	6	7	
Smooth flow of traffic	3.5	3.5	5.9	15.8	31.2	32.7	7.4	5.0
Size and layout of display area	1.0	2.4	5.8	16.0	27.2	39.3	8.3	5.2
Access to required facilities	2.0	2.0	4.5	18.2	25.8	39.4	8.1	5.1
Location of exhibit space	3.0	3.0	5.0	15.4	25.9	36.3	10.9	5.1

Overall, exhibitors had quite positive views about the facilities at B.C. Place Stadium. Over 40% of respondents gave each of the four features a rating of 6 or 7 on the 7-point scale, and the mean ratings varied between 5.0–5.2.

**5. Overall satisfaction of exhibitors with the Trade Fair**

We asked exhibitors to rate the GLOBE '92 Trade Fair on a 1 to 7 scale, with 1 being poor and 7 being excellent. The results are shown in Exhibit VI-9. **Overall, the mean rating was 4.5 out of 7.** About 30% gave it a high rating (6 or 7) while 11% gave it a low rating (1 or 2).

**Exhibit VI-9**  
**Overall Trade Fair exhibitor ratings of the GLOBE '92 Trade Fair**



We analyzed the overall satisfaction ratings according to various groups of respondents and make the following observations.

**a) Respondents from Western Canada were more satisfied compared to other Canadian exhibitors**

Respondents from organizations based in Western Canada gave the Trade Fair an average rating of 5.1, which is considerably higher than the mean rating for all exhibitors.

Respondents from organizations based in Eastern Canada gave an mean rating of 4.6. The mean rating for all Canadian exhibitors was 4.8.

**b) Exhibitors from the U.S. were less satisfied than were Canadians**

Respondents based in the United States gave the Trade Fair a mean rating of 4.3. Ratings from organizations based in the western United States were higher than those provided by organizations based in the mid-west and eastern states.

**c) Exhibitors from outside North America were also less satisfied**

Respondents from organizations based outside of North America gave the Trade Fair its lowest ratings. Respondents from these regions gave the Trade Fair an mean rating of 3.7, with 25% of the sample rating the Trade Fair as poor (circled 1 on the 7-point scale).

**d) Contractors and technical services organizations rated the Trade Fair more positively**

Respondents from contractor and technical services organizations gave the Trade Fair a relatively high mean rating of 5.6 out of 7. Of the private sector exhibitors, manufacturers gave the Trade Fair its lowest rating, a mean of 4.3. The mean ratings for consulting and professional services firms and distributors were also lower.

Overall, the ratings provided by private sector respondents were the same as those made by government respondents, as each group gave the trade fair a rating of 4.5.

**e) Organizations that will be exhibiting at major international, multi-disciplinary environmental Trade Fairs gave the GLOBE '92 Trade Fair a low rating**

Some 18 organizations in our sample indicated that they will be exhibiting at major international, multi-disciplinary environmental Trade Fairs such as EnviTech, EcoTech, and EcoWorld. Respondents from these organizations gave the Trade Fair a mean rating of only 3.5.

**f) Respondents funded by WED rated the Trade Fair higher than those not funded**

A total of 30 exhibitors indicated that their organization had received financial assistance from Western Economic Diversification Canada (WED) to exhibit at the GLOBE '92 Trade Fair. Respondents from these organizations gave the Trade Fair a mean rating of 4.9.

**g) Conference attendees gave higher ratings than non-attendees**

Some 30 respondents indicated that they attended the Conference portion of GLOBE '92. Respondents in this category gave the Trade Fair a mean rating of 5.1 out of 7. Non-Conference attendees gave the Trade Fair a rating of 4.4.

We also conducted follow-up interviews with 10 exhibitors. The main comment of this group was that GLOBE '92 was significantly smaller in scale compared to GLOBE '90. They said this was due to the economic recession as well as increased competition from other Trade Fairs. Only one respondent attributed the reduction in scale to the inability of GLOBE '92 organizers to sell the event to potential visitors and exhibitors.

## F. Client satisfaction: visitors (#5)

In this section we report the findings on the issue of client satisfaction from the telephone survey of 148 visitors to the Trade Fair.

### 1. What were the objectives of visitors in attending the Trade Fair?

We asked Trade Fair visitors to state their primary reason for attending the GLOBE '92 Trade Fair. **Only 8% of respondents said their objective was to purchase environmental products/services.** This is surprising given that the majority of those surveyed were registered Buying Influence Persons (BIPs). Their responses are summarized in Exhibit VI-10.

#### Exhibit VI-10

#### Visitors' primary reasons for attending the GLOBE '92 Trade Fair

Objective	Per cent
Purchase environmental products/services	8
Learn about state-of-the-art environmental technologies	68
Identify new environmental industry firms	23
Establish strategic alliances	16
Identify investment opportunities	9
Generally observe what is on the market	50
Other	43

Respondents who cited "other" objectives for attending the GLOBE '92 Trade Fair were primarily interested in potentially exhibiting at GLOBE, conducting market research on specific technologies or equipment, or hoping to identify potential clients.

### 2. Environmental sectors of interest

We asked respondents to indicate the environmental sectors in which they were interested in making purchases prior to attending GLOBE '92. Just under 50% of respondents said that they were not interested in making any kind of environmental purchase. The responses for the remainder are summarized in Exhibit VI-11.

**Exhibit VI-11****Environmental sectors in which Trade Fair visitors were interested in making purchases prior to attending GLOBE '92**

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<u>Environmental sector</u>	<u>Per cent</u>
Water supply	34
Wastewater treatment	36
Solid waste management	32
Recycling	20
Air management	28
Noise abatement	10
Hazardous materials	30
Land management	12
Information systems	8
Other	52

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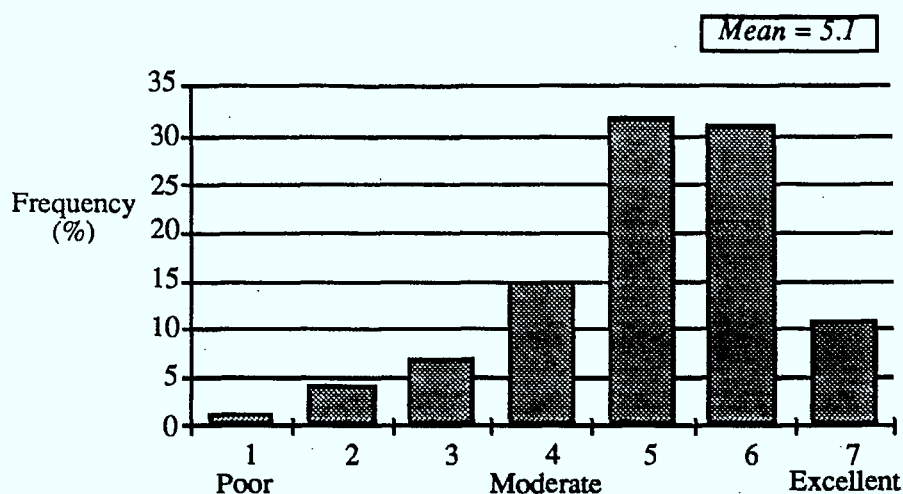
The main products/services within the "other" category were oil spill clean-up equipment, site remediation services and laboratory services.

We asked Trade Fair visitors to indicate their level of satisfaction with the types of products/services they saw in the exhibits at the Trade Fair. The mean rating on the 1 to 7 scales was 4.9.

**3. Overall satisfaction of visitors with the Trade Fair**

Trade fair visitors were asked to provide their overall rating of the GLOBE '92 Trade Fair, using a 1 to 7 scale, where 1 is "poor" and 7 is "excellent." The overall rating was 5.1. Only 4% of respondents gave the Trade Fair a low rating (circled 1 or 2 on the scale), while 42% gave the Trade Fair a high rating (circled 6 or 7). The results are summarized in Exhibit VI-12.

**Exhibit VI-12**  
**Overall ratings of visitors of the Trade Fair**



**G. Client satisfaction: Conference delegates (#6)**

We asked respondents to the Conference delegate survey whether they attended the Trade Fair and, if so, their reasons for attending and their level of satisfaction with it. About 80% of Conference delegates said that they also attended the Trade Fair.

**1. Reasons of Conference delegates for attending the Trade Fair**

Conference delegates were asked to identify their **primary** reason for attending the GLOBE '92 Trade Fair. The results are presented in Exhibit VI-13. The table indicates that the main reason, given by about one-half of delegates, was general in nature, i.e., to look at what is on the market.

**Exhibit VI-13**  
**Delegates' primary reasons for attending the GLOBE '92 Trade Fair**

Reason for Attending	Per cent
To purchase environmental products/services	7
To learn about state-of-the-art environment technologies	39
To establish strategic alliances/partnerships with exhibitor firms	19
To identify new environment industry firms	18
To generally observe what is on the market	53

Other reasons given by delegates were to "see what's going on in the industry," "network with exhibitors and visitors," "to view their own exhibits," "to assess competitive offerings," or, "to meet with prospective employers."

## **2. Overall satisfaction with the Trade Fair**

Overall, Conference delegates gave the Trade Fair a mean rating of 5.0 out of 7, which is very similar to the rating of Trade Fair visitors (5.1).

There were some variations in the mean ratings, which are as follows:

- ▶ Respondents representing ENGOs gave the Trade Fair a lower rating of 3.6.
- ▶ Respondents from British Columbia gave the Trade Fair a mean rating of 5.0, compared to 5.3 for Western Canadian respondents and 4.7 for Eastern Canadian respondents.
- ▶ American respondents gave the Trade Fair a mean rating of 5.0, while Western European respondents gave it a rating of 4.6. Japanese respondents gave the Trade Fair a rating of 4.0 while other Asian respondents gave it a higher rating of 5.1.
- ▶ Those respondents that attended the GLOBE '90 Trade Fair gave the GLOBE '92 Trade Fair a lower rating than those that did not attend the GLOBE '90 Trade Fair (mean rating of 4.8 versus 5.5, respectively).

## **H. Will exhibitors and visitors return to GLOBE in 1994? (#7)**

### **1. Exhibitors**

We asked respondents to indicate the likelihood of their organization returning to exhibit at GLOBE '94, using a 1 to 7 scale, where 1 is "very unlikely" and 7 is "very likely." Overall, only 26% of respondents indicated that it was likely that they would return (circled 6 or 7), while 26% indicated that they would be unlikely to return (1 or 2). The mean rating was only 4.1 out of 7.

**Exhibit VI-14****Will exhibitors return to GLOBE '94?**

	Very unlikely			Neutral			Very likely	Mean rating
	1	2	3	4	5	6	7	
Per cent	11.9	14.5	8.3	22.3	16.6	16.1	10.4	4.1

There were some variations in these overall ratings, which are as follows.

**a) Respondents from British Columbia and the Prairies are more likely to return**

Respondents from British Columbia and Western Canada are more likely to exhibit at GLOBE '94 compared with exhibitors from other regions. About 30% of exhibitors from B.C. and 40% of exhibitors from the Prairies said that they would be likely to return to GLOBE '94 (circled 6 or 7). By comparison, only 14% of respondents from organizations based in Eastern Canada indicated they would be likely to return.

Some 30% of respondents from the United States indicated that they would be likely to return to GLOBE '94.

Respondents from organizations based in Europe or Asia are least likely to return to GLOBE '94. Only 19% of respondents from these regions indicated that they would be likely to return, while 43% indicated that they would be unlikely to return.

**b) Contractors and technical service firms are likely to return**

Within the private sector, contractors and technical service firms are more likely to return for GLOBE '94, as 64% circled 6 or 7 on the scale. Respondents from the manufacturing sector are significantly less likely to return, with only 25% of respondents indicating that they will be likely to return. Overall, 28% of private sector organizations indicated that they will be likely to return.

Interestingly, only 18% of government agencies indicated they will be likely to return (a mean rating of 4.0).

**c) Organizations that are planning to exhibit at international, multi-disciplinary environmental trade fairs are unlikely to return**

Only 15% of the exhibitors that are planning to exhibit at international, multi-disciplinary environmental trade fairs are likely will return to GLOBE '94, while 54% indicated that they likely would not return. In particular, a number of exhibitors said they were planning to go to Envitech '92 in Germany in May 1992 and anticipated much better attendance and more interested buyers than at GLOBE.

Respondents planning to exhibit at trade fairs with a narrower geographic and environmental sector focus, such as HazTech, HazMat, or Aqua, were more positive, as 32% stated that they would likely return.

**d) Exhibitors receiving funding from WED are slightly more likely to return**

Of companies receiving financial assistance from WED to exhibit at GLOBE '92, 32% indicated that they will likely exhibit at GLOBE '94 while 29% indicated that they are unlikely to return. The mean rating was 4.2. These results are slightly more positive compared with the overall sample.

## **2. Visitors**

**Visitors to the Trade Fair are more likely than exhibitors to return to GLOBE '94.** As shown in Exhibit VI-15, 86% of visitors said that they would be somewhat or very likely to attend the GLOBE '94 Trade Fair, while only 14% said that they would be somewhat unlikely or very unlikely to attend.

### **Exhibit VI-15**

#### **Will Trade Fair visitors return to GLOBE '94?**

<b>Response</b>	<b>Per cent</b>
Very likely to attend	53.1
Somewhat likely	32.9
Somewhat unlikely	6.3
Very unlikely	7.7
Total	100.0

## I. Sales generated by the Trade Fair (#8)

We asked exhibitors to estimate the value of sales generated at the GLOBE '92 Trade Fair and the expected sales over the next 12 months. A summary of on-site sales and sales expected within the next 12 months is presented in Exhibit VI-16.

### Exhibit VI-16

#### On-site sales and sales expected within the next 12 months resulting from GLOBE '92

	Number of Respondents	Sales On-site	Sales Expected	Total
Canadian-based firms	27	\$54,500	\$22,321,000	\$22,375,500
United States-based firms	18	1,800	6,375,000	6,376,800
Firms not based in Canada or USA	4	110	270,000	270,110
Unclassified firms	6	5,000	474,000	479,000
Total	55	\$61,410	\$29,440,000	\$29,501,410

*Note: "Unclassified firms" did not indicate their headquarters location.*

A total of 123 firms out of the sample of 210 indicated that they had an objective of generating sales at the Trade Fair.

Of this total of 123 firms, 55 responded to the sales question, representing about one-third of the private sector firms in our sample. Those exhibitors who did not provide any sales data may have done so for a number of reasons, such as:

- ▶ They did not want to disclose this sensitive information.
- ▶ They were unable to estimate sales on site and/or forecast sales.

Of the 55 respondents, 11 exhibitors indicated that they had made sales on-site. **The total on-site sales were \$61,410.** The value of these sales ranged from \$110 to \$20,000, with an average sale of \$5,583. These results indicate that generally little business is concluded on the Trade Fair floor.

We also asked exhibitors to estimate the value of sales that they expect to generate over the next 12 months. It is important to note that these results should be treated with caution, since they are estimates only. More precise information could be collected by a follow-up survey, say, six months following GLOBE.

**Respondents expect to generate over \$29 million in sales over the next 12 months.** Sales estimates range from \$2,000 to \$10 million, with a mean of \$535,000. However, three exhibitors accounted for \$18 million of the total of \$29 million; if these three exhibitors are excluded, the mean drops to \$220,000. Over 75% of total sales are anticipated by Canadian-based firms.

We asked respondents to indicate the distribution of sales by geographic region. The majority of sales will be made in Canada by Canadian-based firms. Canadian-based firms expect to generate \$14.4 million in sales within Canada, \$6.4 million in the United States, and \$1.6 million in other parts of the world. The distribution of total sales expected within the next 12 months is shown in Exhibit VI-17.

**Exhibit VI-17**  
**Distribution of sales by geographic region**

	Respondents	Canada	United States	Other
Canadian-based firms	27	\$14,385,700	\$6,391,500	\$1,598,300
United States-based firms	18	1,885,335	3,704,465	787,000
Firms not based in Canada or USA	4	109,533	109,555	51,022
Unclassified firms	6	418,600	60,000	400
Total	55	\$16,799,168	\$10,265,520	\$2,436,722

*Note: "Unclassified firms" did not indicate their headquarters location.*

It is difficult to arrive at a conclusion regarding the success of the Trade Fair in generating sales for exhibitors, particularly since no targets were set for GLOBE. While little business appears to be generated on site, this is not necessarily "bad," given that some of the products being sold are expensive and would likely require extensive negotiations between buyer and seller over a long time period (i.e., following the event). The major implication is that the planning of future GLOBE Trade Fairs should take this finding into consideration, so that exhibitors do not have an advance expectation of making major sales during the week of the event.

In terms of sales to be made following GLOBE, those exhibitors who provided data appear to expect that GLOBE will have a significant impact. However, many exhibitors declined to respond to the sales question on the questionnaire and thus we cannot say that these partial results are generalizable to the population. In addition, as we reported earlier in section E, only 22% of exhibitors stated that GLOBE had helped them to generate sales, and the mean satisfaction rating was 4.2 out of 7. Also, exhibitors were not satisfied with the number of visitors to the Trade Fair, which would have reduced the opportunity for sales to be made. In

addition, as we will discuss later, only a small percentage of visitors to the Trade Fair had an objective of purchasing environmental products and services. Finally, some of the exhibitors at GLOBE '90 who decided not to return to GLOBE '92 stated that a major reason was due to their lack of sales at GLOBE '90.

A follow-up survey of exhibitors is required in order to gather further information on this issue and to find out what has actually happened in the months following GLOBE.

## **J. Joint ventures generated by the Trade Fair (# 9)**

As we saw earlier, overall, exhibitors were moderately satisfied with the impact of the Trade Fair on forming strategic alliances/joint ventures (mean rating of 4.7 out of 7). We also asked exhibitors for quantitative information on the number of strategic alliances/joint ventures that they concluded on site, and whether they made contacts that could lead to arrangements in the future.

We also asked Trade Fair visitors similar questions.

### **1. Exhibitors**

Exhibitors were asked whether, as a result of the Trade Fair, they had made one or more strategic alliances/joint ventures or had made contacts that may lead to future such arrangements. The results are as follows:

- ▶ 17% were successful in concluding one or more strategic alliances or joint venture arrangements at the Trade Fair.
- ▶ 79% indicated that they made contacts that may lead to future strategic alliances or joint ventures.

We asked exhibitors what changes should be made to the GLOBE '92 Trade Fair to better establish strategic alliances and joint ventures. Fifty-three exhibitors responded to this question. Their main comments included the following:

- ▶ **Increase the interaction between the Conference and the Trade Fair.** Some of the comments were: "hold the two events at the same location," "provide Trade Fair exhibitors with access to the Conference sessions," and, "eliminate the overlap in schedules between the two events."
- ▶ **Improve the Business Contacts Centre.** Some of the comments were: "improve the matching service," "release the buying influence person (BIP) database to exhibitors in advance," and, "provide other services."
- ▶ **Attract more buyers and increase Trade Fair traffic.** Some of the comments were: "attract more international buyers," "increase promotion,"

“lower gate costs,” “attract more media attention,” and, “market to the private sector.”

## **2. Visitors**

Just under one-half of visitors who responded to the survey said that one of their objectives for attending the Trade Fair was to form strategic alliances or joint ventures.<sup>1</sup> Less than 2% said that they made no alliances at the Trade Fair, while 16% said that they did. The remainder, 82%, indicated that they made contacts that may lead to future strategic alliances or joint ventures.

We also asked visitors how the GLOBE '94 Trade Fair could better establish strategic alliances or joint ventures. Some 17 respondents indicated that the Trade Fair was fine as it was, however, the most common suggestions for improvement were as follows:

- ▶ **Improve, expand and better promote the Business Contact Centre (n=8).**
- ▶ **Reduce the number of government exhibits and increase the number of private sector exhibits (n=6).**
- ▶ **Improve the level of international representation (n=4).**
- ▶ **Have more “new technology” exhibits and fewer consultant exhibits (n=4).**
- ▶ **Provide better advance information on exhibitors (n=3).**
- ▶ **Group together similar products/services on the Trade Fair floor (n=2).**

In summary, it appears that the Trade Fair may have been slightly more successful in generating joint ventures than in producing sales. Exhibitors reported a mean satisfaction rating of 4.7 out of 7 for the Trade Fair's effect on joint ventures (compared with 4.2 for the sales objective). In addition, most exhibitors (78%) stated that they had made contacts that may lead to future joint ventures.

## **K. Effectiveness of the Business Contacts Centre (#10)**

One of the main additions to GLOBE '92 was the Business Contacts Centre. As described earlier, we investigated a number of specific issues, ranging from the overall success of the centre to ways of improving the services in the future.

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<sup>1</sup>*This figure is higher than the number reported in Exhibit VI-10, since the question in that table asked visitors to state their main objective for attending the Trade Fair.*

## **1. Results of the file review**

GLOBE organizers provided the following data on the various programs of the Business Contacts Centre:

- ▶ Business Contacts Centre:
  - 400+ participant enquiries.
  - 7,000+ matches made.
- ▶ Reverse Trade Fair:
  - 17 presentations.
  - 540 attendees.
- ▶ Product/Technical Demonstrations:
  - 11 presentations.
  - 250 attendees.

## **2. Survey of exhibitors**

About 83% of the exhibitors that responded to our survey indicated that they were aware of the Business Contacts Centre (BCC). This high level of awareness resulted from the fact that each exhibiting organization was asked to register with the BCC.

Of this group who were aware of the BCC, only about 46% actually used its services.

We then asked exhibitors to rate the services offered by the BCC on a scale of 1 to 7, where 1 is "very dissatisfied," and 7 is "very satisfied." The results are shown in Exhibit VI-17.

Overall, exhibitors were moderately satisfied with the five BCC services, as the mean ratings varied between 3.9-4.7 out of 7.

The service that received the highest rating were the executive services, with a mean rating of 4.7.

**Exhibit VI-17****Exhibitors' satisfaction with services offered by the Business Contacts Centre**

Services Offered by BCC	Dissatisfied (1-2)	Neutral (3-5)	Satisfied (6-7)	Mean Rating	No. of respondents
Matching service	27	49	23	3.9	73
Reverse Trade Fair	13	68	19	4.3	63
Product/technology demonstrations	6	86	8	4.1	49
Site visits	5	87	8	4.1	39
Executive services	9	59	33	4.7	58

The computer matching service was the most widely used service provided by the BCC. About 83% of respondents (i.e., 73 out of 88) who used the BCC indicated that they used the computer matching service. While the computer matching service was the most popular service, it received the lowest satisfaction rating, 3.9 out of 7.

We received several comments concerning the effectiveness of the matching service and how it could be improved. Several respondents indicated that they felt the matching service was a good idea, however its effectiveness was impaired by the difficulty of contacting Trade Fair visitors with whom they had been matched. Exhibitors made the following suggestions:

- ▶ Provide exhibitors with a database of buying influence persons (BIPs) prior to the start of the Trade Fair.
- ▶ Increase pre-show publicity so exhibitors and buyers are much more aware of the service.
- ▶ Develop a method of ensuring that participants keep their appointments.
- ▶ Tie the registration and Business Contacts Centre computers into a common database and network. Many inquiries were worthless because identification was only by badge number without names and addresses.

### **3. Follow-up interviews with exhibitors**

Our analysis of the written questionnaires from exhibitors indicated that the level of usage of the BCC could have been increased. Our telephone follow-up interviews identified several reasons for this lack of use:

- ▶ Small organizations had limited manpower available at the Trade Fair site and did not have time to visit the BCC.

- ▶ Many exhibitors were unaware of the executive services available through the BCC and had either brought their own equipment or arranged to have services provided through their hotel prior to the event.
- ▶ Many exhibitors attended GLOBE '92 with the sole objective of promoting their organization's products or services and did not have the objective of identifying specific contacts or leads. Therefore, these exhibitors had no need to use the computer matching service provided by the BCC.
- ▶ Some exhibitors made appointments and set up contacts with target contacts or leads prior to the event.
- ▶ Some exhibitors had meeting space provided within their display area.

We also asked exhibitors if they would be willing to pay for the services offered by the BCC. None of the exhibitors that we interviewed were interested in paying for BCC services. The reasons provided include:

- ▶ Many organizations do not need the services.
- ▶ Other arrangements made at GLOBE '92, such as fax and secretarial services provided through a hotel, were satisfactory.
- ▶ The computer matching service must be improved to provide more useful matches.

#### **4. Survey of visitors**

We also asked visitors to the Trade Fair for their views on the Business Contacts Centre.

About 80% of visitors indicated they were aware of the Business Contact Centre (BCC). The high awareness of the BCC within our sample reflects the fact that the majority of our interview candidates were selected from the BCC's buying influence persons database. These people indicated that they were first made aware of the BCC through direct mail or printed material and to a lesser extent as a result of seeing the BCC on the Trade Fair floor.

Although the level of awareness was high, only 40% of visitors said that they actually used the programs offered by the BCC. Just under 60% of respondents registered with the BCC prior to attending the Trade Fair.

We asked respondents to rate those BCC programs that they used. The results are shown in Exhibit VI-18. **Overall, visitors rated the BCC services more positively than did exhibitors.**

Executive services were rated the highest, followed closely by the matching service. The matching service was used by the greatest number of respondents (72% of total visitors that used BCC programs).

**Exhibit VI-18**  
**Visitors' ratings of the Business Contact Centre**

BCC service	Low Rating (1-2)	Moderate Rating (3-5)	High Rating (6-7)	Total	Mean rating	Number of respondents
Matching Service	6	29	65	100%	5.6	34
Reverse Trade Fair	0	73	27	100%	5.2	11
Product/Technology Demonstration Seminars	0	67	33	100%	5.1	9
Executive Services	0	25	75	100%	6.0	16
Site Visits Program	—	—	—	100%	—	0

We also asked Trade Fair visitor respondents to rate the importance of each of the BCC programs that they used. Again, executive services were rated as being most important followed by the matching service. A breakdown of the importance ratings for each of the BCC programs is provided in Exhibit VI-19.

**Exhibit VI-19**  
**Visitor ratings of the Importance of BCC programs**

BCC program	Low Rating (1-2)	Moderate Rating (3-5)	High Rating (6-7)	Total	Mean rating	Number of respondents
Matching Service	3%	16%	82%	100%	6.3	32
Reverse Trade Fair	8	15	77	100%	6.0	13
Product/Technology Demonstration Seminars	0	22	78	100%	6.0	9
Executive Services	0	17	83	100%	6.4	18
Site Visits Program	—	—	—	100%	—	0

We also asked visitors who made strategic alliances or joint venture contacts at GLOBE '92 whether the BCC contributed to the establishment of these contacts. About 38% of respondents said that the BCC had helped them (circled 6 or 7), while 27% said that it did not (circled 1 or 2). The mean rating was 4.3.

We also asked visitors how the BCC could be improved. The main comments were as follows:

- ▶ There should be better access to telephones and fax machines as well as secretarial services.
- ▶ The BCC should be easier to locate and that more interaction should be encouraged with speakers at the reverse Trade Fair.
- ▶ There should be more social functions or at least more opportunities for informal interaction with other visitors and exhibitors.

Finally, in our follow-up interviews with visitors, we asked them if they would be willing to pay for the services provided by the BCC. We found that visitors would not likely pay more than a nominal amount to use the BCC. Only 23% of our sample used the matching service, the most popular service provided by the BCC. We would expect that a survey of the entire population of Trade Fair visitors would yield even a lower level of use, since our sample was weighted towards individuals who were registered with the BCC. Given that the BCC services were free (except for site visits), we would expect that usage would decline if charges were introduced.

While those who used the BCC gave it satisfactory ratings, they would only be prepared to pay for services if the services were greatly improved. For example, some cited dissatisfaction with the matching program because they were only given a series of code numbers (no individual contact person, telephone number or address). Perhaps visitors would be willing to pay for fax, photocopying and meeting room services, but the cost of administering the collection of money might be more than the revenue that would be received.

## **5. Views of organizers and experts**

Our interviews with Trade Fair organizers made a number of comments concerning the Business Contacts Centre. We also provide our own suggestions on how to take better advantage of this concept in 1994. The main suggestion are as follows:

- ▶ **The Trade Fair could provide, on a fee for service basis, a pre-event service to match exhibitors with specific buyers.**

Such a service was provided by one or two independent companies for the GLOBE '92 event and those exhibitors that used the service rated it highly. These same exhibitors also rated the GLOBE Trade Fair highly as a result.

- ▶ **Provide a pre-event workshop to exhibitors on how to maximize the Trade Fair experience.**

A number of interviewees commented that the exhibitors did not seem to understand how to conduct themselves at a Trade Fair and how to "work their booths." For example, we frequently observed exhibitors just sitting at their stalls instead of greeting people in the corridors.

- ▶ **Improve the promotion for the technology demonstrations and reverse Trade Fair.**

- ▶ **Reduce the line-ups for the matching service.**

We observed that there were often line-ups of people waiting to use the matching service. This program could be streamlined by limiting the amount of time that each person was allowed to spend with the liaison officer (some individuals spent over an hour with a liaison officer) or by simply increasing the number of liaison officers.

- ▶ **Improve the signage on the floor, particularly the booth numbers and directions to the BCC.**

Our overall views on the effectiveness of the BCC are as follows:

- ▶ Exhibitors were less satisfied with the BCC compared with visitors. However, after considering all the evidence, we believe that the BCC is a good concept that should be improved for GLOBE '94.
- ▶ A wide variety of suggestions were offered to GLOBE organizers on ways to improve the BCC. These include the following:
  - Increase the level of pre-show publicity in order to attract more users.
  - Provide exhibitors with a database of BIP's prior to the start of the Trade Fair.
  - Improve the matching service by providing better information on visitors.
  - Implement a pre-event service, on a fee-for-service basis, to match exhibitors with specific buyers.

## **L. Impact of the Trade Fair on knowledge of government activities (#11)**

This issue was addressed via the survey of Trade Fair visitors.

We asked visitors to rate their knowledge of government activities in support of sustainable development before and after attending GLOBE '92. They responded on a 1-7 scale, with 1 referring to "very low knowledge" and 7 indicating "very high knowledge."

Visitors provided a mean rating of 4.3 before attending GLOBE '92 and 5.2 afterwards. Just under 30% said they had a strong knowledge of government environmental activities prior to GLOBE '92, while 48% said they had a strong knowledge after attending GLOBE '92.

These results indicate that Trade Fair visitors took the time to tour the government exhibits on the floor.

**M. How does the GLOBE '92 Trade Fair compare with other environmental shows? (#12)**

**1. GLOBE '92 Trade Fair exhibit costs were slightly higher than other Trade Fairs**

We compiled comparative data on 12 environmental Trade Fairs that could potentially be viewed as competitors to GLOBE. This comparison revealed the following:

- ▶ The most comparable shows generally ran for three days, in comparison to four days for GLOBE '92.
- ▶ GLOBE '92 exhibit costs were similar to those of well-established Trade Fairs, although somewhat higher than Trade Fairs that had only been run once or twice.
- ▶ GLOBE '92 Trade Fair visitor admission costs were higher than average.

A detailed comparison between GLOBE '92 and the 12 Trade Fairs we reviewed is provided in Exhibit VI-20.

It is relevant to note that the two most comparable multi-disciplinary environmental conferences and Trade Fairs held in North America, Environmental Technology Expo and Conference (ETE) in Chicago and ETEX in Las Vegas, have both been cancelled, after being held twice. While ETEX was apparently not financially successful, ETE was profitable (however, not as profitable as other shows put on by the organization). ETE attracted a substantial number of visitors because it was held during Manufacturing Week at the same time and location as other shows, such as the National Plant and Engineering show.

The ETE Conference was helped by the fact that it was organized by Pollution Engineering magazine and held in conjunction with the National Registry of Environmental Professionals. Its focus was on the certification of technical plant managers who face potential jail terms if their operations are not in compliance with the law.

The ETE Trade Fair contained show cases for analytical instruments, computer software, and other growth sectors. Exhibitors in these sectors were grouped together in a special showcase area. Large companies often refused to be located near their competitors on the Trade Fair floor.

When asked about the success of multi-disciplinary events, the ETE organizers were quite positive, and said that the visitors preferred it and that it is the wave of the future. They indicated that the Air and Waste Management Association had broadened their name from the Air Pollution Control Association, and that the Water Pollution Control Federation had recently broadened its name to become the Water Environment Federation.

# Exhibit VI-20

## GLOBE '92 Trade Fair compared with other environmental events

Event	Location	Date	Exhibit Cost C\$ per sq.m.	Days	Hours	Number of Exhibitors	Visitor Admission	Visitors Expected
GLOBE '92	Vancouver, BC	March 16-19	\$256	Mo-Th (4)	13:00-18:00 Mo 10:00-18:00 Tu-We 08:00-15:00 Th	450	\$25 daily \$50 for 4 days	13,000
Toronto Environmental Trade Show & Conference	Toronto, ON	June 2-3	\$156	Tu-We (2)	10:00-17:00 daily	120	\$10 daily	3,800
Calgary Environmental Trade Show & Conference	Calgary, AB	October 20-21	\$156	Tu-We (2)	10:00-17:00 daily	110	\$10 daily	3,100
Environmental Technology Expo and Conference	Chicago, IL	April 8-11	\$292	Mo-Th (4)				
ETEX-Trade Fair & Conference	Las Vegas, NV	April 10-12	\$257	Tu-Th (3)	11:30-18:00 Tu 10:00-18:00 We 10:00-16:00 Th	100	\$29 daily	2,500
Ecotech Rio-92	Rio de Janeiro, Brazil	June 1-12	\$318	Mo-Fr (12)	08:30-20:00 daily	n/a	n/a	n/a
EcoBrasil '92	Sao Paulo, Brazil	June 6-11	\$269	Mo-Sa (6)	14:00-22:00 Sa-We 09:00-15:00 Th	n/a	n/a	n/a
Envitech '92	Dusseldorf, Germany	May 25-29	\$189	Mo-Fr (5)	09:00-18:00 daily	1000	\$19 daily	55,000
Eco World '92	Washington, DC	June 15-17	\$204	Mo-We (3)	09:30-17:00 Mo-Tu 09:30-14:00 We	100	\$23 for 3 days	6,000
American Waste Water Association (AWWA)	Vancouver, BC	June 18-22	\$266 (a) \$395 (b)	Th-Sa (3)	09:00-17:00 daily	500	\$90 (a) \$105 (b)	10,000
Aqua '92 National Water Show & Conference	Vancouver, BC	Sept. 9-11	\$167	We-Fr (3)	10:00-18:00 We-Th 10:00-15:00 Fr	n/a	\$10	9,000
Water Environment Federation	New Orleans, LA	Sept. 20-23	\$218 (a) \$272 (b)	Su-We (4)	13:00-17:00 Su 09:30-16:30 Mo-We	n/a	n/a	7,800
Waste Equipment & Recycling Expo '92	Rosemont, IL	October 6-8	\$204	Tu-Th (3)	10:00-17:00 Tu-We 10:00-15:00 Th	160	\$28 for 3 days	3,700

### Notes:

All figures expressed in Canadian \$.

(a) Members

(b) Non-members

## **N. Why did some exhibitors at GLOBE '90 not return to GLOBE '92? (#13)**

We interviewed 25 exhibitors who had exhibited at GLOBE '90 but did not exhibit at GLOBE '92.

### **1. GLOBE '90 exhibitor experience with trade fairs in general**

The average respondent exhibited at eight trade fairs annually. About 70% of respondents said that they will attend environmental trade fairs in 1992 and 1993, and about 40% said they would attend industry-specific trade fairs. We also asked respondents to describe the geographic scope of trade fairs at which they typically exhibit. Their responses indicate that they are mainly interested in large-scale events:

Local trade fairs	13%
Regional trade fairs	0%
National	40%
International	61%.

### **2. GLOBE '90 exhibitor satisfaction in achieving objectives at GLOBE '90**

We asked GLOBE '90 exhibitors to indicate their objectives for exhibiting at trade fairs in general. Their responses are summarized as follows:

To generate sales for environmental products/services	80%
To promote a product/service	92%
To develop contacts/leads with buyers	76%
To improve the organization's public image/profile	20%
To form strategic alliances/joint ventures	76%
To raise financing	4%

We also asked how satisfied they were in achieving these objectives at GLOBE '90. Their ratings are presented in Exhibit VI-21.

**Exhibit VI-21****GLOBE '90 exhibitors' satisfaction in achieving objectives at GLOBE '90**

Objective	Low Satisfaction (1-2)	Moderate Satisfaction (3-5)	High Satisfaction (6-7)	Mean Rating	Number of Respondents
Generate sales for env. products/services	37%	42%	21%	3.1	19
Promote a product/service	14	63	23	4.2	22
Promote contacts/leads with buyers	33	45	22	3.3	18
Improve public image/profile	0	50	50	5.5	4
Form strategic alliances/joint ventures	28	50	22	3.4	18
Raise financing	0	0	100	6.0	1

**3. GLOBE '90 exhibitors' ratings of the GLOBE '90 Trade Fair**

Respondents gave the GLOBE '90 Trade Fair an average rating of 4.0 out of 7. About 21% of the respondents said that the Trade Fair was poor, while an equal percentage said that the Trade Fair was very good.

When asked why they did not exhibit at GLOBE '92, the most frequent responses were as follows:

- ▶ **They did not achieve sufficient sales (n=7).**
- ▶ **The scope of the Trade Fair was too broad (n=5).**
- ▶ **The attendance was too low (n=4).**
- ▶ **GLOBE does not attract its target market (n=4).**

Others cited conflicts with other events and activities or that they did not secure a sufficient number of business ventures or contacts/leads. A number of people made the comment that the GLOBE '90 Trade Fair appeared to be geared toward expanding knowledge as opposed to generating sales. Interestingly, only 15% of respondents said that the recession had an impact on their decision not to exhibit at the GLOBE '92 Trade Fair.

We asked what changes GLOBE could make to increase the likelihood of respondents exhibiting at the GLOBE '94 Trade Fair. A few people said that GLOBE should reduce the cost, attract more technically-oriented visitors and be more industry-specific. Individual suggestions were that the event should be better promoted locally, that the fair needs more focused exhibits, and that it needs to be more commercially-oriented.

About 20% of respondents said they would be likely or very likely to exhibit at GLOBE '94. Those respondents who said they were unlikely to exhibit at GLOBE '94 cited many of the reasons noted earlier in this chapter. One person mentioned that they highly favoured exhibiting at Canadian trade fairs, but that GLOBE would have to adopt a much more action-oriented and commercial format to bring them back on board. Another respondent said that they realized that GLOBE '90 was a first-time event and therefore their expectations may have been too high. They indicated that if GLOBE can demonstrate considerable progress at the '92 Trade Fair, they could be persuaded to attend GLOBE '94.

## **O. Why did some visitors to GLOBE '90 not return to GLOBE '92? (#14)**

We interviewed 24 Trade Fair visitors who visited the Trade Fair at GLOBE '90 but not at GLOBE '92. Our sample was selected from the GLOBE '90 Trade Fair registration database.

### **1. GLOBE '90 Trade Fair visitors' experience with trade fairs**

On average, the individuals we interviewed attend about three trade fairs annually. About 50% of the respondents said that they attend environmental sector trade fairs, while 75% attend industry specific trade fairs. The geographic scope of the trade fairs they typically attend is as follows:

Local	46%
Regional	42%
National	63%
International	38%.

These respondents appear to favour national trade fairs with an industry focus. By comparison, the GLOBE '90 Trade Fair exhibitors tended to favour environmental sector trade fairs with an international focus.

### **2. GLOBE '90 Trade Fair visitor objectives for attending GLOBE '90**

We asked GLOBE '90 Trade Fair visitors what their objectives were for attending the event. Almost all respondents (92%) wanted to generally observe what the exhibitors had to offer, while a significant portion (67%) wanted to learn about state-of-the-art environmental technologies. Their responses are summarized in Exhibit VI-22.

**Exhibit VI-22****Former Trade Fair visitors' objectives for attending the GLOBE '90 Trade Fair**

Objective	Per cent
Purchase environmental products/services	4
Learn about state-of-the-art environmental technologies	67
Identify new environmental industry firms	60
Establish strategic alliances	13
Identify investment opportunities	25
Generally observe what is on the market	92
Other	33

We asked Trade Fair visitors what their level of satisfaction was with the types of products/services they saw in the GLOBE '90 exhibits. Respondents provided an average rating of 4.1 out of 7.

When we asked respondents how the Trade Fair could be improved for GLOBE '94 the most frequent response was that GLOBE must be more focused and emphasize practical applications. They stated that it should be less policy-oriented and more commercially oriented, and also present more state-of-the-art technologies.

We asked respondents why they did not attend GLOBE '92. Their most frequent response was that suppliers of interest to them were not there. This suggests that the Trade Fair is not attracting key exhibitors. Their responses are summarized in Exhibit VI-23.

About 55% of respondents said that the recession had no impact on their decision to attend.

We asked respondents what changes GLOBE could make to increase the likelihood of them attending the GLOBE '94 Trade Fair. Their responses were very similar to those expressed by the GLOBE '92 Trade Fair exhibitors. About 25% of the respondents said that they would be somewhat or very unlikely to attend while the remainder said they would not.

**Exhibit VI-23****Reasons why former Trade Fair visitors did not attend GLOBE '92**

Reasons For Not Attending	Per cent
Too busy with other activities	33
Budget restrictions	25
Entrance fees are prohibitive	13
Timing of the event was inconvenient	17
Targeted suppliers were not there	50
Other Trade Fairs more closely meet their needs	25
Travel and accommodation costs were prohibitive	26

**P. Why did some companies not exhibit at either GLOBE '90 or GLOBE '92 (#15)**

We interviewed 25 environmental companies that did not exhibit at GLOBE '90 or GLOBE '92 but which do exhibit at other environmental trade fairs. Interview candidates were selected from a database of exhibitor prospects maintained by GLOBE staff.

**1. Non-Trade Fair exhibitor experience with Trade Fairs**

On average, respondents exhibit at about six trade fairs annually. However, some respondents exhibit at as many as 30 shows annually.

Just under 70% of respondents typically attend environment-specific trade fairs while about 44% attend industry-specific trade fairs. In terms geographic scope of the trade fairs at which respondents typically exhibit, the frequency of responses are as follows:

Local scope	0%
Regional	25%
National	25%
International	63%.

These results compare closely with those provided by GLOBE '90 exhibitors.

**2. Objectives of non-GLOBE exhibitors for attending trade fairs**

We asked respondents to indicate their objectives for exhibiting at trade fairs in general. Their responses are summarized in Exhibit VI-24.

**Exhibit VI-24****Non-Trade Fair exhibitors' objectives for attending trade fairs**

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Objective for exhibiting	Per cent
To generate sales for environmental products/services	71
To promote a product/service	83
To develop contacts/leads with buyers	88
To improve public image/profile	4
To form strategic alliances/joint ventures	80

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These objectives coincided closely with objectives expressed by GLOBE '90 exhibitors.

We asked respondents if they felt it was an advantage to hold an environmental conference in conjunction with the Trade Fair. About two-thirds of the respondents said yes. However, many felt that a conference would be an advantage only if it was sufficiently focused, if it attracted their target market, and if the conference agenda was closely linked with the products and services on display at the exhibits. Those who disliked the idea said that conferences tend to deal with broad environmental issues and are not specific enough. Others said that environmental conferences don't attract buyers and others stated that their products were so specialized that they would not benefit from a conference.

### **3. Reasons for not exhibiting at the GLOBE '92 Trade Fair**

We asked respondents why they did not exhibit at the GLOBE '92 Trade Fair. A summary of responses is presented in Exhibit VI-25. Some 71% of respondents indicated that GLOBE does not serve their organization's target market. This is an important finding and points to the need for GLOBE organizers to focus on identifying the appropriate Trade Fair visitors to attract in 1994.

Almost 75% of respondents said that the recession had no impact on their decision whether to attend GLOBE '92.

**Exhibit VI-25****Reasons for not exhibiting at GLOBE '92 Trade Fair**

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Reason	Per cent
Too busy with other activities	13
Budget restrictions	21
GLOBE fees are prohibitive	4
Travel and accommodation costs are prohibitive	4
Timing is inconvenient	13
Target markets were not served by GLOBE	71

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We asked respondents what changes GLOBE could make to increase the likelihood of their organization exhibiting at the GLOBE '94 Trade Fair. Several people said that the GLOBE '94 Trade Fair would need more focus to encourage them to attend, while others said that it should be less policy-oriented and more commercial buyer-oriented. A few other people said that the Trade Fair would need to be more industry specific, that the fees would have to be decreased and that their target market must be there.

We also asked respondents if their organization is likely to exhibit at the GLOBE '94 Trade Fair. Just under 40% of respondents said that they would be somewhat or very likely to exhibit. Those respondents not likely to exhibit cited the following reasons:

- ▶ There were too many environmental sectors covered and not enough depth within each sector.
- ▶ There are not enough buyers and too many "policy types."
- ▶ They serve a local/regional market and therefore are not interested in an international event.

GLOBE '94 organizers might be interested to note that one respondent who provides alternative energy equipment indicated that he was planning to band together with 20 other pollution prevention-oriented companies to ensure a sufficient presence of these types of companies at the GLOBE '94 Trade Fair.

**Q. Why did some companies not visit either GLOBE '90 or GLOBE '92? (#16)**

We interviewed 25 individuals who did not visit either the GLOBE '90 or GLOBE '92 Trade Fair. Interview candidates were selected from a database of prospective visitors maintained by GLOBE staff.

## 1. Non-Trade Fair visitors' experience with trade fairs

The average respondent indicated that they attend about three trade fairs annually although some respondents attend up to 20 shows each year. Respondents indicated that about 56% of these are environmental sector specific, while 44% are industry specific. In terms of geographic scope of trade fairs attended, respondents provided the following responses:

Local	16%
Regional	32%
National	20%
International	52%.

These results are similar to views of GLOBE '90 Trade Fair exhibitors.

## 2. Non-Trade Fair visitors reasons for attending trade fairs

We asked respondents to indicate their primary reasons for attending trade fairs. Their responses, which are similar to those for GLOBE '92 and GLOBE '90 visitors, are summarized in Exhibit VI-26.

We asked non-Trade Fair visitors why they did not attend GLOBE '92. Their primary reasons were that they were too busy with other activities and, to a lesser extent, that they had budget restrictions. Their responses are summarized in Exhibit VI-27.

### Exhibit VI-26

#### Non-Trade Fair visitors primary reasons for attending trade fairs

Reason	Per cent
Purchase environmental products/services	0
Learn about state-of-the-art technologies	56
Identify new environment industry firms	28
Establish strategic alliances/partnerships	32
Identify investment opportunities	0
Generally observe what is on the market	56
Other	48

**Exhibit VI-27****Reasons why non-Trade Fair visitors did not attend GLOBE '92**

Reason	Per cent
Not aware of the event	0
Too busy with other activities	52
Budget restrictions	36
Prohibitive entrance fees	0
Inconvenient timing of event	16
Targeted suppliers were not there	0
Other Trade Fairs more closely meet needs	12
Travel and accommodation costs were prohibitive	16

About 56% of respondents said that the recession had no significant impact on their decision not to attend the GLOBE '92 Trade Fair. Respondents said that they would be more likely to attend the GLOBE '92 Trade Fair if it adopted a more commercial format, if it was more focused and if it had more North American exhibitors. About 60% of respondents said that they would be somewhat or very likely to attend GLOBE '94 while the remainder said that it would be unlikely.

**R. Suggestions to improve the Trade Fair (#17)****1. Exhibitors**

We asked exhibitors how the Trade Fair could be improved for GLOBE '94. A considerable number of exhibitors, 128, provided written comments. Their comments are summarized in the following paragraphs.

**a) Hold the Conference and Trade Fair at one location and increase the integration between them**

About 25% of respondents commented that the Conference and the Trade Fair should be held at the same location. Other suggestions were made to increase the degree of integration between the Conference and the Trade Fair:

- ▶ The Conference and the Trade Fair should have non-competing schedules.
- ▶ The technical components of the Conference should be increased.
- ▶ Exhibitors should be given access to the Conference.

About 10% of respondents indicated that admission fees for visitors were too high. Just over 10% of the respondents indicated that more buyers could be attracted through increased international promotion and more media presence on-site.

**b) Make facilities and layout more user friendly**

Several respondents suggested that name tags and booth numbers need to be prominently displayed on each booth. These respondents commented that they spent an inordinate amount of time providing directions for Trade Fair visitors. Many respondents suggested that the floor plan should be arranged by environmental sectors to make it easier for Trade Fair visitors to find their way around the floor and to increase the interaction between exhibitors within each environmental sector.

**c) Reduce costs**

Almost 15% of respondents to this question complained that exhibiting costs for GLOBE '92 are too high. Several of these respondents indicated that costs for exhibiting at GLOBE are significantly higher than similar events held elsewhere in North America.

A significant number of respondents complained about the services provided by Western Display, the company responsible for providing on-site services for exhibitors. These complaints indicated that Western Display's costs were too high and the level of service was inadequate.

**d) Improve timing and scheduling**

Almost 15% of respondents commented that the duration of the fair was too long. Most of these exhibitors suggested that a three-day event would be more appropriate.

Several respondents complained that the daily schedule requires attention. These comments included the following:

- ▶ Trade fair opening hours should be limited to a 5 P.M. closing because 6 P.M. closing is too late.
- ▶ The Trade Fair should not be scheduled during the school spring break in British Columbia because a number of potential clients are unable to attend at this time.
- ▶ The 8 A.M. opening time on the fourth day of the Trade Fair was too early.

**e) Improve access to and preparation for Business Contacts Centre**

We received several comments concerning the Business Contacts Centre, including:

- ▶ Exhibitors should receive a copy of the buying influence persons (BIPs) database prior to the opening of the Trade Fair to allow exhibitors to establish contact with potential clients prior to the show.
- ▶ The matching service should be improved to increase the number of meetings that are generated from computer matches.
- ▶ Several respondents complained that the Business Contacts Centre was somewhat disorganized in the first two days.
- ▶ Some respondents suggested that more pre-show publicity is required for the Business Contacts Centre.

**f) Narrow the scope of the Trade Fair**

Several respondents indicated that the focus of the Trade Fair needs attention. Most of these respondents suggested that the event should focus on individual environmental industry groups rather than on large government pavilions. They also suggested that a more "hands on" approach is required to attract more visitors from industry.

**2. Follow-up Interviews with exhibitors**

Our analysis of the survey of exhibitors indicated that many exhibitors would prefer exhibits to be organized according to environmental sector on the Trade Fair floor, instead of by geographic origin. Many of the exhibitors that we interviewed in the follow-up survey agreed with this idea. However, some respondents noted that certain organizations may be difficult to classify according to a specific environmental sector because they operate in several sectors. Respondents that disagreed with the environmental sector concept commented that the geographic sector breakdown is preferable because it allows small organizations to share costs through the provincial, state or country pavilions.

Key suggestions received during the follow-up interviews for improving the Trade Fair were very similar to the responses from the survey:

- ▶ Hold the Conference and Trade Fair at the same site to integrate the two events.
- ▶ Provide visible guides on the Trade Fair floor to assist visitors in finding exhibits.

- ▶ Avoid scheduling the event during spring break for grade schools in both Canada and the United States to increase attendance.

### **3. Survey of visitors**

We asked Trade Fair visitor respondents how the Trade Fair could be improved for GLOBE '94. The most frequent responses are summarized as follows:

- ▶ The exhibits need to be more focused and provide more technical information (n=17).
- ▶ Similar exhibits should be grouped together (e.g., air, waste, water) (n=17).
- ▶ The floor plan, signage and booth numbering should be improved to allow visitors to better locate exhibitors and visitor services (n=14).
- ▶ There should be fewer government exhibits and more industry exhibits (n=14).
- ▶ More innovative displays are required, especially those that engage and invite participation by visitors (n=9).

Several respondents echoed suggestions made by Trade Fair exhibitors that the Conference should be less overlapping with the Trade Fair, that the Conference and Trade Fair should be held closer together, and that the event may be better held later in the spring or in the summer. Several others suggested that there should be better promotion, particularly in the United States, that there should be better international representation, and that there should be better advance information about exhibitors.

Several people suggested that the event be moved to a more populated area or perhaps be rotated to different cities. Others suggested that there should be more exhibits put on by small businesses or at least displays of interest to small business. Several others suggested that there was less than adequate representation of exhibits dealing with robotics, waste plastics, telecommunications, air quality control, oil spill equipment and pollution prevention. On the latter item, a number of respondents said that a larger emphasis on pollution prevention exhibits would improve integration between the Trade Fair and Conference.

### **4. Conference delegates**

We asked Conference delegates how the Trade Fair could be improved. The most frequent responses are summarized as follows:

- ▶ The Trade Fair needs to be moved closer to the Conference (n=11).
- ▶ The number of government exhibits needs to be reduced (n=8).

- ▶ "Green" ratings should be applied to the exhibitors as not all exhibitors were environmentally friendly (n=7).
- ▶ More technology demonstrations are needed—especially alternative energies (n=6).
- ▶ The booth numbers need to be clearly indicated (n=5).
- ▶ The Trade Fair hours of operation should be less overlapping with the Conference (n=6).
- ▶ The Trade Fair needs to have a greater focus on prevention-oriented companies (n=5).
- ▶ The food facilities should provide better quality food (n=5).

## **5. Organizers and experts**

Two themes emerged from our discussions with organizers regarding major changes to be made for GLOBE in 1994.

### **a) Select a theme**

One of the interesting suggestions was that the Trade Fair should develop a theme which allows it to cover multiple environmental disciplines but targets a specific sector in each of those disciplines. For instance, the Trade Fair could develop a theme of exhibiting conservation and prevention-oriented products and services. This would ensure that exhibits were on the leading edge of environmental technology while still allowing for a range of air, water, waste, and land-oriented exhibits. Furthermore, these types of exhibits are potentially of greater interest to the type of audience that the Conference currently attracts.

Another suggestion was that GLOBE should add a technical conference to the agenda, which would better complement the Trade Fair than the existing policy-oriented conference. However, others said that this would only duplicate what is already being provided at other technical conferences.

### **b) Attract users of environmental technologies**

Some of the experts commented that automobile manufacturers were a very positive addition to the GLOBE '92 Trade Fair. They suggested that GLOBE should try to attract other firms that use environmental technologies to innovate their products. One person suggested that both the suppliers and users of a particular environmental technology could exhibit together. The user would gain image and profile while the user would generate contacts and business leads.

A number of interviewees said that GLOBE should identify truly leading environmental technologies and specifically encourage those companies that provide them to exhibit at the Trade Fair.

## **S. Summary of findings**

In this section we provide a summary of the findings on each of the evaluation issues pertaining to the GLOBE '92 Trade Fair.

### **#1 Number and description of visitors and exhibitors**

The number of exhibitors and visitors to GLOBE '92 were below the results for GLOBE '90. While part of the reduction was due to the recession and competition from other environmental trade fairs, part of it is also due to the fact that GLOBE '90 did not fully meet its objectives for exhibitors.

About 12,600 visits were made to GLOBE '92 Trade Fair during its four days of operation. This was more than a 40% reduction compared with the first Trade Fair in 1990. More of the visitors were from British Columbia (75% of total registered visitors), while 8% were from other parts of Canada, 10% were from the U.S. and 8% were from other parts of the world.

A total of 443 exhibitors participated in GLOBE '92, which was also a decrease from the total of 600 at GLOBE '90. Part of this decrease can be accounted for by the following factors:

- ▶ Some exhibitors participated in Enviro-Expo, due to their consumer orientation.
- ▶ The impact of the recession.
- ▶ Increased competition from other environmental trade fairs.

Nonetheless, some of the decline is also due to the fact that some exhibitors believed that their expectations had not been met by GLOBE '90.

### **#2 Financial results for the Trade Fair**

Overall, the organizer of the Trade Fair incurred a loss on the event. The organizing firm has now gone bankrupt.

### **#3 Financial assistance to organizers, exhibitors and visitors**

ISTC was the main supporter of the Trade Fair, providing \$715K in funding. WED was another significant contributor, providing some \$400K in funding to

exhibitors from the four western provinces so that they could participate in GLOBE '92. CIDA provided \$495K in financial support to the Asia-Pacific Foundation, which was used to fund 72 individuals from developing countries to attend GLOBE '92. Other financial sponsors of the Trade Fair included ACOA and Department of External Affairs.

#### **#4 Client satisfaction: exhibitors**

Overall, exhibitors were moderately satisfied with the Trade Fair, as they gave the event a rating of 4.5 out of 7. About 30% gave it a high rating (6 or 7) while 11% gave it a low rating (1 or 2). The extent of dissatisfaction with the Trade Fair is due to a number of factors. One of the main causes was the reduced scale of the event.

The overall satisfaction ratings varied with geography, as Western Canadian exhibitors gave the highest relative ratings, and U.S. and other foreign exhibitors gave the Trade Fair lower ratings.

Ratings also varied by type of exhibitor, as contractors and technical services firms were relatively more satisfied and manufacturers were less satisfied.

We also asked exhibitors to rate various aspects of GLOBE, to find out what factors influenced overall satisfaction.

We asked exhibitors to tell us their objectives for coming to GLOBE, and then asked them whether their objectives had been met. The main objective of exhibitors (as mentioned by 75% of exhibitors responding to our survey) in attending the Trade Fair was to "develop contacts/leads with buyers." Other major objectives were to "promote products/services" (67%) and "generate sales." (59%).

We then asked exhibitors whether their personal objectives had been achieved. While exhibitors stated that the Trade Fair did enable them to improve their public image, they were less positive regarding its impact on sales. On a scale from 1 to 7, the Trade Fair scored 4.2, compared to 5.5 for its impact on their public image.

With respect to the number of visitors, only 22% of exhibitors were satisfied (a mean rating of 3.8 out of 7). This findings corresponds with the fact that attendance at the Trade Fair was considerably below the attendance at GLOBE '90.

Exhibitors were slightly more satisfied with the quality of visitors that toured the Trade Fair, as 27% stated they were satisfied (mean rating of 4.5). One group of private sector exhibitors that were more satisfied with the quality of Trade Fair visitors were contracting and technical services firms.

Exhibitors were, overall, more satisfied with the quality of facilities.

## **#5 Client satisfaction: visitors**

Overall, visitors were slightly more satisfied than exhibitors with the Trade Fair. They also had different objectives for attending GLOBE '92. More than one-half of exhibitors attended the Trade Fair to make sales; only 8% of visitors attended the event to make purchases. Visitors were particularly interested in attending the Trade Fair to find out about new environmental technologies.

We asked visitors to state their objectives for attending the Trade Fair. Interestingly, only 8% of visitors stated that they came to make purchases. This contrasts markedly with the fact that 59% of exhibitors stated that they exhibited at the Trade Fair to generate sales. The main objective of visitors was to learn about new environmental technologies (68% of respondents).

We asked visitors to indicate their level of satisfaction with the types of products and services in the exhibits. On average, their rating was 4.9 out of 7.

Overall, visitors were more satisfied than exhibitors with the Trade Fair, as the mean rating on the 1 to 7 scale was 5.1 (compared to 4.5 for exhibitors). Some 42% of visitors gave the Trade Fair a high rating (6 or 7).

## **#6 Client satisfaction: Conference delegates**

Overall, Conference delegates rated the GLOBE '92 Trade Fair about the same as registered Trade Fair visitors. They had more general objectives for attending, such as to generally observe what was on the market.

We asked delegates to the Conference portion of GLOBE '92 why they attended the Trade Fair. Compared to registered Trade Fair visitors, their objectives were more general, as, for example, 53% said they wanted to "generally observe what is on the market."

Their level of satisfaction was very similar to that of Trade Fair visitors: 5.0 out of 7 (compared with 5.1 for visitors). Those delegates that had attended both GLOBE '92 and GLOBE '90 rated the GLOBE '92 Trade Fair lower than those who did not.

## **#7 Will exhibitors and visitors return to GLOBE in 1994?**

Overall, about one-quarter of exhibitors stated that it was likely that they would return to GLOBE in 1994. Not surprisingly, those exhibitors who were satisfied with GLOBE are the ones that are more likely to come back. With respect to visitors, the results are much more positive, as 53% stated that they would very likely return.

Only 26% of exhibitors stated that they would likely return to GLOBE in 1994. The mean rating on the 1 to 7 scale was 4.1.

Exhibitors from British Columbia and Western Canada are relatively more likely to return, while fewer exhibitors from Eastern Canada and other countries are likely to return.

Visitors were more positive towards the idea of returning to GLOBE in 1994. About 53% stated that they would very likely return, and only 14% stated that it was unlikely.

#### **#8 Sales generated by the Trade Fair**

Overall, the 55 private sector exhibitors that provided sales information generated \$61K of sales during the Trade Fair. However, they estimate that over the next 12 months they will generate an additional \$29 million in sales. About \$22 million of this total will be obtained by Canadian-based firms.

These results indicate that few sales are made on site during the Trade Fair. The real benefit of the event are the contacts and leads that are produced.

#### **#9 Joint ventures generated by the Trade Fair**

Of those firms that were interested in developing joint ventures, 17% concluded one or more strategic alliances or joint venture arrangements at the Trade Fair, and 78% indicated that they made contacts that may lead to future arrangements.

These results are similar to the sales data. As with the sales impacts, most of the joint ventures will be concluded following the event.

Exhibitors suggested that more strategic alliances/joint ventures would be formed if there was more traffic at the Trade Fair and by attracting more buyers. They also want the Business Contacts Centre to be improved.

#### **#10 Effectiveness of the Business Contacts Centre**

Overall, exhibitors were very aware of the Business Contacts Centre, but only 46% of this group actually used its services. Exhibitors were moderately satisfied with the various services. Executive Services were rated the highest (mean of 4.7 out of 7) while the Matching Service was rated the lowest (3.9 out of 7).

Trade Fair visitors were more satisfied with the Business Contacts Centre. Mean ratings varied between 5.1-6.0. Executive services were rated the highest.

It should be emphasized that visitors stated that the Business Contacts Centre is an important part of the Trade Fair.

The most popular service was the computer matching service but exhibitors rated it 3.9 out of 7.

In talking with exhibitors, visitors and experts, all stated that the Business Contacts Centre was a good idea, but its execution needs to be improved. A variety of useful suggestions were provided.

#### **#11 Impact of the Trade Fair on knowledge of government activities**

Trade Fair visitors stated that their knowledge of government activities in support of sustainable development increased as a result of attending GLOBE '92.

Prior to attending, they rated their knowledge at 4.3 out of 7; following the event, they rated their knowledge at 5.2 out of 7. Some 48% stated that they had a strong level of knowledge after attending GLOBE '92.

#### **#12 How does GLOBE '92 compare with other environmental shows?**

Data were collected on 12 other environmental trade fairs. GLOBE '92's exhibit costs are similar to those of well-established trade fairs, although somewhat higher than trade fairs that are also new. Organizers of two other very comparable events to GLOBE stated that GLOBE was on the right track in its multi-disciplinary approach.

#### **#13 Why did some exhibitors at GLOBE '90 not return to GLOBE '92?**

Exhibitors at GLOBE '90 who decided not to return to GLOBE '92 gave a number of reasons. These included: lack of sales at GLOBE '90; the broad nature of the Trade Fair; the low attendance; and that GLOBE did not attract their target market.

#### **#14 Why did some visitors to GLOBE '90 not return to GLOBE '92?**

Visitors to GLOBE '90 who did not return to GLOBE '92 stated that GLOBE needs to become more focused and emphasize practical applications. They said that GLOBE needs to be less policy-oriented and more commercially oriented, and present more new environmental technologies. They said that the main reason they did not return is that GLOBE did not attract key exhibitors. Interestingly, about one-half of these non-visitors said that the recession was not a factor.

#### **#15 Why did some companies not exhibit at either GLOBE '90 or GLOBE '92?**

We interviewed organizations that regularly exhibit at trade fairs but decided not to participate at either GLOBE event. These organizations are very commercially-oriented and want a trade fair to generate contacts and sales and to enable them to promote their products and services. They are less interested in public image/profile. The main reason for not attending GLOBE is that it did not attract their target market. Again, the recession was not a major factor. They suggested that GLOBE needs to be more focused and more commercially-oriented.

## **#16 Why did some companies not visit either GLOBE '90 or GLOBE '92?**

We interviewed individuals who regularly attend trade fairs but decided not to attend either GLOBE event. Generally, they were positive towards the GLOBE concept but stated that it must adopt a more commercial format and become more focused. About 60% said that they would be somewhat or very likely to attend GLOBE '94.

## **#17 Suggestions to improve the Trade Fair**

Exhibitors made many suggestions to improve the Trade Fair, including: 1) better integrate the Conference with the Trade Fair; 2) make the facilities and lay-out more user friendly; 3) reduce costs; 4) shorten the duration of the Trade Fair; 5) improve the Business Contacts Centre; and, 6) narrow the scope of the Trade Fair by focusing on environmental industries and reducing the government component.

Visitors suggested that 1) exhibits need to be more focused and provide more technical information; 2) exhibits need to be grouped by sector; 3) floor lay-out and signage needs to be improved; 4) there should be more industry exhibits and fewer government exhibits; and, 5) more innovative displays are required.

Organizers and experts recommended that GLOBE should 1) select a theme, such as leading-edge environmental technologies in all environmental sectors; and, 2) attract users of environmental technologies.

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## VII

### ***Conference: Findings***

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In this chapter we present the results of the survey of Conference participants, the follow-up telephone interviews with selected participants (including GLOBE staff and organizers), and our own observations about the event.

Much of the chapter contains the results of the survey of Conference delegates. A total of 279 individuals responded to the Conference delegate questionnaire that was distributed to all GLOBE participants.

The issues investigated were as follows:

1. Number and description of delegates. (page 91)
2. Financial results for the Conference. (page 93)
3. Achievement of Conference mission and objectives. (page 95)
4. Level of satisfaction of delegates. (page 96)
5. Will delegates return to GLOBE '94? (page 103)
6. What was the level of satisfaction of Trade Fair exhibitors with the Conference? (page 103)
7. What was the level of satisfaction of Trade Fair visitors with the Conference? (page 104)
8. Suggestions for improving the Conference. (page 104)

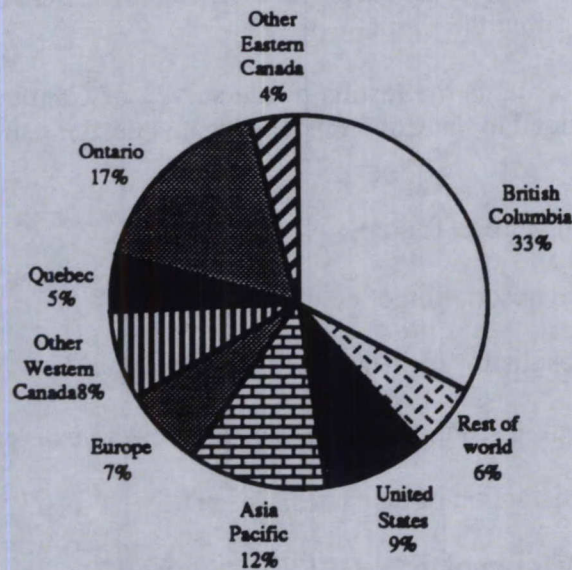
#### **A. Number and description of delegates (#1)**

The GLOBE '92 Conference attracted about 2,200 delegates (including speakers), as compared with about 3,000 delegates that attended GLOBE '90. The reduced attendance was primarily due to the economic recession, government freezes on travel expenditures, and, to a lesser degree, competing environmental events (e.g., the Global Environmental Management Initiative Conference).

The participants came from about 85 different countries; slightly more than GLOBE '90. However, GLOBE '92 attracted a higher percentage of non-Canadian delegates than did GLOBE '90 (34% versus 26%). Two-thirds of Conference delegates and speakers were from Canada, and 50% of Canadian participants were from British Columbia. More than 30% of Conference participants were from government organizations. A breakdown of Conference delegates by geographic region is provided in Exhibit VII-1.

#### **Exhibit VII-1**

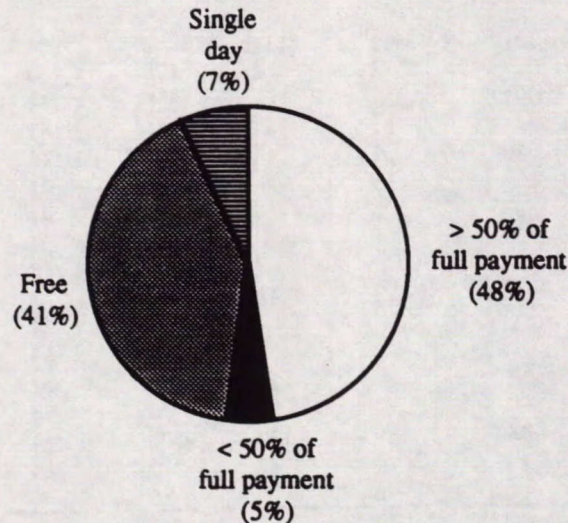
#### **Distribution of Conference participants by geographic region**



The full delegate rate for participating in the Conference was \$725. A wide variety of discounts were offered to members of certain government organizations, Conference speakers, students and special delegates. Reduced rates were offered for early payment. Delegates attending only one day of the Conference were charged a premium rate of \$270. Invited speakers, committee members, diplomatic and consular core, international advisory board members and guests were admitted for free. In total, over 40% of delegates attended GLOBE '92 at no charge. A summary of the distribution of delegates and speakers according to the proportion of the full delegate fee of \$775 paid is provided in Exhibit VII-2.

## Exhibit VII-2

### Distribution of Conference participants by fee schedule



About 450 speakers from 42 countries made presentations at the Conference. Just over 21% of these were from government organizations.

### **B. Financial results: The GLOBE '92 Conference ran a deficit of \$775,000 on expenditures of \$3.9 million (#2)**

A breakdown of the expenses and revenues/funding for the GLOBE '90 and GLOBE '92 Conferences is presented in Exhibit VII-3

These figures show that the GLOBE '92 Conference ran a deficit of \$775,000 on expenditures of \$3.86 million. These expenditures were \$269,000 less than the final budgeted expenditures of \$4.13 million. It is relevant to note that the original budget for GLOBE '92 was \$4.55 million, extending over fiscal years 1990/91 to 1992/93. However, when it became apparent that initial revenue targets would not be met, the budget was reduced to \$4.13 million in 1991/92. The total expenditures for the GLOBE '92 Conference were about \$120,000 more than for the GLOBE '90 Conference. Part of the reason for this increase was that executive salaries were included in the GLOBE '92 budget, but not in the GLOBE '90 budget.

**Exhibit VII-3**  
**Expenditures for the GLOBE conference series (\$000)**

	GLOBE	GLOBE '92						GLOBE
	'90 <sup>1</sup>	1990/91		1991/92		1992/93		'92
	Total	Budget	Actual	Budget	Actual	Budget	Forecast	Total
<u>Expenditures</u>								
Program development	\$812	\$112	\$111	\$841	\$808	\$45	\$45	\$964
Special projects & plan		3	2	176	140	47	47	189
Logistics	972			835	718	6	6	724
Marketing	458	87	83	311	163	5	5	251
Promotion	302	9		146	133			133
Sponsorship		5	6	56	41			47
Public relations	136	5	6	56	41			162
Public relations—conf.				87	25			25
Protocol				42	25			25
Project management <sup>2</sup>		7	13	5	-6			7
Research				10	7			7
Special participants				95	98			98
Int'l lending agencies		31	26		67			93
Int'l marketing			3	55	93	4	4	99
Administration	769	129	132	308	364	41	41	536
Executive	293	36	42	372	384	77	77	503
Ottawa office admin.		2		11				0
Total expenditures	<u>\$3,742</u>	<u>\$425</u>	<u>\$424</u>	<u>\$3,446</u>	<u>\$3,177</u>	<u>\$263</u>	<u>\$263</u>	<u>\$3,864</u>
<u>Revenues/funding</u>								
Env. Canada (Green Plan Fund) <sup>3</sup>	\$1,646	\$424	\$424	\$950	\$1,703	\$200	\$200	\$2,327
Other Env. Canada contributors <sup>4</sup>	66			225	225			225
ISTC	50			50	50			50
Other federal government	560			275	265	35	35	300
Prov. of B.C.	200			290	180			180
Other prov. governments	60			50	15			15
Corporate sponsorships <sup>5</sup>	248			200	119	25	25	144
Registrations <sup>6</sup>	913			1,406	620	3	3	623
Total revenues	<u>\$3,742</u>	<u>\$424</u>	<u>\$424</u>	<u>\$3,446</u>	<u>\$3,177</u>	<u>\$263</u>	<u>\$263</u>	<u>\$3,864</u>

Source: GLOBE records (preliminary as of May 14, 1992).

<sup>1</sup>Categories of expenditures for GLOBE '90 are not strictly comparable to figures for GLOBE '92 due to differences in cost reporting policies.

<sup>2</sup>\$6,000 of project management expenditures in 1990/91 were recovered in 1991/92.

<sup>3</sup>Environment Canada provided deficit financing of \$775,000 in fiscal 1991/92 for GLOBE '92.

<sup>4</sup>Other Environment Canada contributors include: Education Directorate, State of the Environment Reporting, Atmospheric Environment Service, and Conservation and Protection Branch.

<sup>5</sup>Corporate sponsorship revenues do not include sponsorships received as services in kind (estimated at \$350,000 in 1991/92).

<sup>6</sup>Registration revenue in 1992/93 represents GLOBE '92 funds received too late to be accounted for in 1991/92.

As can be observed from the exhibit, only 16% of GLOBE '92 revenues were generated from Conference registrations. This compares with 24% for GLOBE '90. An additional 4% of GLOBE '92 revenues were obtained from corporate sponsorships, as compared with 7% for GLOBE '90.

Despite the fact that delegate registration fees increased from \$550 to \$775 between GLOBE '90 and GLOBE '92, registration revenue decreased by over 30%. Direct corporate sponsorship funding decreased by over 40%, although sponsorship through "in-kind" services increased.

### **C. Achievement of Conference mission and objectives (#3)**

When asked how well GLOBE '92 achieved its overall mission, the survey respondents gave it an average rating of 4.1 out of 7. Some 17% of respondents gave it a low rating (circled 1 or 2), while 17% gave it a high rating (circled 6 or 7).

We also asked delegates the extent to which the Conference achieved its objectives. The results are shown in Exhibit VII-4. The mean ratings for the four objectives vary between 4.0-4.5.

#### **Exhibit VII-4**

#### **Delegates' ratings on how well the Conference achieved its objectives**

Conference Objective	Low Rating (1-2)	Moderate Rating (3-5)	High Rating (6-7)	Mean Rating
Increased knowledge of environmental issues facing business	13%	62%	25%	4.5
Increased awareness of practical environmental solutions	17	66	18	4.0
Increased knowledge of economy/environment linkages	14	62	23	4.3
Improved cooperation and partnerships between stakeholders	17	67	16	4.1

When asked to explain the reasons for their ratings, the most frequent responses were as follows:

- ▶ Too few practical solutions were identified (n=26).
- ▶ Too few specific implementation actions were recommended (n=25).
- ▶ Too much rhetoric and self-serving talk occurred (n=16).

There were some positive comments on the Conference, as a total of eight people provided congratulatory remarks. In particular, these individuals indicated that GLOBE '92 represented an excellent opportunity to network with high calibre people in the environmental field.

## **D. Level of satisfaction of delegates (#4)**

### **1. Ratings of GLOBE '92 sessions**

We asked Conference delegates to rate various GLOBE '92 Conference activities on a scale of 1 to 7 (1 being poor, 7 being excellent). Delegates were asked only to rate those activities that they attended. Their ratings are presented in Exhibit VII-5.

The *Women in Decision-Making* seminar was the most highly rated Conference activity at GLOBE '92. The opening plenary session was the second most highly rated activity. The instruments of change stream and the development applications and solutions stream received very similar ratings. We note, however, that it is difficult to compare individual seminars with Conference streams that had multiple sessions within them.

### **2. Conference organization and structure**

Conference delegates were asked to rate the Conference organization and structure along four categories. These categories and their ratings assigned are presented in Exhibit VII-6. Overall, except for the number and timing of the sessions, the Conference organization and structure received high marks.

**Exhibit VII-5**  
**Delegate ratings of GLOBE '92 Conference activities**

Conference Activity	Low Rating (1-2)	Moderate Rating (3-5)	High Rating (6-7)	Mean Rating	Number of Respondents
<u>Plenary Sessions</u>					
Opening plenary session	8%	44%	48%	5.2	205
Trade fair opening	17	68	15	4.1	133
Mid-week plenary session	9	57	35	4.7	161
Closing plenary session	14	47	39	4.7	108
<u>Instruments of Change</u>					
Policy and legislation	11	64	26	4.4	121
Economics and finance	7	63	30	4.6	98
Technology and research	5	73	22	4.4	78
Communications, education and training	9	61	30	4.6	102
<u>Development Applications and Solutions</u>					
Energy	14	62	24	4.4	85
Manufacturing and processing	14	69	19	4.4	48
Food, agriculture and fisheries	30	59	32	4.5	37
Forestry and wood products	15	56	28	4.4	46
Tourism	14	43	42	4.7	42
International development	11	57	32	4.6	54
Urban development	14	51	35	4.6	59
<u>Other Activities</u>					
Tools and Techniques	12	55	33	4.6	83
Oceans '92 seminar	18	74	30	4.7	27
Ports and Harbours seminar	14	50	36	4.5	22
Women in Decision-making seminar	10	24	66	5.8	42
Information Technologies seminar	10	55	35	4.7	29

**Exhibit VII-6**  
**Delegate ratings of the Conference organization and structure**

Category	Low Rating (1-2)	Moderate Rating (3-5)	High Rating (6-7)	Respondent Average Rating
Ease of registering	3%	13%	84%	6.2
Ease of finding session/activity locations	6	23	71	5.7
Adherence to posted schedules	3	31	66	5.6
Appropriate number and timing of sessions	12	50	38	4.7

We asked respondents to suggest how the Conference organization and structure could be improved. The most frequent responses were as follows:

- ▶ The sessions must be less concentrated and less overlapping (n=24).
- ▶ There should be fewer sessions and speakers (n=20).
- ▶ The program book and week-at-a-glance should be easier to follow (n=12).

A number of people commented that the morning and afternoon sessions should begin and end at the same time. Conversely, others felt that the organization and structure worked quite well.

### 3. Delegate ratings of the quality of facilities

Respondents were asked to rate the quality of the facilities along four categories. The categories and the delegate ratings of each are presented in Exhibit VII-7. The facilities received quite high ratings overall. The only aspect that received a lower rating was the fact that the Conference was physically separated from the Trade Fair.

**Exhibit VII-7**  
**Delegate ratings of the quality of facilities**

Category	Low Rating (1-2)	Moderate Rating (3-5)	High Rating (6-7)	Mean Rating
Size of Conference rooms	2%	23%	76%	6.0
Ability to hear speakers	0	24	76	6.0
Ability to see visual materials	7	35	58	5.3
Relative location of Conference and to Trade Fair	18	47	36	4.5

We asked respondents how the facilities could be improved. The most frequent responses are summarized as follows:

- ▶ The Trade Fair and Conference need to be closer together (n=28).
- ▶ The quality of the audio-visuals needs to be improved, both by the organizers and by the speakers (n=30).
- ▶ The facilities were unnecessarily posh (n=9).
- ▶ The room size needs to be more appropriate for the audience (n=7).

A few additional people indicated that the temperature of the rooms was too cold and that the chairs were uncomfortable and not conducive to note taking. Others felt that

the television cameras were disruptive and should be used with greater discretion. Still others commented that they could hear sounds in adjacent rooms.

On the positive side, seven people offered congratulatory remarks about the quality of the facilities. Others said that the shuttle was useful but suggested that more buses would improve the service.

#### 4. Calibre of speakers

The delegates were asked to rate the calibre of Conference speakers along four categories. These categories and the ratings assigned to each are presented in Exhibit VII-8. Overall, delegates rated the knowledge of the speakers the highest.

**Exhibit VII-8**  
**Delegate ratings of the calibre of speakers**

Category	Low Rating (1-2)	Moderate Rating (3-5)	High Rating (6-7)	Respondent Average Rating
Knowledge level of speakers	3%	43%	54%	5.4
Presentation/speaking ability of speakers	7	60	34	4.9
Geographic mix of speakers	9	46	45	5.0
Sectoral mix of speakers	17	50	33	4.6

When asked how the calibre of speakers could be improved, the most frequent responses are summarized as follows:

- ▶ More speakers are needed that represent developing countries, non-government organizations, women, youth, and aboriginals (n=28).
- ▶ The number of government speakers should be reduced (n=13).
- ▶ Speakers need to improve their use of visual aids (n=13).
- ▶ Too many people were not fluent in English (n=9).
- ▶ Speakers should be restricted from reading their speeches or going overtime (n=9).

Others commented that there were too many speakers that were brought in for their "position" not their knowledge and that more effort should be taken to screen speakers in advance so that only "proven" speakers make it to the podium.

## 5. Format and content of the sessions

Delegates were asked to rate the Conference according to four categories. These categories and the average respondent ratings are presented in Exhibit VII-9

### Exhibit VII-9

#### Delegate ratings of the format and content of the sessions

Category	Low Rating (1-2)	Moderate Rating (3-5)	High Rating (6-7)	Mean Rating
Degree to which key issues were addressed	17%	60%	29%	4.7
Stimulating formats (e.g., panel discussions)	18	66	16	4.1
Time allotted for audience questions/discussions	23	58	19	4.0
Quality of printed material	21	51	29	4.3

We asked respondents how the format and content of the sessions could be improved. The most frequent responses are summarized as follows:

- ▶ The Conference should move to a more workshop-oriented approach that provides more time for participant dialogue (n=25).
- ▶ Papers summarizing the key points of a speaker's presentation should be provided in advance or, at a minimum, immediately after the Conference (n=24).
- ▶ More time needs to be allotted for audience questions (n=8).
- ▶ More synergy is needed between the panelists' presentations so as to create dialogue and debate (n=7).

The suggestion to change the Conference format to a workshop/round table/brainstorming/action planning format was more frequently cited by respondents than any other comment about the Conference. There was a general sentiment among the respondents that the audience was almost as knowledgeable as the speakers and that more advantage should be taken of their ideas.

The comment about receiving papers about speakers' presentations appeared to arise in part due to the high number of overlapping sessions. Respondents often cited that they would have appreciated summaries of speaker presentations especially when they were unable to attend those sessions due to a time conflict with another session. A few others noted that the Conference needs better moderators to keep the focus of the session and to stimulate discussion. Others suggested that the talks need to be more

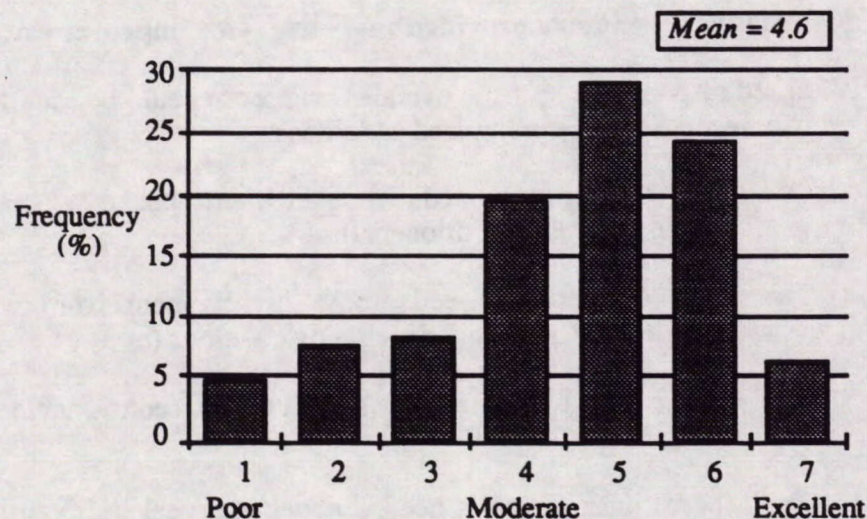
specific and have more depth. Still others criticized speakers for wandering from the topic.

In terms of the content, a few people felt that if the Conference wants to address all the key international environmental issues it should place more emphasis on overpopulation, global warming, endangered spaces/species, public participation, human health and the environment, working with nature, and consumerism and consumption.

#### **6. Delegate overall ratings of the GLOBE '92 Conference**

When delegates were asked, "what is your overall rating of the GLOBE '92 Conference," they gave it an average rating of 4.6. About 12% gave the Conference a low rating (circled 1 or 2) while 30% gave it a high rating (circled 6 or 7). The frequency of responses on the 7-point scale is provided in Exhibit VII-10.

**Exhibit VII-10**  
**Delegates' overall rating of the GLOBE '92 Conference**



There were some variations in the overall ratings, which are described below.

**a) Government participants and western Europeans rated the Conference more favourable**

In terms of industry/societal sector, respondents representing government gave the Conference the highest rating (4.9). Business and academia gave slightly lower ratings (4.6 and 4.5 respectively), while ENGO respondents gave the GLOBE '92 Conference a somewhat lower rating of 3.5.

In terms of geographic region, respondents from Western Europe gave the GLOBE '92 Conference the highest ratings (5.4), followed closely by respondents from Asia (5.2). Respondents from British Columbia gave the Conference an average rating of 4.4, while respondents from other parts of Canada gave the Conference an average rating of 4.3. American respondents gave the Conference an average rating of 4.9.

No significant differences were found between the ratings of Eastern Canadians and Western Canadians or between Japanese respondents versus other Asian respondents.

**b) Full paid delegates rated the Conference slightly more highly than non-full paid delegates**

Those respondents that attended GLOBE '92 as full-paid delegates gave the Conference slightly higher mean ratings in comparison with other delegates (4.7 versus 4.5, respectively). Respondents that attended the GLOBE '90 Conference gave the GLOBE '92 Conference a slightly lower average rating in comparison with those who did not attend (4.4 versus 4.7).

**c) Many respondents provided suggestions for improvement**

We asked respondents how the overall Conference could be improved. The most frequent responses are summarized as follows:

- ▶ The Conference needs more brilliant speakers, real thinkers, and environmental practitioners (n=8).
- ▶ The Conference needs more involvement from women, youth, ENGOs, Natives, and developing countries (n=8).
- ▶ The cost of the Conference should be reduced to enable more people to attend (n=7).
- ▶ More information is needed about the speakers, both in terms of the subject matter they are addressing and information on how to contact them (n=5).

Several people suggested that the Conference be shortened to three days, while several others suggested that a lunch area be provided so that people could "brown bag it." A number of people complained that GLOBE '92 Conference staff were uncooperative in allowing participants to make contacts with other delegates. On the other hand, others noted that the Trade Fair staff were very helpful in this regard.

One person commented that more formal opportunities to socialize and network at the Conference are needed. Another suggested that public forums be organized

for key speakers so that people who could not attend the Conference would be able to hear from these speakers. Yet another suggested that GLOBE should award the equivalent of a "Nobel Prize" at the Conference and that that award should be given a special name and logo to enhance its prestige and profile. Another person suggested that there should be a rigorous review and synthesis of the sessions be conducted at the end of each day.

### **E. Will delegates return to GLOBE '94? (#5)**

When asked how likely the respondents were to attend GLOBE '94, they provided an average rating of 4.4 out of 7. About 22% of respondents said they were unlikely to attend GLOBE '94 (circled 1 or 2), while 33% said they would likely attend (circled 6 or 7).

Respondents from government and academia indicated the highest likelihood of attending GLOBE '94 (4.6), slightly ahead of business (4.4). Conversely, representatives from ENGO organizations were significantly less likely to attend GLOBE '94 (3.8). Except for Japan, respondents from outside of Canada indicated that they were much more likely to attend GLOBE '94 than those respondents who resided in Canada. From a financial perspective, it is interesting to note that full-paid delegates are more likely to attend GLOBE '94 compared to other delegates (4.9 versus 4.4, respectively).

When asked what other environmental Conferences the delegates were likely to attend over the next two years, the responses included over 80 environmental events. Those that received more than two mentions included the following:

- ▶ United Nations Conference on Environment and Development (UNCED) (n=21).
- ▶ Air and Waste Management Association (AWMA) (n=10).
- ▶ British Columbia Environment Network Conference (BCEN) (n=6).
- ▶ ECO-ED (n=5).

### **F. What was the level of satisfaction of Trade Fair exhibitors with the Conference? (#6)**

Some 33 Trade Fair exhibitors indicated that they also attended the Conference portion of GLOBE '92. We asked those respondents to give their overall rating of the GLOBE '92 Conference on a scale of 1 to 7, with 1 being poor and 7 being excellent. Respondents gave the Conference an overall rating of 4.8, with 28% of the sample giving it a high rating (6-7). About 20% of the sample gave the Conference a low rating (1-2).

We asked respondents to assess the degree of impact that the Conference had on the Trade Fair. On a scale of 1 to 7, respondents gave an average rating of 3.7, with 24% of the sample giving it a rating of 4 out of 7.

### **G. What was the level of satisfaction of Trade Fair visitors with the Conference? (#7)**

About 28% of Trade Fair visitors said that they attended the GLOBE '92 Conference (only 8% attended Enviro-Expo). Trade fair visitor respondents gave the Conference an average rating of 4.5, slightly lower than the average of 4.8 provided by the Trade Fair exhibitors, as shown in Exhibit VII-11.

**Exhibit VII-11**  
**Trade fair visitor ratings of the Conference**

	Low Rating (1-2)	Moderate Rating (3-5)	High Rating (6-7)	Mean rating	Number of respondents
Per cent	5	69	26	4.5	39

### **H. Suggestions for improving the Conference (#8)**

In this section we present the results of interviews with GLOBE staff, organizers and other individuals knowledgeable about the event. We also provide some of our own observations about the Conference.

#### **1. Focus the Conference and create ongoing dialogue**

While staff and organizers felt that the Conference had many good qualities, many agreed that the event needs to be less complex and more focused. It shouldn't try to be all things to all people but should focus on specific issues so that the event moves from being analytic to being catalytic.

Other people echoed the theme that GLOBE must come to resolution on some key issues during the event to give people a sense of concrete accomplishment. This will only work if the key issues and alternative actions are clearly identified at the outset of the Conference. To ensure that these issues and alternatives have been clearly identified, some people suggested that the preparatory meetings for GLOBE and the mandate of the working groups should be expanded. These respondents also suggested that the infrastructure for GLOBE must be further developed to allow greater participation by delegates in advance of the event.

Following from the above, the suggestion was made that the GLOBE Conference needs to extend its involvement before and after the formal event. It needs to move away from direct mail marketing campaigns toward establishing ongoing dialogue with delegates. One suggestion was to provide computer access so that people can receive information about the issues covered by the event as well as provide input to GLOBE. In essence, they emphasized the need to generate goodwill with the delegates over an extended period of time.

One person said that GLOBE has been very effective in building a consultative process between business and other stakeholders on environmental issues and that this should be one of its formal stated objectives. This individual also felt that a continuing dialogue should be established with participants well in advance of the event and that the working groups should each write a prospectus for their streams.

## **2. Strike a balance between keynote speeches and audience participation**

While the staff and organizers agreed with Conference delegates that there were too many speakers and too little audience discussion, they still felt that there should be a balance between speakers and audience participation. They suggested that excellent speakers should be given more time than they were given at GLOBE '90 but there should be fewer of them. They felt that it was still important for delegates to hear from these key speakers.

People felt that the opening and closing plenary sessions should be used primarily to create an emotional appeal and a sense of urgency. They should have fewer politicians than speeches. They stated that the live satellite transmission from Brazilia was one of the highlights of the event.

The staff and organizers felt that GLOBE was an important event and that there is none other like it in North America. They also felt strongly that it should encourage other organizations such as the Canadian Council of Ministers of the Environment to continue holding events in parallel with GLOBE.

One person said that the mission statement for GLOBE should have a stronger sense of environmental ethics to it such as "there is a responsibility of business to help save the world."

## **3. Examine the format of other successful events**

One person suggested the Toronto Atmospheric Conference held in 1988 was an excellent model for GLOBE to follow. In this event, the Conference participants debated a specific set of atmospheric objectives and came to a clear consensus on how they should proceed with them. This process gave the participants a high degree of ownership in the final product and a strong sense of accomplishment for having attended the event.

Another event that was promoted as a possible model for GLOBE was a Conference put on by the Utne Reader in Minneapolis. This event attracted a strong roster of speakers including Amory Lovins, Ralph Nader, Lester Brown, Hazel Henderson, Jim Hightower, and others who spoke on key environmental issues. Following their talks a series of working groups were formed to discuss particular issues and conclude with one-page briefing papers summarizing their conclusions.

## **I. Summary of findings**

### **1. Number and description of delegates**

The GLOBE '92 Conference attracted about 2,200 delegates, compared to 3,000 in 1990. The reduced attendance was due to many factors, including the recession, government freeze on travel expenditures, and, to a lesser degree, competing events. GLOBE '92 did attract a greater percentage of foreign delegates.

### **2. Financial results for the Conference**

The GLOBE '92 Conference incurred a deficit of \$775,000 on expenditures of \$3.9 million. In 1990, 24% of revenues were generated from paid registrations; this figure decreased to 16% in 1992. Although registration fees were increased from \$550 to \$775, registration revenue decreased by over 30%.

### **3. Achievement of Conference mission and objectives**

Conference delegates gave the event a rating of 4.1 out of 7 in terms of how well it achieved its overall mission. In terms of the four Conference objectives, mean ratings varied between 4.0-4.5. The two main criticisms were that "too few practical solutions were identified" and that "too few specific implementation actions were recommended."

### **4. Level of satisfaction of delegates**

Overall, delegates gave the Conference a satisfaction rating of 4.6 out of 7. About 30% gave it a high rating.

Individual Conference sessions were rated between 4.1-5.8, with most falling in the range of 4.4-4.6. The two highest rated activities were "Women in Decision-Making" seminary and the opening plenary session.

Delegates rated the Conference organization and logistics quite highly, although stated that there should be fewer sessions. Facilities were also rated highly and delegates stated that speakers were knowledgeable. However, they also stated that the format of the Conference needs to be improved. The main suggestion is that

the Conference should move to a workshop-oriented approach that provides for more delegate participation.

**5. Will delegates return to GLOBE '94?**

Delegates rated their likelihood of returning to GLOBE '94 at 4.4 out of 7. About 33% said that they would likely attend.

**6. What was the level of satisfaction of Trade Fair exhibitors with the Conference?**

Exhibitors at the Trade Fair gave the Conference a rating of 4.8 out of 7. Only 24% stated that the Conference had an impact on the Trade Fair.

**7. What was the level of satisfaction of Trade Fair visitors with the Conference?**

About 28% of registered Trade Fair visitors also attended the Conference (only 8% attended Enviro-Expo). They gave the Conference a rating of 4.5 out of 7.

**8. Suggestions for improving the Conference**

The main suggestions to improve the Conference are to focus the event create ongoing dialogue. The Conference cannot be all things to all people. The event also needs to achieve resolution on some key issues so that participants feel a sense of accomplishment. Dialogue should be maintained with delegates both before and after the event. Finally, the Conference should incorporate a selected number of keynote speakers with workshops, so that delegates can contribute to the discussion.



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## **VIII**

### ***Enviro-Expo: Findings***

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In this chapter we present the results of questionnaires completed by Enviro-Expo exhibitors, personal interviews with visitors, interviews with selected participants, and our own observations about the event.

This chapter is organized according to the following issues:

1. Number and description of visitors and exhibitors. (page 109)
2. Financial results. (page 112)
3. Did Enviro-Expo meet the objectives of exhibitors? (page 113)
4. Satisfaction of exhibitors with quality of facilities. (page 114)
5. Overall satisfaction of exhibitors with Enviro-Expo. (page 115)
6. Linkages with GLOBE '92 Trade Fair and Conference. (page 115)
7. Suggestions of exhibitors on improving Enviro-Expo. (page 118)
8. Objectives of visitors for attending Enviro-Expo. (page 119)
9. Satisfaction of visitors with Enviro-Expo. (page 119)
10. Will visitors return to Enviro-Expo in 1994? (page 120)
11. Suggestions of organizers and experts for improving Enviro-Expo. (page 121)

#### **A. Number and description of visitors and exhibitors (#1)**

##### **1. About 11,600 visits were made**

GLOBE staff reports that about 11,600 visits were made to Enviro-Expo during its three days of operation. The highest number of visits occurred on Saturday. A summary of Enviro-Expo attendants by day is shown in Exhibit VIII-1.

**Exhibit VIII-1****Number of Enviro-Expo visits by day**

<u>Day</u>	<u>Number of Visits</u>
Friday, March 20	3,620
Saturday, March 21	4,430
Sunday, March 22	3,580
<hr/>	
Total	11,630

**2. Profile of Enviro-Expo visitors responding to the survey**

We conducted 148 interviews with Enviro-Expo visitors over the course of the three-day event. Interviewers were stationed at the exits of the Enviro-Expo exhibit hall and selected candidates at random as they exited the facility. We did not interview people under the age of 16.

The average age of respondents was 39 years. About 14% of the respondents were 50 years old or older, while about 28% were under 30 years old.

Over 80% of respondents came from the Greater Vancouver area and less than 7% came from outside of British Columbia. A breakdown of respondents by geographic region of residence is provided in Exhibit VIII-2.

**Exhibit VIII-2****Geographic distribution of visitors**

<u>Geographic Region</u>	<u>Per cent</u>
Greater Vancouver	80
Fraser Valley	6
Other B.C.	6
Prairie provinces	1
Eastern Canada	4
United States	1
Other countries	2

Only 2% of respondents indicated that they had not completed high school, while over 83% indicated that they had completed some college, technical or university program. Over 65% of respondents indicated that they had completed a college or university program.

Seventy-three percent (73%) of those interviewed were working on a full-time or part-time basis, and 7% were unemployed. The remaining 20% was made up of students, retired persons, and others.

We asked respondents to indicate their principal occupation. Professionals were the largest group present, with 38% of employed respondents indicating that they were professionals. Eleven percent (11%) of respondents listed their principal occupation as students. A breakdown of questionnaire respondents by principal occupation is provided in Exhibit VIII-3.

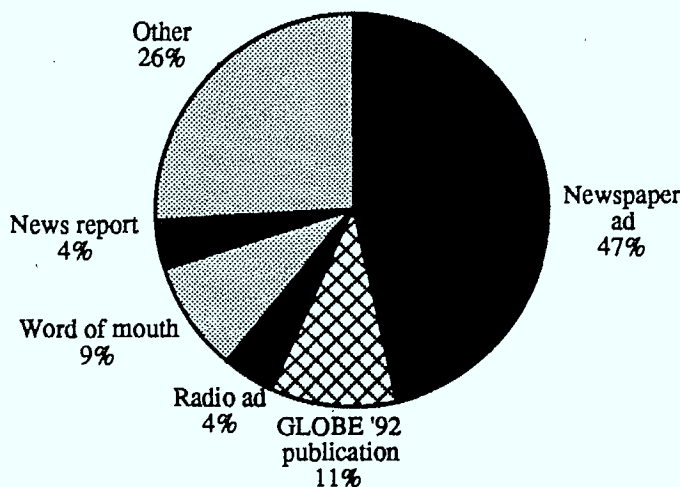
Thirty-three percent (33%) of respondents came to Enviro-Expo alone, while 40% came with just one other person. The remaining 29% attended in groups of between 3 and 16 people. Many respondents brought their children to Enviro-Expo. Nineteen percent (19%) of respondents came to Enviro-Expo with children under the age of 12. Over 32% of respondents indicated they were members of environmental groups.

**Exhibit VIII-3**  
**Occupations of visitors**

Principal occupation	Per cent
Professional	38
Technical and semi-professional	16
Owner of small business	4
Clerical	16
Tradesperson	9
Student	11
Other	7

We asked respondents how they first heard about Enviro-Expo. Newspaper advertisements were the most frequently cited method for hearing about Enviro-Expo. The major ways in which they first heard about Enviro-Expo are summarized in Exhibit VIII-4.

**Exhibit VIII-4**  
**How visitors first heard about Enviro-Expo**



Sixteen percent (16%) of respondents indicated they had attended the GLOBE '92 Trade Fair, and 13% indicated that they had attended the GLOBE '92 Conference.

**3. Enviro-Expo attracted 98 exhibitors**

A total of 98 organizations registered as exhibitors for Enviro-Expo. About 39% of exhibitors were from government organizations (excluding Crown corporations such as B.C. Transit and Canada Mortgage and Housing Corporation). Environment Canada alone accounted for 24 exhibits. Some 57% of exhibiting organizations represented business and industry. About 4% of exhibitors were from non-government organizations (NGOs) and educational institutions. These figures understate the presence of NGOs at the event because the B.C. Environmental Network (BCEN) is counted as one exhibiting organization, although it represented 14 individual NGOs that exhibited within the B.C.E.N. pavilion.

**B. Financial results (#2)**

We obtained revenue and cost information from MEM-TEC related to the organization and delivery of Enviro-Expo. Revenues of \$245,000 and expenses of \$209,000 were reported by MEM-TEC. As such, Enviro-Expo was the only event to generate a profit (albeit with government funding). However, it is important to note that these expenses do not reflect management or financing costs. A breakdown of revenues/funding by category is provided in Exhibit VIII-5. MEM-TEC did not provide a breakdown of expenses.

**Exhibit VIII-5**  
**Enviro-Expo revenue/funding**

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Revenue source	\$ thousands
Exhibit sales	152
Pacific Press (services in kind)	35
B.C. government sponsorship	13
Environment Canada sponsorship:	
Event sponsorship	30
B.C.E.N. seminar sponsorship	9
Communications	6
Total	\$245

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**C. Survey of exhibitors**

In this section we present the results of the written survey of 39 Enviro-Expo exhibitors. In addition, we include the results of the follow-up interviews with 10 exhibitors, which elaborate on some of the findings of the survey. We selected a wide range of organizations to provide a cross-section of the views of the various types of organizations exhibiting at Enviro-Expo. Our sample included corporations, small businesses, non-government organizations and government departments.

**1. Did Enviro-Expo meet the objectives of exhibitors? (#3)**

The main reasons cited by exhibitors for exhibiting were to improve their image/profile and to increase public awareness. A summary of the reasons for exhibiting at Enviro-Expo is presented in Exhibit VIII-6.

**Exhibit VIII-6**  
**Primary reasons for exhibiting at Enviro-Expo**

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Reason for exhibiting	Per cent
To generate sales for environmental products/services	41
To promote a product/service	59
To develop contacts/leads with buyers	36
To improve our organization's public image/profile	75
To increase public awareness of environmental issues	67

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We asked respondents how well Enviro-Expo satisfied their objectives for exhibiting. They gave their highest ratings to Enviro-Expo for helping to improve the image/profile of their organization and to increasing public awareness of environmental issues. The results are contained in Exhibit VIII-7.

**Exhibit VIII-7**  
**Exhibitor ratings of how well their objectives were achieved**

Objective for Exhibiting	Low Satisfaction (1-2)	Moderate Satisfaction (3-5)	High Satisfaction (6-7)	Mean Rating	Sample Size
To generate sales for environmental products/services	25%	50%	25%	4.1	20
To promote a product/service	14	52	34	4.9	29
To develop contacts/leads with buyers	19	57	24	4.3	21
To improve our public image/profile	3	33	65	5.6	34
To increase public awareness of environmental issues	6	27	67	5.7	33

Surprisingly, government respondents rated the event higher in terms of generating sales than did industry or ENGOs. It was also surprising that the level of satisfaction for generating sales increased in direct proportion to the distance they were located from Vancouver. In other words, those exhibitors that were based farthest from Vancouver were most satisfied with the ability of the exposition to help them generate sales. Respondents who said they were in the environment industry rated Enviro-Expo more highly in terms of generating sales than did non-environment industry participants.

**2. Satisfaction of exhibitors with quality of facilities (#4)**

We asked exhibitors also to rate the quality of the facilities according to four criteria. These criteria and the ratings are presented in Exhibit VIII-8.

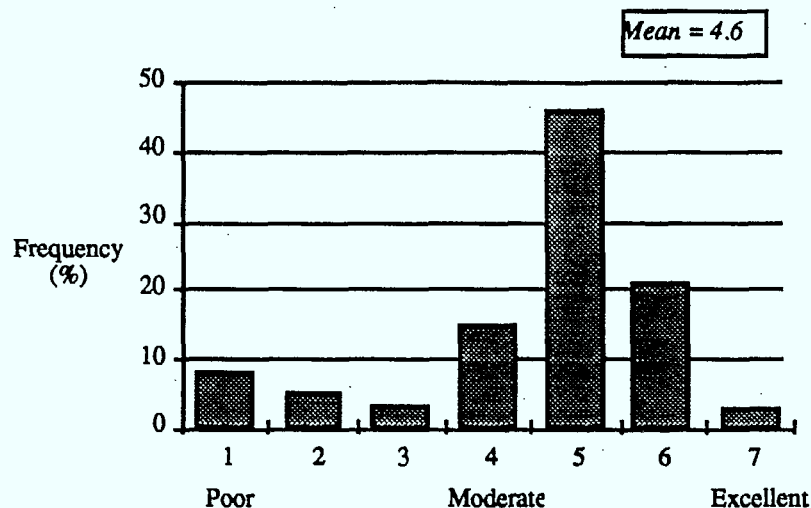
**Exhibit VIII-8**  
**Exhibitor ratings of quality of facilities**

Objective	Low Satisfaction (1-2)	Moderate Satisfaction (3-5)	High Satisfaction (6-7)	Average Rating
Smooth flow of visitor traffic	10%	80%	10%	4.9
Size and layout of display area	3	49	48	5.3
Access to required facilities (e.g., electrical outlets)	5	35	60	5.5
Location of exhibit space provided	3	49	50	5.2

### 3. Overall satisfaction of exhibitors with Enviro-Expo (#5)

Finally, we asked exhibitors "what is your overall rating of Enviro-Expo." They assigned it an average rating of 4.6 out of 7. The frequency of responses on the 7-point rating scale is provided in Exhibit VIII-9.

**Exhibit VIII-9**  
**Exhibitors' overall rating of Enviro-Expo**



Government respondents gave Enviro-Expo the highest overall rating (5.2), while the ratings by ENGOs and industry were lower (4.2 and 3.8, respectively).

Respondents headquartered in Vancouver gave the event an overall average rating of 4.7, as compared with 5.0 for respondents in other parts of Canada and 4.0 for respondents with headquarters outside of Canada.

Respondents within the environment industry gave Enviro-Expo a higher overall rating (5.0) than did those from other industries (4.1).

### 4. Linkages with GLOBE '92 Trade Fair and Conference (#6)

Just over 50% of Enviro-Expo exhibitors responding to the survey indicated that they had also exhibited at the GLOBE '92 Trade Fair. This would indicate a modest degree of overlap between the two events (i.e., the data indicate that about 10% of Trade Fair exhibitors also exhibited at Enviro-Expo).

When asked, "to what extent did you achieve your objectives for exhibiting at the GLOBE '92 Trade Fair," respondents provided a mean rating of 4.8. As we saw earlier,

the total sample of Trade Fair exhibitors reported a similar level of satisfaction (4.5). About 4% rated Enviro-Expo poorly in allowing them to achieve their objectives, while 35% rated it highly.

We asked respondents to what extent the Conference and Trade Fair had an impact on Enviro-Expo. They provided a mean rating of 4.2 out of 7, suggesting only a moderate impact. As discussed later in this chapter and in the next chapter, we believe that Enviro-Expo does not necessarily need to be formally connected with the other two GLOBE events, although it does benefit from the promotion connected with the Trade Fair and Conference. For example, Enviro-Expo could be rotated across various cities in Canada.

When asked how likely respondents were to attend the GLOBE '94 Trade Fair, they provided a mean rating of 4.1, which, again is similar to the result for the total sample of Trade Fair exhibitors. About 40% said they would likely attend GLOBE '94, while a similar percentage said they would not attend.

When asked about other environmental events, Enviro-Expo respondents listed 16 environmental expositions that they will exhibit at over the next two years. Only three environmental expositions were cited more than once. These included:

- ▶ Pacific National Exhibition (n=3).
- ▶ Eco-Expo, San Francisco, September 1992 (n=3).
- ▶ Canada Environment Week Festivities (n=2).

## **5. Results of the follow-up interviews with Enviro-Expo exhibitors**

Overall impressions of the event differed depending on the organization's objectives for exhibiting at Enviro-Expo. For example, those organizations that had the objective of promoting or distributing information about their organization were generally satisfied with the event. In contrast, organizations that planned to make sales of products at the event were dissatisfied.

Regardless of their satisfaction with the event, almost all exhibitors were disappointed by the attendance. Several exhibitors commented that they would liked to have seen more schoolchildren at the event. Organizations that had planned to make sales at Enviro-Expo were bitter about the poor attendance. Two of the people we interviewed questioned the validity and accuracy of the actual attendance figures provided by the Enviro-Expo organizers.

One exhibitor noted that the good weather experienced during the Enviro-Expo event should not have had a major impact on attendance because those "committed to the environment" would have attended regardless of weather conditions. This respondent noted that improved promotional efforts would have convinced more people to attend Enviro-Expo.

Most of the people we interviewed were somewhat satisfied with the promotional efforts of Enviro-Expo organizers. However, those exhibitors that had planned to make sales at Enviro-Expo were very disappointed with the promotion. These exhibitors cited low awareness concerning the event among the general public. Several exhibitors commented that increased promotion through the school system was required.

The vast majority of exhibitors were satisfied with the organization of the event. Many respondents commented that setup and breakdown of exhibits went smoothly. One respondent noted that more planning and organization should be done in advance and that exhibitor manuals should be available sooner.

The majority of respondents in our sample felt that the costs of Enviro-Expo were too high. Several people commented that Enviro-Expo costs were significantly higher than the costs to exhibit at similar events in Seattle and San Francisco with greater attendance.

Opinions concerning the mix of Enviro-Expo exhibitors varied. About half of the people we interviewed felt that the mix of exhibitors was appropriate. Some of the comments that we received included:

- ▶ There were too many companies promoting water treatment products.
- ▶ There were too many government exhibits.
- ▶ Companies such as Cantel are inappropriate for an environmental exposition.

The majority of respondents were interested in exhibiting at Enviro-Expo events held in other centres. Many respondents noted that their participation would depend on whether or not the selected cities fall into their organization's relevant market area. Those organizations most dissatisfied with Enviro-Expo are unlikely to participate in future Enviro-Expo events.

Almost all respondents felt that the link between the GLOBE series and Enviro-Expo is beneficial to Enviro-Expo. Many respondents noted that Enviro-Expo benefits from the promotion of the GLOBE series and many GLOBE Conference delegates and Trade Fair participants attended Enviro-Expo. The only negative comment received concerning the GLOBE/Enviro-Expo link was that Enviro-Expo tends to get "smothered" by GLOBE promotional activities.

The vast majority of respondents agreed that opening hours for Enviro-Expo should be adjusted. The 10 P.M. closing time was too late and a closing time of 7 P.M. or 8 P.M. would be more appropriate. Also, the event should be opened at 10 A.M. rather than 1 P.M.

Most respondents felt that the Vancouver Trade and Convention Centre (VTCC) is a good location for the event. These respondents noted that the facility is ideal for Trade

Fair events and it is a logical location due to the fact that GLOBE is held there. Some exhibitors noted that one disadvantage of the VTCC is its high cost of parking.

## **6. Suggestions of exhibitors on Improving Enviro-Expo (#7)**

### **a. Results of the survey**

The two most frequently cited suggestions on how Enviro-Expo could be improved in future years were to provide more advertising and promotion (n=10) and to change the hours of operation (start earlier and end earlier) (n=5).

Two respondents suggested that advertising begin earlier while two others suggested that the event be held in another month when the weather was poor. Another two people said that the advertisements did not indicate that people could buy products at the event and therefore did not bring their wallets, while another two indicated that the traffic flow was poor and that many of the outside exhibits received few visitors.

A number of individual suggestions were made. One person said that holding the event during weekdays would permit more school visits; however another person said that the event should be held outside of school hours so that teachers could pick up education materials. One person said that Enviro-Expo should use Mother Earth in Toronto as a model, while another said that there should be more food vendors that provide nutritious and "environment-friendly" foods.

### **b. Results of the follow-up interviews**

Our ten interviewees had the following suggestions to improve Enviro-Expo:

- ▶ Increase the size of the event in terms of the number of visitors and the number of exhibitors.
- ▶ Encourage greater participation by small businesses.
- ▶ Promote the fact that visitors can make purchases of environmental products at Enviro-Expo.
- ▶ Change the order of the GLOBE series events to create a better media buildup. For example, hold Enviro-Expo first, the Conference second, and the Trade Fair third.
- ▶ Increase promotion of the event within the school system.

## 7. Objectives of visitors for attending Enviro-Expo (#8)

We asked Enviro-Expo visitors why they came to Enviro-Expo. Visiting company displays was the most frequent response to this question. A summary of the reasons why visitors attended Enviro-Expo is presented in Exhibit VIII-10.

**Exhibit VIII-10**  
**Reasons why visitors attended Enviro-Expo**

Reasons for visiting	Per cent
To visit company displays	48
To visit government displays	31
To visit children's exhibits	23
To attend environmental seminars	9
General interest	38

## 8. Satisfaction of visitors with Enviro-Expo (#9)

We asked visitors to rate the features of Enviro-Expo that they attended. Respondents gave their highest ratings for the children's exhibits, and their lowest ratings for the environmental seminars. A summary of the ratings for each feature is presented in Exhibit VIII-11.

**Exhibit VIII-11**  
**Summary of ratings for various features of Enviro-Expo**

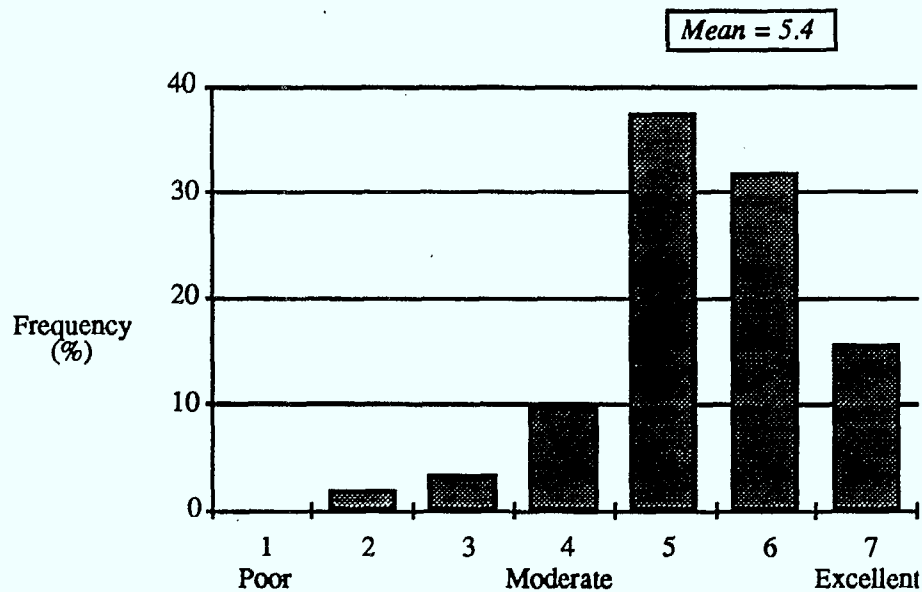
Enviro-Expo Feature	Low Rating	Medium Rating	High Rating	Average Rating	No. of Respondents
Children's exhibits	1%	39%	60%	5.7	85
Company displays	2	58	39	5.2	137
Government displays	6	50	45	5.0	125
Environmental seminars	4	68	28	4.8	25

We asked Enviro-Expo visitors what impact attending Enviro-Expo would have on their knowledge of environmental issues and their future actions. As a result of attending Enviro-Expo, over 60% of respondents indicated that they would increase their purchases of environmentally-friendly products and services, 63% indicated that they had a better understanding of what "going green" really means, 63% indicated that

they have a better knowledge of government environmental programs, and 62% indicated that they were more interested in environmental issues. About 30% indicated that they planned to join an environmental group as a result of attending Enviro-Expo.

We asked respondents to rate their overall satisfaction with Enviro-Expo. Respondents gave the event an average rating of 5.4, as shown in Exhibit VIII-12. Over 45% of respondents gave Enviro-Expo a high rating (6-7), and less than 6% gave it a low rating (1-2).

**Exhibit VII-12**  
**Visitors' overall rating of Enviro-Expo**



**9. Will visitors return to Enviro-Expo in 1994? (#10)**

We asked respondents to indicate the likelihood of their attending Enviro-Expo if it was held again in 1994. Seventy-one percent (71%) of respondents indicated that they would be very likely to attend and 20% indicated that they would be somewhat likely to attend. Only 8.5% of respondents indicated that they would be very unlikely to attend. However, many of those who indicated that they would be unlikely to attend commented that they lived outside of the Vancouver region and were unlikely to travel to Vancouver for the sole purpose of attending Enviro-Expo.

## **D. Suggestions of organizers and experts for improving Enviro-Expo (#11)**

In this section, we present the results of our interviews with GLOBE staff, organizers and other knowledgeable individuals concerning Enviro-Expo. We also make some of our own observations about this component of GLOBE.

### **1. Trade fair versus exposition**

Some commented that Enviro-Expo should be less of a trade fair and more of an exposition. These people also indicated that panel discussions were not appropriate at this type of event, except in a very limited way. Discussions should be done in action-oriented workshops, such as an organic gardening class where the audience can actively participate.

People commented that it was an excellent idea to have the schools tied into the event. They indicated that kids can be very strong agents of change. However, for the event to appeal to children, it must be very activity-oriented. The event also needs to be more fun and exciting.

Another person commented that Enviro-Expo needs to build in special features to add value to the event. An example might be an environmentally-sound home or a model of a sustainable community.

Two people felt that the voluntary donation admission was a good idea. It was viewed favourably by visitors and it allowed GLOBE to obtain sponsorship support from Pacific Press.

### **2. Location and timing of Enviro-Expo**

Generally, interviewees stated that Enviro-Expo could easily be a stand-alone event that does not need to be formally connected with GLOBE. The consensus was that the event should be repeated because it has a lot of future potential.

A few people commented that the location for Enviro-Expo was not ideal. Alternative suggestions included the Plaza of Nations or Discovery World. They said that the current site is better suited to business-type events.

### **3. Target exhibitors for Enviro-Expo**

One person indicated that a key challenge of Enviro-Expo in attracting visitors is that large corporations are generally not willing to gain awareness in one local show. It simply does not give them the marketing impact for the effort involved in participating. As a result, Enviro-Expo organizers will have to target smaller, community-oriented organizations in which the local area is their target market.

Another challenge in attracting exhibitors is that while some companies sell environmentally progressive products, they do not see their target market as the audience for an environmental show. For example, a paint manufacturer that sells environmentally progressive paints sees its target market as the environmentally-conscious home-builder, not the home-building environmentalist.

One person suggested that the organizers should focus on developing a series of "education exhibits" as opposed to "sales exhibits." Another person said that the event should discourage exhibits being arranged in "cattle stalls."

## **E. Summary of findings**

### **1. Number and description of visitors and exhibitors**

About 11,600 visits were made to Enviro-Expo and the event attracted 98 exhibitors. Exhibitors were generally dissatisfied with attendance..

Most visitors lived in the Greater Vancouver area and less than 7% came from outside B.C. The average age of visitors was 39 years. Visitors were very well educated.

### **2. Financial results**

The event generated revenues of \$245K and expenses of \$209K. Enviro-Expo was the only GLOBE event to generate a profit (albeit with government funding). These expenses do not include MEM-TEC's management or financing costs.

### **3. Did Enviro-Expo meet the objectives of exhibitors?**

The main objective of exhibitors was to improve their public image/profile and to increase the public's environmental awareness. They stated that the event was successful in achieving these particular objectives.

### **4. Satisfaction of exhibitors with quality of facilities**

Overall, exhibitors were quite satisfied with the event facilities, although they were less satisfied with the flow of visitor traffic.

### **5. Overall satisfaction of exhibitors with Enviro-Expo**

Overall, exhibitors provided a mean rating of 4.6 out of 7 for Enviro-Expo.

## **6. Linkages with GLOBE '92 Trade Fair and Conference**

Overall, exhibitors stated that the other two events had only a moderate impact on Enviro-Expo.

## **7. Suggestions of exhibitors on improving Enviro-Expo**

The two main suggestions of exhibitors were to better promote and advertise the event and to change the hours of operation.

## **8. Objectives of visitors for attending Enviro-Expo**

The main objective of visitors for attending the event were to visit company displays.

## **9. Satisfaction of visitors with Enviro-Expo**

Overall, visitors rated Enviro-Expo quite highly, a mean of 5.4 out of 7. Over 45% gave the event a high rating.

Over 60% of visitors stated that they had learned more about the environment as a result of attending.

## **10. Will visitors return to Enviro-Expo in 1994?**

Some 71% of visitors said that they would very likely attend Enviro-Expo in 1994.

## **11. Suggestions of organizers and experts for improving Enviro-Expo**

The suggestion was made that Enviro-Expo should be less of a Trade Fair and more of an exposition. Panel discussions should be reduced. More action-oriented activities need to be added, which would help to attract children. Special features could be added, such as an environmentally-sound home.

Enviro-Expo is a stand-alone event that does not really need to be connected to GLOBE and could be rotated from city to city.

Certain types of exhibitors need to be targeted in the future, particularly local organizations that have a local market.



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## **IX**

### ***Overall GLOBE '92 Issues: Findings***

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In this chapter we address issues that cut across the three events of GLOBE '92. These issues are as follows:

1. Logical links between GLOBE activities and objectives. (page 125)
2. GLOBE promotion and media coverage. (page 129)
3. The management of GLOBE. (page 131)
4. Is continued federal investment in GLOBE warranted? (page 132)
5. What is the proper competitive positioning for GLOBE? (page 134)

#### **A. Logical links between GLOBE activities and objectives (#1)**

##### **1. Revisiting the logic model for GLOBE**

At first glance, there appears to be a fairly good relationship between the activities/program elements of GLOBE and the objectives of GLOBE. However, upon closer scrutiny, a number of deficiencies emerge, particularly with respect to the linkages between the three main elements of the event.

The Conference portion of GLOBE has many important elements. However, as survey respondents frequently noted, the range of topics was too broad to allow specific topics to be discussed in sufficient depth. Furthermore, the Conference was set at such a high strategic level that it was of little relevance to the more technical-oriented visitors and exhibitors at the Trade Fair. This is evidenced by the fact that many members of the Canadian Environment Industry Association did not purchase tickets to the Conference.

While one of the four ultimate objectives for GLOBE was to improve the long-term development of the environment industry, this objective only appeared as a peripheral element in the Conference program. Another ultimate objective of GLOBE was to increase the emphasis on preventative planning and environmental technology transfer. Here again, this high level objective did not gain the prominence on the program agenda that its status as an ultimate objective would seem to have warranted.

The four instruments of change in the Conference identified a host of policy initiatives, fiscal measures, environmental technologies, and training methods but seemed separate from the development applications and case studies that would logically have flowed from the initial identification process. In other words, the linkage appeared to be poor between the four instruments of change, the development applications and solutions, and the case studies and demonstrations.

The Trade Fair appeared to be attempting to be both a commercial trade event and an education and awareness exposition. This dual purpose only served to further reduce the focus of an event that was already struggling to find a focus due to its multi-disciplinary orientation. Furthermore, the Trade Fair did not include a sufficient number of pollution prevention-oriented exhibits and leading-edge environmental technologies to support the ultimate objective of improving emphasis on preventative planning and environmental technology transfer. The Trade Fair also appeared not to place sufficient emphasis on the program objective of providing new sources of capital and expertise for market expansion. However, on the positive side, consumer-oriented exhibits were sent to Enviro-Expo for GLOBE '92 and the number of government exhibits was reduced by 10%. However, even though these changes were made, more work must continue.

Enviro-Expo did not directly support the stated ultimate objectives of GLOBE nor did it directly support the overall mission of GLOBE, which was oriented to business. Enviro-Expo was a consumer-oriented show and, except for some overlap of exhibitors, it had little connection with the Trade Fair and Conference. The Enviro-Expo panel discussions echoed some of the themes discussed at the Conference, however, this turned out to be an inappropriate type of activity for a consumer show.

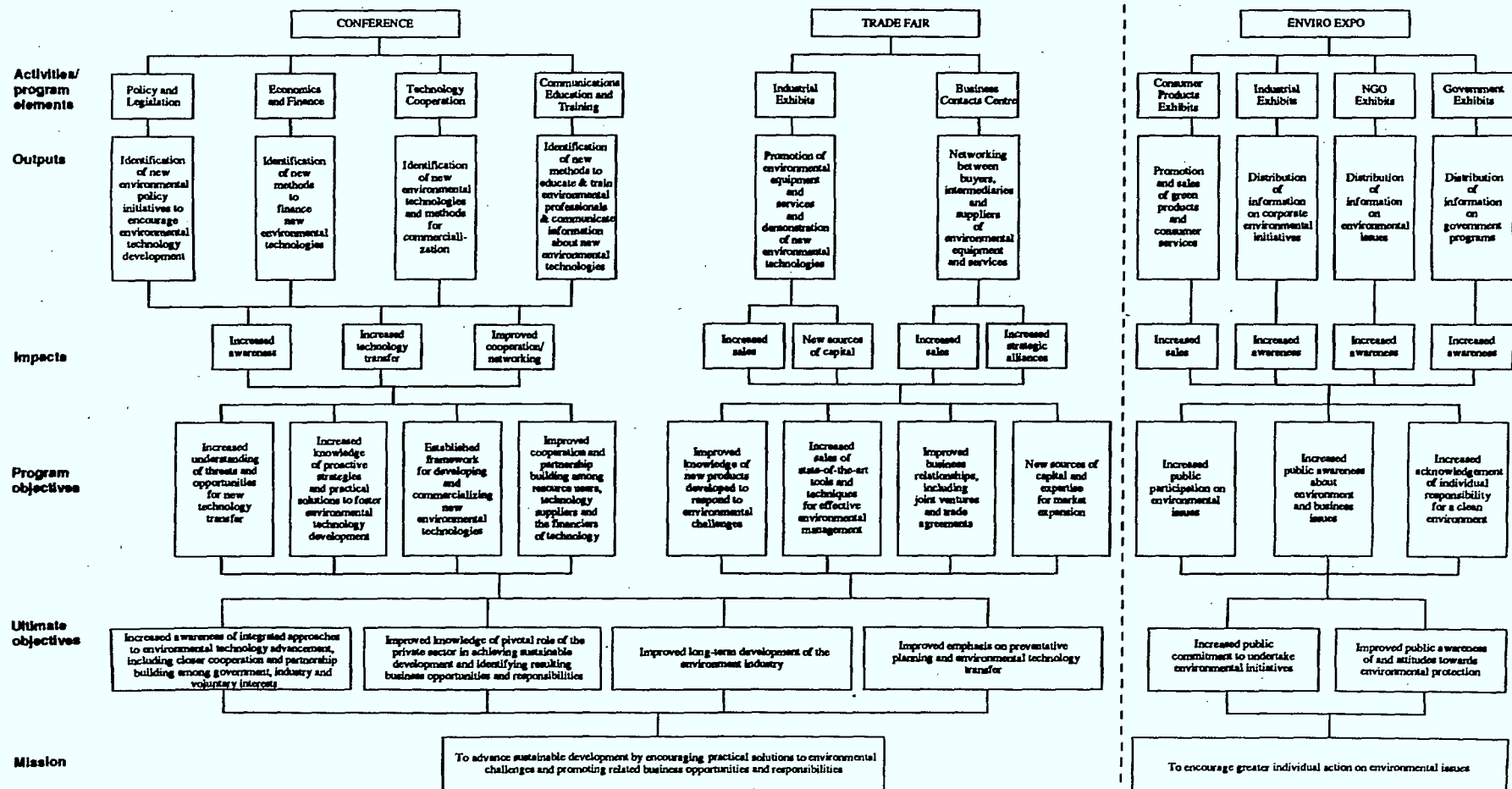
## **2. The revised logic model—reinforcing the links between the Trade Fair and Conference**

To improve the linkages between the program elements and objectives of GLOBE, we have suggested a revised logic model, as presented in Exhibit IX-1.

This revised model is based on two core premises:

- ▶ That the Conference and Trade Fair continue to be held in conjunction with one another and that every effort be made to make them mutually supportive.
- ▶ That Enviro-Expo is disassociated with the Conference and Trade Fair but continues to be held in the same city at roughly the same time.

Exhibit IX-1  
GLOBE '92 revised logic model



While the latter suggestion is relatively easy to implement, the former premise presents a far greater challenge. This has been a core premise of GLOBE from the outset and its organizers are still trying to achieve it.

The primary reason for the lack of cohesion between the Conference and Trade Fair is that the Conference has a strategic/policy orientation while the Trade Fair has a technical orientation. To be more supportive to one another, the Trade Fair needs to take on a slightly more strategic orientation while the Conference should take on a slightly more technical orientation. The Trade Fair shift can be accomplished by focussing less on end-of-pipe control technologies and more on process redesign and pollution prevention exhibits. Similarly, the Conference could increase its emphasis on trade and technology.

As can be observed in the exhibit, it will still be possible to maintain the four instruments of change under the revised Conference logic model. However, under a revised and more focused program, the instruments of change could explore how each can encourage the expansion of environmental trade and the development of environmental technology. Furthermore, the development applications and case studies and demonstration streams could be incorporated into the main sessions dealing with the four instruments of change. This would ensure that specific solutions were identified at the end of each session. This revised approach should be of much greater interest to the environment industry than the existing program. This approach is also consistent with some programs announced under the Green Plan, which provide support to environmental technology development.

Under the revised Trade Fair logic model, the emphasis on demonstrating new environmental technologies and promoting environmental equipment and services clearly takes precedence over increasing awareness and education. As such, the number of government exhibits could be decreased. While we believe that government still has a significant role to play at GLOBE, the focus of the government exhibits should be on mechanisms to help business and that are directed towards the suggested theme of GLOBE. For example, Environment Canada could promote its programs to encourage technology development and could also sponsor technology demonstrations.

The suggestion to decrease the level of government content and improve its focus is supported by the following findings of the study:

- ▶ Many exhibitors said that the Trade Fair was too policy oriented.
- ▶ While the number of government exhibits represented only about 10% of the total, they took up a greater proportion of floor space and tended to be "flashy." The Canada Pavilion was also positioned near the main entrance where it would be very visible to visitors.
- ▶ Reducing the number of government exhibits was the third most frequently cited suggestion from Trade Fair visitors on ways to improve the Trade Fair.

- ▶ Reducing the number of government exhibits was the second most frequently cited suggestion from Conference delegates to improve the Trade Fair.
- ▶ A representative from a major competing Conference stated that the government exhibits gave the impression that the Trade Fair was really an exposition as opposed to a commercial event.

Furthermore, the Business Contacts Centre could be upgraded and expanded to serve the program objectives and ultimate objectives of building partnerships and increasing networking between environmental stakeholders.

Enviro-Expo is separated on the revised logic model by a dotted line and given independent ultimate objectives and a separate mission statement. The panel discussions component of Enviro-Expo is significantly diminished whereas an increased emphasis is placed on industrial exhibitors whose primary motivation to exhibit at Enviro-Expo is to increase awareness about a particular environmental issue of relevance to their corporation. The consumer product sales component serves the revised ultimate objectives and mission statement and would thus be maintained.

Following on some suggestions made by survey respondents, we considered dividing the Conference portion of GLOBE into two separate components: a strategic component and a technical component. However, we rejected this approach because it seemed that it would not help to increase cohesion between the core elements of GLOBE.

## **B. GLOBE promotion and media coverage (#2)**

### **1. Promotion for GLOBE was extensive but unfocused**

Many respondents indicated that they received a considerable amount of promotional material about GLOBE leading up to the event. However, a number of people said that they did not receive the information until it was almost too late to make a decision about participating. Others said that when they received information, they received four or five separate mailings within a two-week period. This would suggest that promotion for subsequent GLOBE events needs to begin at an earlier date and that individual mailings should be spaced out over time.

Another major shortcoming of the promotional campaign was the selection of individuals to receive mailings. While GLOBE organizers attempted to develop a profile of the primary GLOBE attendee, this work was never completed. Thus it is likely that funds were wasted sending promotional materials to individuals who were not the primary target audience for GLOBE.

## **2. GLOBE '92 accredited 560 media representatives from over 300 organizations**

About 560 media representatives were accredited at the GLOBE '92 Conference and Trade Fair. Over 300 media organizations from 20 countries were represented, with 6% of accredited media from organizations based outside of North America, including countries such as: Germany, Switzerland, Finland, and Japan. About 7% of the accredited media came from the United States with representatives from 12 states.

Some 87% of accredited media were from Canadian organizations. Representatives from many of the nation's major news organizations were present, including: CTV National News, The Globe and Mail, Financial Post, and Financial Times. About 80% of accredited media were from British Columbia. In addition to a large contingent from the Vancouver Sun and the Province newspapers, a large number of community newspapers throughout the province sent representatives to GLOBE '92.

A wide variety of media organizations were represented at GLOBE '92, including: television, radio, daily and weekly newspapers, magazines, trade journals, and environmental publications.

## **3. About 240 articles referred to GLOBE '92**

GLOBE's staff commissioned a private clipping service to monitor print media coverage of the event. As a result, about 240 articles concerning or referring to the GLOBE '92 Conference and Trade Fair or Enviro-Expo have been identified. The vast majority of these articles appeared in British Columbia-based publications. The Conference and Trade Fair received extensive coverage in the Vancouver Sun and the Province newspapers, with most of the articles being published the week of the event. Several articles featured announcements made by prominent speakers at the event. Both newspapers printed several stories concerning the Trade Fair and Trade Fair exhibitors during the week of the event. Typically, these stories included a photograph taken at the Trade Fair site and appeared on the front page of the business section.

On the weekend prior to Enviro-Expo, most daily and weekly newspapers in the Lower Mainland of British Columbia featured articles promoting Enviro-Expo. These articles were largely based on the press releases provided by GLOBE, and described the features of the event.

## **4. Media coverage was positive but largely limited to British Columbia**

The bulk of the regional media coverage was positive, with many articles describing the highlights of the Trade Fair, Conference and Enviro-Expo. Negative articles were limited to a few stories concerning environmental groups critical of the GLOBE concept.

Media coverage outside of British Columbia was very limited. The national newspapers, such as The Financial Post and The Globe and Mail, printed only a couple

of stories that ran during the week of the event. No media coverage was provided in the months preceding the GLOBE Conference and Trade Fair.

Media coverage outside of North America is considerably more difficult to monitor. However, media coverage appears to be very limited and only a handful of articles printed outside of Canada have been identified.

In summary, GLOBE '92 appeared to generate a good volume of publicity, however, the publicity was more localized than would be expected for a truly international environmental event. Furthermore, GLOBE did not appear to receive the magnitude of television and radio media attention that an event of this size should generate.

### **C. The management of GLOBE (#3)**

#### **1. The dual public/private sector management of GLOBE has been difficult**

GLOBE was managed as a joint venture between the federal government and Major Event Management. While the idea of combining the Conference and Trade Fair management into one office to promote cohesion between the two events was good in theory, its practical application left a lot to be desired. Both the Trade Fair and Conference organizers claimed that the dual management approach created numerous organizational difficulties

Perhaps the most significant difficulty was that the two Vice-Chairmen, David Marshall and Rex Armstead, were forced to spend a significant amount of their time negotiating between themselves concerning who would pay for various components of the event. This was especially true of market research and promotional activities that provided benefits to both the Trade Fair and Conference. This time would have been much better spent organizing and streamlining the event.

On the Conference side, because the Conference was funded and administered by the federal government, a considerable amount of time was spent liaising with government officials. A number of GLOBE staff members said that the level of involvement from senior government officials was so high that it became counterproductive. They reported that government staff not working in the GLOBE office demanded frequent changes to the scope of topics addressed and insisted that certain key bureaucrats be invited to speak at the conference. This high level of government intervention made it very difficult for them to plan their activities.

On the Trade Fair side, government rules concerning the funding of for-profit enterprises made it very difficult to negotiate contracts between the federal government and Major Event Management. These prolonged negotiations diverted significant management resources away from organizing the event.

However, many of the above-mentioned deficiencies may be irrelevant to future events given that Major Event Management was recently forced out of business. This occurrence opens up possibilities for a whole new management structure.

**2. Both the Conference and Trade Fair organization could have been better**

A number of people said that there was a lack of organization on both the Conference and Trade Fair parts of the event. Some people said that the disorganization arose because there was a lack of coordinated planning. For example, GLOBE has yet to prepare a formal business plan for the event. Others suggested that there should have been better delegation of responsibilities and authority so that fewer decisions had to be made by the two vice chairmen, David Marshall and Rex Armstead.

**3. The data management at GLOBE was poor**

We observed that the data management of GLOBE was very poor. There does not appear to be any formal library and it is difficult to obtain statistical data about the event. Even the mailing lists are on different databases, resulting in participants potentially receiving multiple copies of promotional materials.

**4. GLOBE lacks a professional conference organizer**

Some people that we interviewed commented that there was no professionally trained conference organizer on the GLOBE staff. They said that such a person would bring to the management of GLOBE a wealth of ideas on how other events have been run. They also said that this person should be able to recommend an organizational structure and management information system that would drastically improve the event.

Given that the former trade fair staff may no longer be involved with GLOBE, this suggestion could be extended to include a professionally-trained trade show organizer as well.

On the positive side, we note that the GLOBE staff were extremely dedicated and hard working. Whatever the organization lacked in management systems and reporting structures, was often compensated for by the uncommon effort of its staff members.

**D. Is continued federal investment in GLOBE warranted? (#4)**

The federal government has provided a level of financial support to GLOBE '92 that generally exceeds that which it provides to Canadian international conferences in other subject areas. Furthermore, its funding levels far exceed those that other countries typically provide to host international environmental conferences in their jurisdictions. Nonetheless, it has derived some very significant benefits from its participation, as follows:

- ▶ The GLOBE series has significantly increased the profile of Canada as a leader in the pursuit of sustainable development. In part because of the profile Canadians generated at GLOBE, Canada was viewed as one of the key players if not the key player in the deliberations before and during the Earth Summit.
- ▶ In conjunction with other initiatives, GLOBE is greatly enhancing the image of Canada and, more specifically, British Columbia as a "place of first resort" for global environmental solutions.
- ▶ GLOBE is helping to attract key individuals, such as Maurice Strong, to work on environmental issues in Canada. It is also helping to increase the likelihood of attracting international environmental agencies to locate in Canada (e.g., the United Nations group responsible for preserving oceans and Coastal areas).
- ▶ GLOBE has helped to provide much needed international exposure to Canadian environmental companies.
- ▶ The profile of GLOBE has caused it to be selected by the International Chamber of Commerce as one of the key vehicles through which to deliver its environmental message to business.
- ▶ GLOBE is helping to build the Conference and Trade Fair management industry in western Canada.

These benefits are significant and are likely to grow in the future. As such, we believe that continued investment in GLOBE by the federal government is worthwhile. However, the level of continued funding should be contingent on GLOBE making considerable progress in reducing its costs and generating more revenues from GLOBE participants and other non-federal government sources.

ISTC has developed a tentative future investment plan for GLOBE that calls for a reduced level of government funding in the future, with the hope that GLOBE could eventually become self-financing.

ISTC provided \$715K in funding to GLOBE '92 and plans to invest \$531K in GLOBE '94. It is difficult, without further information and analysis, to comment on whether this level of funding is appropriate. For example, it would be necessary to analyze the expenditures made by GLOBE '92 organizers, and assess whether these funds were spent appropriately, effectively and efficiently. There are numerous comments discussed elsewhere in this report that could indicate that this might not have been the case. For example, we received comments that the event was not well promoted, which might have reduced attendance and thus revenue.

Overall, we believe that the federal government should provide continued support for GLOBE in 1994 and 1996 as it committed to in the Green Plan. However, the federal government needs to launch a strategic and business planning process immediately that will

take into account the findings and recommendations of this evaluation. This process would, as one of its outputs, produce an investment plan for GLOBE '94.

## **E. What is the proper competitive positioning for GLOBE? (#5)**

The program evaluation results in conjunction with the financial performance of GLOBE reveal that while it contains many positive elements, it is not sustainable in its present form.

As such, there is a significant need for GLOBE organizers to make major changes that will ensure its long-term success. However, it is imperative that these changes are introduced in such a way that they do not turn away those individuals and organizations that currently support GLOBE.

GLOBE must build on its strengths and continue to enhance those features that give it a competitive advantage. Those features are as follows:

- ▶ It should continue to be international in its geographic scope.
- ▶ It should be continue to be multi-disciplinary in its environmental range.
- ▶ It should remain as a combined trade show and conference.

One of the major recommended changes to GLOBE is that the Conference and Trade Fair need to be integrated. The third element, ENVIRO-EXPO, should be disassociated from the other two elements but continue to be held.

In order for the Trade Fair and Conference to be mutually supportive, the Trade Fair could take on more of a strategic orientation, while the Conference could, in some of its components, be supportive and complementary of the Trade Fair. The theme of "pollution prevention and technology transfer" could be the subject of such a strategic orientation. This theme is of growing interest in the environmental and industrial sectors around the world, and could give GLOBE a competitive advantage over other events in other countries.

In addition, the Conference and Trade Fair should, if possible, be held on the same site, which would assist the two events to become better integrated. We understand, however, that it may be difficult to find such a facility in Canada.

## **F. Summary of findings**

### **1. Logical links between GLOBE activities and objectives**

The linkages between the program elements and objectives of GLOBE have some deficiencies and need to be improved for the future. In particular, the Conference and Trade Fair must be better integrated and Enviro-Expo could be disassociated

from these two events. The Trade Fair appeared to be trying to be both a commercial trade event as well as an education and awareness exposition. In addition, the Trade Fair did not include enough pollution prevention oriented exhibits and leading-edge environmental technologies to support the ultimate objective of GLOBE. The Trade Fair needs to take on more of a strategic orientation while the Conference should, in part, take on more of a technical focus.

## **2. GLOBE promotion and media coverage**

Overall, promotion for GLOBE was extensive but unfocused. For GLOBE '94, organizers need to identify in advance the profile of the primary GLOBE attendee, so that the costs of promotion are reduced (e.g., no mailings to disinterested people) and the effectiveness increased (e.g., the best people are targeted to attend).

With respect to media coverage, most of the coverage was positive but limited to British Columbia. There was little national media coverage in advance of the event, which would have helped to attract visitors. Again, this area needs to be improved for 1994.

## **3. The management of GLOBE**

The dual management approach to GLOBE between the public sector and a private company suffered in execution, in the view of both sides. The fact that the organizer has recently gone out of business opens up possibilities for an alternative management structure.

## **4. Is continued federal investment in GLOBE warranted?**

Canada has benefited substantially from the federal government's investment in the GLOBE series of events. The country's international profile has been increased as a leader in the pursuit of sustainable development. We believe that continued federal involvement is worthwhile. However, this investment should be contingent on GLOBE being able to better control its costs and generating more revenues from participants as well as from non-federal government sponsors.

## **5. What is the proper competitive positioning for GLOBE?**

While GLOBE contains many positive elements, it should not be continued in its present form. Changes are required. GLOBE must build on its strengths and enhance those features that give it a competitive advantage. The study identified a number of features that should be maintained as well as elements that should be changed. For example, while it should maintain its multi-disciplinary orientation, GLOBE could focus more on pollution prevention and technology commercialization. The Trade Fair should be more commercially oriented, while the Conference should, in part, be more technology oriented. The Conference and

**Trade Fair should continue to co-exist but Enviro-Expo could be held more often in several cities across Canada.**

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## ***Appendix A***

### ***Data Collection Instruments***

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## GLOBE '92 Trade Fair Exhibitors Questionnaire

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Dear Trade Fair Exhibitor,

To help the Government of Canada improve the GLOBE series and advance progress toward sustainable development in future years, we need your help. We have contracted with Peat Marwick Stevenson & Kellogg to evaluate the GLOBE '92 Trade Fair. Please take a few moments to complete this brief questionnaire. For your convenience, a Peat Marwick Stevenson & Kellogg representative will return later in the day to collect your completed questionnaire. Your responses will remain fully anonymous. Thank you very much for your cooperation.

Yours truly,

Jean-Jacques Rousseau  
Federal Executive Director, Trade Fair

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### A. Background Information

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1. Please check the geographic region(s) in which your organization has offices. Also please check your headquarters location:

Offices	HQ		Offices	HQ	
<input type="checkbox"/>	<input type="checkbox"/>	British Columbia	<input type="checkbox"/>	<input type="checkbox"/>	Japan
<input type="checkbox"/>	<input type="checkbox"/>	Western Canada	<input type="checkbox"/>	<input type="checkbox"/>	Other Asia
<input type="checkbox"/>	<input type="checkbox"/>	Eastern Canada	<input type="checkbox"/>	<input type="checkbox"/>	Australia/New Zealand & Pacific Islands
<input type="checkbox"/>	<input type="checkbox"/>	Western United States, including Alaska	<input type="checkbox"/>	<input type="checkbox"/>	Africa
<input type="checkbox"/>	<input type="checkbox"/>	Midwestern United States	<input type="checkbox"/>	<input type="checkbox"/>	Middle East
<input type="checkbox"/>	<input type="checkbox"/>	Eastern United States	<input type="checkbox"/>	<input type="checkbox"/>	Mexico
<input type="checkbox"/>	<input type="checkbox"/>	Western Europe	<input type="checkbox"/>	<input type="checkbox"/>	Central/South America
<input type="checkbox"/>	<input type="checkbox"/>	Eastern Europe*	<input type="checkbox"/>	<input type="checkbox"/>	The Caribbean

\*Including countries formerly part of the U.S.S.R.

2. If you represent a private sector firm, are you a Canadian-owned company?

Yes ☐ No ☐

3. Which category below best describes your organization?

<input type="checkbox"/> Manufacturer	<input type="checkbox"/> Distributor/Agency
<input type="checkbox"/> Contractor/Technical services firm	<input type="checkbox"/> Government agency
<input type="checkbox"/> Consulting/professional services firm	<input type="checkbox"/> Other (please specify) _____

4. Please check those environmental sectors in which you offer products, services or technologies (check as many as applicable):

<input type="checkbox"/> Water Supply	<input type="checkbox"/> Noise Abatement
<input type="checkbox"/> Waste Water Treatment	<input type="checkbox"/> Hazardous/Toxic
<input type="checkbox"/> Solid Waste Management	<input type="checkbox"/> Land Management
<input type="checkbox"/> Recycling	<input type="checkbox"/> Information Systems
<input type="checkbox"/> Air Management	<input type="checkbox"/> Other (specify) _____

5. If you represent a private sector firm, do you consider your company to be a member of the environmental industry?

- ☐ Yes  
☐ No—GO TO SECTION B  
☐ Not a private sector firm—GO TO SECTION B

6. What was your organization's approximate annual sales of environmental products and services in 1991?

\$ \_\_\_\_\_

## B. Awareness and opinions of GLOBE '92

7. In 1990 there was also a GLOBE trade fair. Did you exhibit in 1990 at this trade fair?

- Yes ☐  
 No ☐

8. How did you first become aware of the GLOBE '92 Trade Fair (*check one*)?

- |   |  |
|---|--|
| <input type="checkbox"/> From attending GLOBE '90               | <input type="checkbox"/> News report (e.g., television, radio)     |
| <input type="checkbox"/> Direct mail information from GLOBE '92 | <input type="checkbox"/> Other environmental conference/trade show |
| <input type="checkbox"/> Magazine/newspaper ad                  | <input type="checkbox"/> From a society/association                |
| <input type="checkbox"/> Telephone contact by GLOBE '92 staff   | <input type="checkbox"/> Word of mouth                             |
| <input type="checkbox"/> Radio advertisement                    | <input type="checkbox"/> Other (specify) _____                     |
| <input type="checkbox"/> GLOBE '92 poster                       |  |

9. What were your objectives for exhibiting at the GLOBE '92 Trade Fair (*check all that apply*)?

- |  |  |
|--|--|
| <input type="checkbox"/> To generate sales for environmental products/services | <input type="checkbox"/> To improve your organization's public image/profile |
| <input type="checkbox"/> To promote a product/service                          | <input type="checkbox"/> To form strategic alliances/joint ventures          |
| <input type="checkbox"/> To develop contacts/leads with buyers                 | <input type="checkbox"/> To raise financing                                  |
| <input type="checkbox"/> Other (please specify): _____                         |  |

10. To what extent did the Trade Fair satisfy your objectives (*circle one number in each row*)?

The Trade Fair helped my organization to ...	Strongly Disagree		Neutral			Strongly Agree		N/A
• Generate sales for environmental products/services	1	2	3	4	5	6	7	9
• Promote a product/service	1	2	3	4	5	6	7	9
• Develop contacts/leads with buyers	1	2	3	4	5	6	7	9
• Improve our public image/profile	1	2	3	4	5	6	7	9
• Form strategic alliances/joint ventures	1	2	3	4	5	6	7	9
• Raise financing	1	2	3	4	5	6	7	9
• Other (please specify): _____	1	2	3	4	5	6	7	9

11. If one of your objectives was to form strategic alliances/joint ventures, what was the impact of the trade fair?

As a result of the Trade Fair my organization:

- Made no strategic alliances/joint venture arrangements or contacts.
- Concluded one or more strategic alliances/joint venture arrangements.
- Made contacts that may lead to future strategic alliances/joint ventures.

Yes

No

N/A

☐  
☐  
☐
☐  
☐  
☐
☐  
☐  
☐

12. What changes should be made to the GLOBE '92 Trade Fair to better establish strategic alliances/joint ventures?

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13. How would you rate the visitors to the trade fair?

- |  | <u>Strongly Disagree</u> |   |   | <u>Neutral</u> |   |   | <u>Strongly Agree</u> |  |
|--|--------------------------|---|---|----------------|---|---|-----------------------|--|
| • I was satisfied with the number of visitors to my exhibit  | 1                        | 2 | 3 | 4              | 5 | 6 | 7                     |  |
| • I was satisfied with the quality of visitors to my exhibit<br>(e.g., seniority, geographic mix, organization type) | 1                        | 2 | 3 | 4              | 5 | 6 | 7                     |  |

14. How would you rate the quality of the facilities?

- |  | <u>Poor</u> |   |   | <u>Neutral</u> |   |   | <u>Excellent</u> |  |
|--|-------------|---|---|----------------|---|---|------------------|--|
| • Smooth flow of visitor traffic                           | 1           | 2 | 3 | 4              | 5 | 6 | 7                |  |
| • Size and layout of display area                          | 1           | 2 | 3 | 4              | 5 | 6 | 7                |  |
| • Access to required facilities (e.g., electrical outlets) | 1           | 2 | 3 | 4              | 5 | 6 | 7                |  |
| • Location of exhibit space provided                       | 1           | 2 | 3 | 4              | 5 | 6 | 7                |  |

### C. Impacts on sales

*If one of your reasons for exhibiting at the GLOBE '92 Trade Fair was to generate sales, please answer questions #15 and #16. Otherwise, please skip to Section D.*

15. What is the approximate Canadian dollar value of sales you generated at the GLOBE '92 Trade Fair and what do you expect to generate over the next 12 months?:

- a) On-site? \$ \_\_\_\_\_ (\$ Canadian)
- b) Expected in the next 12 months? \$ \_\_\_\_\_ (\$ Canadian)
- c) Total (a + b) \$ \_\_\_\_\_ (\$ Canadian)

16. Of the total sales in question #14, please estimate the distribution of sales by geographic region:

Canada \_\_\_\_\_ %

United States \_\_\_\_\_ %

Other countries \_\_\_\_\_ %

100%

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## D. Business Contacts Centre

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17. Were you aware of the Business Contact Centre (BCC)?

☐ Yes ☐ No

18. Did you use any of the programs offered by the Business Contacts Centre?

☐ Yes ☐ No—GO TO SECTION E

19. What was your level of satisfaction with those BCC programs that you used (*Please rate only those programs that you used*)?

	<u>Very dissatisfied</u>			<u>Neutral</u>			<u>Very satisfied</u>	
Matching service	1	2	3	4	5	6	7	
Reverse trade fair	1	2	3	4	5	6	7	
Product/technology demonstration seminars	1	2	3	4	5	6	7	
Site visits program	1	2	3	4	5	6	7	
Executive services	1	2	3	4	5	6	7	

20. Strategic alliances/joint venture arrangements/contacts were made as a result of the BCC?

Strongly disagree      Neutral      Strongly agree  
1      2      3      4      5      6      7

---

## E. Financial assistance

---

21. From which organizations did you receive financial assistance to exhibit at GLOBE '92 Trade Fair? What were the respective amounts?

<u>Source</u>	<u>\$ Amount</u>
_____	_____ (\$ Canadian)
_____	_____ (\$ Canadian)
_____	_____ (\$ Canadian)

---

## F. Conference portion of GLOBE '92

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22. Did you attend the Conference portion of GLOBE '92?

☐ Yes  
☐ No—GO TO QUESTION #24

23. What is your overall rating of the GLOBE '92 Conference?

<u>Poor</u>			<u>Neutral</u>			<u>Excellent</u>
1	2	3	4	5	6	7

24. To what extent did the conference have an impact on the trade fair.

<u>No impact</u>						<u>Strong impact</u>
1	2	3	4	5	6	7

### G. Future plans

25. How likely is it that you will attend the GLOBE '94 Trade Fair, if it is similar to the GLOBE '92 Trade Fair?
- |  | Very<br>unlikely |   |   |   | Neutral |   |   |  | Very<br>likely |
|--|------------------|---|---|---|---------|---|---|--|----------------|
|  | 1                | 2 | 3 | 4 | 5       | 6 | 7 |  |                |
26. Have you, or will you, exhibit at other environmental trade fairs in 1992 and 1993 (please list names of trade fairs)?
- |   |       |   |       |
|---|-------|---|-------|
| • | _____ | • | _____ |
| • | _____ | • | _____ |
27. How could the Trade Fair be improved for GLOBE '94? (Include any ideas on location, time of year, duration, type/quality of visitors, promotions, cost, etc.)

**\* \*Thank you for your assistance.\* \* \***

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## GLOBE '92 Trade Fair Visitor Questionnaire

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ORGANIZATION: \_\_\_\_\_

CITY: \_\_\_\_\_ PROV/STATE: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ TITLE: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_ DATE: \_\_\_\_\_

Good Morning/Afternoon:

My name is \_\_\_\_\_ and I am with Peat Marwick Stevenson & Kellogg in Vancouver. We are under contract with the Government of Canada to evaluate the GLOBE '92 Trade Fair that you recently attended. If you have about 10 minutes I would like to ask you a few questions about the trade fair.

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### A. Attendance and admission status

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1. The GLOBE '92 Trade Fair operated from Monday to Thursday. Which days did you attend?

☐ Day 1 (Monday)

☐ Day 3 (Wednesday)

☐ Day 2 (Tuesday)

☐ Day 4 (Thursday)

2. Which of the following categories best describes your admission to the Trade Fair?

(READ STATEMENT BEFORE EACH CATEGORY)

Did you:

☐ Pay \$25 fee for one day

☐ Receive a free pass from another party

☐ Pay \$25 fee every day for more than one day

☐ Obtain admission through conference delegate status

☐ Buy \$50 four-day pass

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### B. Awareness and opinions of GLOBE '92

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3. In 1990, there was also a GLOBE trade fair. Did you attend the GLOBE '90 Trade Fair?

☐

Yes

☐

No

4. How did you first become aware of the GLOBE '92 trade fair? (CHECK ONE ONLY)

☐

From attending GLOBE '90

☐

News report (e.g., television, radio)

☐

Direct mail information from GLOBE '92

☐

Other environmental conference/trade show

☐

Magazine/newspaper ad

☐

From a society/association

☐

Telephone contact by GLOBE '92 staff

☐

Word of mouth

☐

Radio advertisement

☐

Other (specify)

☐

GLOBE '92 poster

5. What was your **primary** reason for attending the GLOBE '92 trade fair?  
(READ STATEMENT BEFORE EACH CATEGORY - CHECK ONE ONLY)

Was it to:

- |   |  |
|---|--|
| <input type="checkbox"/> Purchase environment products/services                         | <input type="checkbox"/> Identify new environment industry firms |
| <input type="checkbox"/> Learn about state-of-the-art environmental technologies        | <input type="checkbox"/> Generally observe what is on the market |
| <input type="checkbox"/> Establish strategic alliance/partnerships with exhibitor firms | <input type="checkbox"/> Other: _____                            |

6. In which environment sectors were you interested in making purchases **before** attending GLOBE '92?  
(READ LIST IF REQUIRED—CHECK ALL THAT APPLY)

- |   |   |
|---|---|
| <input type="checkbox"/> Not applicable, I was not interested in making purchases | <input type="checkbox"/> Air management           |
| <input type="checkbox"/> Water supply   | <input type="checkbox"/> Noise abatement          |
| <input type="checkbox"/> Wastewater treatment                                     | <input type="checkbox"/> Hazardous/toxic material |
| <input type="checkbox"/> Solid waste management                                   | <input type="checkbox"/> Land management          |
| <input type="checkbox"/> Recycling  | <input type="checkbox"/> Information systems      |
| <input type="checkbox"/> Other _____  |   |

7. **After** attending the trade fair, what was your level of satisfaction with the types of products/services in the exhibits? Please rate your level of satisfaction on a scale of 1-7, with 1 being very dissatisfied and 7 being very satisfied.
- |  |                          |   |   |                |   |   |                       |
|--|--------------------------|---|---|----------------|---|---|-----------------------|
|  | <u>Very dissatisfied</u> |   |   | <u>Neutral</u> |   |   | <u>Very satisfied</u> |
|  | 1                        | 2 | 3 | 4              | 5 | 6 | 7                     |

- 8a. **Before** attending GLOBE '92, how would you rate your knowledge of government offered programs? Please rate your level of knowledge on a scale of 1-7, with 1 being very low knowledge and 7 being very high knowledge.
- |  |                           |   |   |                 |   |   |                  |
|--|---------------------------|---|---|-----------------|---|---|------------------|
|  | <u>Very low knowledge</u> |   |   | <u>Moderate</u> |   |   | <u>Very High</u> |
|  | 1                         | 2 | 3 | 4               | 5 | 6 | 7                |

- 8b. **After** attending GLOBE '92, how would you rate your knowledge of government offered programs?
- |  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|

9. Was one of you objectives for attending the Trade Fair to form strategic alliances or joint ventures?

☐ Yes      ☐ No - GO TO QUESTION #12.

10. CHECK ONE ONLY

As a result of the Trade Fair did your organization:

- ☐ Make no strategic alliances or joint venture arrangements or contacts?  
☐ Conclude one or more strategic alliances or joint venture arrangements?  
☐ Make contacts that may lead to future strategic alliances or joint ventures?

11. What changes should be made to the GLOBE '94 Trade Fair to better establish strategic alliances or joint ventures?

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- |  |             |   |   |                |   |   |                  |
|--|-------------|---|---|----------------|---|---|------------------|
|  | <u>Poor</u> |   |   | <u>Neutral</u> |   |   | <u>Excellent</u> |
| 12. What is your overall rating of the GLOBE '92 Trade Fair? Please rate on a scale of 1-7, with 1 being poor and 7 being excellent. | 1           | 2 | 3 | 4              | 5 | 6 | 7                |

### C. Purchases

- 13a. What is the approximate Canadian dollar value of commercial purchases of equipment and services that you made on-site at the GLOBE '92 Trade Fair?

On-site Purchases                      \$ \_\_\_\_\_ (\$ Canadian)

- 13b. What is the approximate Canadian dollar value of commercial purchases of equipment and services that expect to make in the next 12 months as a result of the GLOBE '92 Trade Fair?

Expect to make in the next 12 months    \$ \_\_\_\_\_ (\$ Canadian)

### D. Business Contacts Centre

14. Were you aware of the Business Contacts Centre?

☐ Yes                      ☐ No—GO TO SECTION E

15. Did you use any of the programs offered by the Business Contacts Centre?

☐ Yes                      ☐ No—GO TO SECTION E

16. Which Business Contacts Centre programs did you use?  
(READ STATEMENT BEFORE EACH QUESTION)

Did you use the ...	Yes	No	<u>Poor</u>		<u>Moderate</u>		<u>Excellent</u>	
• Matching service	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6 7
• Reverse trade fair	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6 7
• Product/technology demonstration seminars	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6 7
• Executive services	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6 7

Please rate on a scale from 1 to 7, with 1 being poor and 7 being excellent, those Business Contacts Centre programs that you used. (ASK THEM TO RATE ONLY THOSE SERVICES THEY USED)

- |   |                          |   |   |                |   |   |                       |            |
|---|--------------------------|---|---|----------------|---|---|-----------------------|------------|
|   | <u>Strongly disagree</u> |   |   | <u>Neutral</u> |   |   | <u>Strongly agree</u> | <u>N/A</u> |
| 17. If you made strategic alliances or joint venture contacts at GLOBE '92, were they made as a result of the Business Contacts Centre? | 1                        | 2 | 3 | 4              | 5 | 6 | 7                     | 9          |

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## E. Conference portion of GLOBE '92

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18. Did you attend the Conference portion of GLOBE '92?

☐ Yes      ☐ No—GO TO SECTION F

19. What is your overall rating of the GLOBE '92 Conference?

	<u>Poor</u>			<u>Neutral</u>		<u>Excellent</u>
	1	2	3	4	5	6 7

20. If there had been no GLOBE '92 Conference, would you have attended the GLOBE '92 Trade Fair?

☐ Yes      ☐ No

---

## F. Financial assistance

---

21. From which organizations did you receive financial assistance to attend the GLOBE '92 Trade Fair? What were the respective amounts?

<u>Source</u>	<u>\$ Amount</u>
_____	_____ (\$ Canadian)
_____	_____ (\$ Canadian)
_____	_____ (\$ Canadian)

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## G. Future plans

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22. How likely is it that you will attend the GLOBE '94 Trade Fair, if it is similar to the GLOBE '92 Trade Fair?

Would you be: (READ LIST)

- ☐ Very likely to attend?  
☐ Somewhat likely?  
☐ Very unlikely?  
☐ Don't know (DO NOT READ)

If unlikely to attend, why not? \_\_\_\_\_  
\_\_\_\_\_

23. How could the Trade Fair be improved for GLOBE '94? (Include any ideas on location, time of year, duration, type/quality of exhibits, promotions, cost, etc.)

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## H. Background information

24. In which industry sectors does your organization operate?

- ☐ Agriculture
- ☐ Banking/finance
- ☐ Chemical/plastics
- ☐ Communications
- ☐ Construction
- ☐ Consulting
- ☐ Education/training
- ☐ Energy
- ☐ Fisheries/aquaculture
- ☐ Food processing
- ☐ Forestry/pulp and paper

- ☐ Mining/metals/minerals
- ☐ Oil and gas
- ☐ Textiles
- ☐ Tourism
- ☐ Transportation
- ☐ Municipal government
- ☐ Provincial/state government
- ☐ Federal government
- ☐ Non-government organization
- ☐ Armed forces
- ☐ Health care

25. Which of the following categories best describes your organization?

- ☐ Manufacturer
- ☐ Contractor/Technical services firm
- ☐ Consulting/professional services firm
- ☐ Resource extraction company

- ☐ Distributor/Agency
- ☐ Government agency
- ☐ Other (please specify) \_\_\_\_\_

26. Does your organization make purchases of environmental products?

- ☐ Yes ☐ No - GO TO END

27. Which people in your organization are the primary buyers of environmental products and services, by position title?

- ☐ President or CEO
- ☐ Environmental Officer
- ☐ Engineer

- ☐ Procurement Officer/Purchasing Agent
- ☐ Other, please specify \_\_\_\_\_

28. For which of the following geographic regions does your organization make environmental purchases?  
(READ LIST)

- ☐ Western Canada
- ☐ Eastern Canada
- ☐ Western United States, including Alaska
- ☐ Midwestern United States
- ☐ Eastern United States

- ☐ Europe
- ☐ Asia Pacific
- ☐ Africa
- ☐ Central/South America and Mexico

29. What were your organization's approximate purchases of environmental products and services in 1991?

\_\_\_\_\_ (\$Canadian) DO NOT PROMPT UNLESS THEY REFUSE TO ANSWER.

- ☐ Less than \$100 thousand
- ☐ \$101-500 thousand
- ☐ \$501,000-1 million

- ☐ \$1-5 million
- ☐ >\$5 million

\* \* \*Thank you for your assistance.\* \* \*

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## GLOBE '92 Conference Delegate Questionnaire

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Dear Conference Delegate,

GLOBE '92 is the second in a series of biennial international conferences and trade fairs on business and the environment. It is one of the most important events designed to advance global sustainable development by encouraging practical solutions to environmental challenges and promoting related business opportunities and responsibilities.

To help us improve the GLOBE series and advance progress on sustainable development in future years, we need your input. Please take a few moments at or near the end of your participation at GLOBE '92 to complete this brief questionnaire. You may deposit it in any of the survey boxes located at the conference or simply mail it to us in the attached self-addressed envelope (if you mail it from within Canada, we will pay the postage). Thank you very much for your cooperation.

---

1. Which of the following industry/societal sectors do you best represent (please check only one):

- |   |   |
|---|---|
| <input type="checkbox"/> Natural resource extraction industry             | <input type="checkbox"/> Federal government department or agency          |
| <input type="checkbox"/> Manufacturing industry                           | <input type="checkbox"/> Provincial/state government department or agency |
| <input type="checkbox"/> Service industry, excluding consulting           | <input type="checkbox"/> Municipal government                             |
| <input type="checkbox"/> Consulting                                       | <input type="checkbox"/> International agency (e.g. UN, World Bank)       |
| <input type="checkbox"/> Academic/research organization                   | <input type="checkbox"/> Labour   |
| <input type="checkbox"/> Environmental non-government organization (ENGO) | <input type="checkbox"/> Native group                                     |
|   | <input type="checkbox"/> Other (specify) _____                            |

2. If you represent a private sector firm, do you consider your company to be a member of the environment industry?

Yes ☐ No ☐

3. In which of the following geographic regions do you reside?

- |  |  |
|--|--|
| <input type="checkbox"/> British Columbia                        | <input type="checkbox"/> Japan                                   |
| <input type="checkbox"/> Other Western Canada                    | <input type="checkbox"/> Other Asia                              |
| <input type="checkbox"/> Eastern Canada                          | <input type="checkbox"/> Australia/New Zealand & Pacific Islands |
| <input type="checkbox"/> Western United States, including Alaska | <input type="checkbox"/> Africa                                  |
| <input type="checkbox"/> Midwestern United States                | <input type="checkbox"/> Middle East                             |
| <input type="checkbox"/> Eastern United States                   | <input type="checkbox"/> Mexico                                  |
| <input type="checkbox"/> Western Europe                          | <input type="checkbox"/> Central/South America                   |
| <input type="checkbox"/> Eastern Europe*                         | <input type="checkbox"/> The Caribbean                           |

\*Including countries formerly part of the U.S.S.R.

4. How did you register for GLOBE '92 (please check one only)?

- |   |  |
|---|--|
| <input type="checkbox"/> As a full-paid delegate  | <input type="checkbox"/> As a student delegate |
| <input type="checkbox"/> As a GLOBE staff member/organizer  | <input type="checkbox"/> As a speaker          |
| <input type="checkbox"/> As a delegate funded by a third party (e.g., international development agency) | <input type="checkbox"/> As a volunteer        |
| <input type="checkbox"/> Other (please specify) _____   |  |

5. Did you attend: ☐ the GLOBE '90 conference ☐ the GLOBE '90 trade fair?

If yes, what was your overall rating of them (please circle)?

	Poor			Moderate			Excellent	
GLOBE '90 conference	1	2	3	4	5	6	7	
GLOBE '90 trade fair	1	2	3	4	5	6	7	

6. How did you first hear about GLOBE '92 (check one)?

- |   |  |
|---|--|
| <input type="checkbox"/> Direct mail information          | <input type="checkbox"/> News report (e.g. television, radio)      |
| <input type="checkbox"/> Telephone contact by GLOBE staff | <input type="checkbox"/> Other environmental conference/trade show |
| <input type="checkbox"/> Magazine/newspaper ad            | <input type="checkbox"/> From a society/association                |
| <input type="checkbox"/> GLOBE '92 poster                 | <input type="checkbox"/> Word of mouth                             |
| <input type="checkbox"/> Radio advertisement              | <input type="checkbox"/> Other (specify) _____                     |

7. How would you rate the following GLOBE '92 activities in terms of information content/interest level (please only rate those you attended by circling the appropriate number):

GLOBE '92 Conference Activity	Poor			Moderate			Excellent
-------------------------------	------	--	--	----------	--	--	-----------

Plenary Sessions

- |                            |   |   |   |   |   |   |   |
|----------------------------|---|---|---|---|---|---|---|
| • Opening plenary session  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| • Trade fair opening       | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| • Mid-week plenary session | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| • Closing plenary session  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Instruments of Change

- |  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
| • Policy and legislation                 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| • Economics and finance                  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| • Technology and research                | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| • Communications, education and training | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Development Applications and Solutions

- |                                   |   |   |   |   |   |   |   |
|-----------------------------------|---|---|---|---|---|---|---|
| • Energy                          | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| • Manufacturing & processing      | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| • Food, agriculture and fisheries | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| • Forestry and wood products      | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| • Tourism                         | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| • International development       | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| • Urban development               | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Other Activities

- |                                       |   |   |   |   |   |   |   |
|---------------------------------------|---|---|---|---|---|---|---|
| • Tools and techniques (case studies) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| • Oceans '92 seminar                  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| • Ports and harbours seminar          | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| • Women in decision making seminar    | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| • Information technologies seminar    | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

8. How many days did you or do you plan to spend:

- ▶ At the GLOBE '92 conference? \_\_\_\_\_ days (e.g., 3.5 days).
- ▶ At the GLOBE '92 trade fair? \_\_\_\_\_ days.
- ▶ In Vancouver, if you live outside the region? \_\_\_\_\_ days

9. The mission for GLOBE '92 is to: "Advance sustainable development by encouraging practical solutions to environmental challenges and promoting related business opportunities and responsibilities."

	Not at all		Somewhat			Very well	
How well did GLOBE '92 achieve this mission?	1	2	3	4	5	6	7

Please explain: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

10. How well did the conference portion of GLOBE '92 achieve its objectives:

	Not at all					Very well	
• Increased knowledge of environmental issues facing business	1	2	3	4	5	6	7
• Increased awareness of practical environmental solutions	1	2	3	4	5	6	7
• Increased knowledge of economy/environment linkages	1	2	3	4	5	6	7
• Improved cooperation and partnerships between stakeholders	1	2	3	4	5	6	7

11. How would you rate the conference organization and structure?

	Poor		Moderate			Excellent	
• Ease of registering	1	2	3	4	5	6	7
• Ease of finding session/activity locations	1	2	3	4	5	6	7
• Adherence to posted schedules	1	2	3	4	5	6	7
• Appropriate number and timing of sessions	1	2	3	4	5	6	7

How could the conference organization and structure be improved? \_\_\_\_\_

\_\_\_\_\_

12. How would you rate the quality of the facilities?

	Poor		Moderate			Excellent	
• Size of conference rooms	1	2	3	4	5	6	7
• Ability to hear speakers	1	2	3	4	5	6	7
• Ability to see visual materials (e.g. overheads)	1	2	3	4	5	6	7
• Location of conference in relation to trade fair	1	2	3	4	5	6	7

How could the facilities be improved? \_\_\_\_\_

\_\_\_\_\_

13. How would you rate the calibre of the speakers?

	Poor		Moderate			Excellent	
• Knowledge level of speakers	1	2	3	4	5	6	7
• Presentation/speaking ability of speakers	1	2	3	4	5	6	7
• Geographic mix of speakers (international perspective)	1	2	3	4	5	6	7
• Sectoral mix of speakers (industry, government, ENGOs)	1	2	3	4	5	6	7

How could the calibre of speakers be improved? \_\_\_\_\_

\_\_\_\_\_

14. How would you rate the format and content of the sessions?

	Poor		Moderate			Excellent	
• Degree to which key global environmental issues were addressed	1	2	3	4	5	6	7
• Stimulating format (e.g. panel discussions)	1	2	3	4	5	6	7
• Time allotted for audience questions/discussions	1	2	3	4	5	6	7
• Quality of printed materials	1	2	3	4	5	6	7

How could the format and content of the sessions be improved? \_\_\_\_\_

15. What is your overall rating of the GLOBE '92 conference?

	Poor			Moderate			Excellent
	1	2	3	4	5	6	7

16. How could the conference be improved? \_\_\_\_\_

17. Did you attend the GLOBE '92 trade fair? Yes ☐ No ☐ If no, go to question #21.

If yes, what is your overall rating of the GLOBE '92 trade fair?

	Poor			Moderate			Excellent
	1	2	3	4	5	6	7

18. What was your **primary** reason for attending the GLOBE '92 trade fair?

- |  |   |
|--|---|
| <input type="checkbox"/> To purchase environment products/services                         | <input type="checkbox"/> To identify new environment industry firms |
| <input type="checkbox"/> To learn about the state-of-the-art environment technologies      | <input type="checkbox"/> To generally observe what is on the market |
| <input type="checkbox"/> To establish strategic alliance/partnerships with exhibitor firms | <input type="checkbox"/> Other _____                                |

19. How could the trade fair be improved? \_\_\_\_\_

20. How well did the trade fair complement your participation in the conference?

	Not at all						Very well
	1	2	3	4	5	6	7

How could the trade fair and conference better complement one another? \_\_\_\_\_

21. How likely is it that you will attend the GLOBE '94 conference, if it is similar to the GLOBE '92 conference?

	Not at all likely						Very likely
	1	2	3	4	5	6	7

22. Which other environmental conferences will you likely attend over the next two years?

- |         |         |
|---------|---------|
| • _____ | • _____ |
| • _____ | • _____ |

Thank you again for your cooperation.

## Questionnaire à l'intention des délégués—Conférence GLOBE '92

Monsieur/Madame,

GLOBE '92 est la deuxième d'une série de conférences-expositions internationales bisannuelles. La série compte parmi les événements les plus importants à promouvoir le développement durable en favorisant l'adoption de solutions pratiques aux enjeux environnementaux et en mettant de l'avant les occasions d'affaires et les responsabilités qui en découlent.

Pour nous aider à améliorer la série GLOBE et à faire avancer la cause du développement durable, nous désirons obtenir vos commentaires sur divers sujets. A cet égard, nous vous demandons de bien vouloir remplir le bref questionnaire qui suit vers la fin de la Conférence. Vous pourrez le déposer dans les boîtes réservées à cette fin sur le lieu de la Conférence on nous le fait parvenir dans l'enveloppe pré-affranchie ci-jointe (affranchissement valable pour la mise à la poste au Canada). Nous vous remercions à l'avance de votre collaboration.

1. A quel secteur ou groupe appartenez-vous? (cocher une case seulement):

- |   |   |
|---|---|
| <input type="checkbox"/> Industrie d'extraction des ressources                      | <input type="checkbox"/> Ministère ou organisme fédéral                       |
| <input type="checkbox"/> Industrie de fabrication                                   | <input type="checkbox"/> Ministère ou organisme (province ou État)            |
| <input type="checkbox"/> Industrie des services (sauf les services de consultation) | <input type="checkbox"/> Administration municipale                            |
| <input type="checkbox"/> Services de consultation                                   | <input type="checkbox"/> Organisme international (ONU, Banque mondiale, etc.) |
| <input type="checkbox"/> Organisme de recherche/milieu universitaire                | <input type="checkbox"/> Syndicat   |
| <input type="checkbox"/> Organismes environnementaux privés                         | <input type="checkbox"/> Groupes autochtones                                  |
|   | <input type="checkbox"/> Autre (préciser) _____                               |

2. Si vous représentez une société privée, cette société fait-elle partie de l'industrie de l'environnement?

Oui ☐ Non ☐

3. Quelle est votre lieu de résidence?

- |   |  |
|---|--|
| <input type="checkbox"/> Colombie-Britannique                 | <input type="checkbox"/> Japon   |
| <input type="checkbox"/> Autre province de l'Ouest canadien   | <input type="checkbox"/> Autre pays d'Asie                               |
| <input type="checkbox"/> Est canadien                         | <input type="checkbox"/> Australie/Nouvelle Zélande et îles du Pacifique |
| <input type="checkbox"/> Ouest des États-Unis (Alaska inclus) | <input type="checkbox"/> Afrique   |
| <input type="checkbox"/> États américains du Midwest          | <input type="checkbox"/> Moyen-Orient                                    |
| <input type="checkbox"/> Est des États-Unis                   | <input type="checkbox"/> Mexique   |
| <input type="checkbox"/> Europe occidentale                   | <input type="checkbox"/> Amérique Centrale et du Sud                     |
| <input type="checkbox"/> Europe de l'Est*                     | <input type="checkbox"/> Antilles  |

\*Pays de l'ancienne U.R.S.S. inclus.

4. Vous participez à GLOBE '92 comme: (cocher une case seulement)

- |  |   |
|--|---|
| <input type="checkbox"/> Délégué ordinaire                                     | <input type="checkbox"/> Étudiant délégué     |
| <input type="checkbox"/> Employé/organisateur de GLOBE                         | <input type="checkbox"/> Conférencier         |
| <input type="checkbox"/> Délégué aidé financièrement par un tiers (ACDI, etc.) | <input type="checkbox"/> Travailleur bénévole |
| <input type="checkbox"/> Autre (précisez) _____                                |   |

5. Avez-vous participé à: ☐ la Conférence de GLOBE '90 ☐ l'Exposition commerciale de GLOBE '90

Dans l'affirmative, quelle est votre appréciation globale de:

	Médiocre		Moyenne			Excellente	
la Conférence GLOBE '90	1	2	3	4	5	6	7
l'Exposition commerciale de GLOBE '90	1	2	3	4	5	6	7

6. Comment avez-vous pris connaissance de la tenue de GLOBE '92?

- |   |  |
|---|--|
| <input type="checkbox"/> Envois postaux                           | <input type="checkbox"/> Reportage (radio, télévision)                               |
| <input type="checkbox"/> Appel téléphonique du personnel de GLOBE | <input type="checkbox"/> Autre conférence/exposition commerciale sur l'environnement |
| <input type="checkbox"/> Magazines/journaux                       | <input type="checkbox"/> Association/société   |
| <input type="checkbox"/> Affiche de GLOBE '92                     | <input type="checkbox"/> Bouche à oreille  |
| <input type="checkbox"/> Annonces radiophoniques                  | <input type="checkbox"/> Autre (précisez) _____                                      |

7. Veuillez donner votre appréciation des activités suivantes sur le plan du contenu et de l'intérêt (cotez les activités auxquelles vous avez participé en encerclant le chiffre approprié):

	Médiocre		Moyen			Excellent	
<u>Séances plénières</u>							
• Séance plénière d'ouverture	1	2	3	4	5	6	7
• Inauguration de l'Exposition commerciale	1	2	3	4	5	6	7
• Séance plénière de mi-semaine	1	2	3	4	5	6	7
• Séance plénière de clôture	1	2	3	4	5	6	7
<u>Instruments du changement</u>							
• Politiques et législation	1	2	3	4	5	6	7
• Économie et finances	1	2	3	4	5	6	7
• Technologie et recherche	1	2	3	4	5	6	7
• Communications, sensibilisation et formation	1	2	3	4	5	6	7
<u>Applications et solutions</u>							
• Énergie	1	2	3	4	5	6	7
• Industries de transformation et de fabrication	1	2	3	4	5	6	7
• Industrie agro-alimentaire et pêche	1	2	3	4	5	6	7
• Forêts et produits forestiers	1	2	3	4	5	6	7
• Tourisme	1	2	3	4	5	6	7
• Développement international	1	2	3	4	5	6	7
• Développement urbain	1	2	3	4	5	6	7
<u>Autres activités</u>							
• Outils et techniques (études de cas)	1	2	3	4	5	6	7
• Atelier - Océans '92	1	2	3	4	5	6	7
• Atelier - Ports et havres	1	2	3	4	5	6	7
• Atelier - Les femmes et la prise de décisions	1	2	3	4	5	6	7
• Aterlier - Technologies de l'information	1	2	3	4	5	6	7

8. Combien de jours prévoyez-vous passer ou avez-vous passé:

- ▶ à la Conférence de GLOBE '92? \_\_\_\_\_ jour(s)
- ▶ à l'Exposition commerciale de GLOBE '92? \_\_\_\_\_ jour(s)
- ▶ à Vancouver, si vous venez d'une autre région? \_\_\_\_\_ jour(s)

9. Le mandat de GLOBE '92 est de "promouvoir le développement durable en favorisant l'adoption de solutions pratiques aux défis environnementaux et en mettant de l'avant les occasions d'affaires et les responsabilités qui en découlent."

	Pas du tout		Dans une certaine mesure				Pleinement
Dans quelle mesure GLOBE '92 a-t-elle rempli son mandat?	1	2	3	4	5	6	7

Précisez: \_\_\_\_\_

10. Dans quelle mesure le volet Conférence a-t-il atteint les objectifs suivants:

	Pas du tout					Pleinement	
• Meilleure connaissance des problèmes environnementaux auxquels le monde des affaires est confronté	1	2	3	4	5	6	7
• Meilleure connaissance des solutions pratiques	1	2	3	4	5	6	7
• Meilleure connaissance des liens entre l'économie et l'environnement	1	2	3	4	5	6	7
• Meilleurs liens de collaboration et de partenariat entre les parties intéressées	1	2	3	4	5	6	7

11. Quelle cote attribuez-vous à l'organisation de la Conférence sur les points suivants?

	Médiocre			Moyen		Excellent	
• Facilité d'inscription	1	2	3	4	5	6	7
• Facilité à trouver les locaux des ateliers	1	2	3	4	5	6	7
• Respect de l'horaire des activités	1	2	3	4	5	6	7
• Nombre d'ateliers et horaire	1	2	3	4	5	6	7

Que pourrait-on faire pour améliorer l'organisation de la Conférence? \_\_\_\_\_

12. Que pensez-vous de la qualité des installations?

	Médiocre			Moyen		Excellente	
• Taille des salles de conférence	1	2	3	4	5	6	7
• Acoustique (capacité d'entendre les conférenciers)	1	2	3	4	5	6	7
• Visibilité des projections (transparents)	1	2	3	4	5	6	7
• Emplacement de la Conférence par rapport à l'Exposition commerciale	1	2	3	4	5	6	7

Comment pourrait-on améliorer la qualité des installations? \_\_\_\_\_

13. Quelle est votre opinion sur la qualité des conférenciers?

	Médiocre			Moyenne		Excellente	
• Érudition des conférenciers	1	2	3	4	5	6	7
• Présentation/éloquence	1	2	3	4	5	6	7
• Représentativité internationale	1	2	3	4	5	6	7
• Représentativité des divers secteurs (industrie, gouvernements, organismes environnementaux privés)	1	2	3	4	5	6	7

Comment pourrait-on améliorer la qualité du groupe de conférenciers? \_\_\_\_\_

14. Que pensez-vous de la forme et du contenu des ateliers?	Médiocre		Moyenne			Excellente	
• Traitement des grandes questions environnementales mondiales	1	2	3	4	5	6	7
• Dynamisme (discussions panel)	1	2	3	4	5	6	7
• Temps alloué pour les questions et la discussion	1	2	3	4	5	6	7
• Qualité de la documentation	1	2	3	4	5	6	7

Que pourrait-on faire pour améliorer la forme et le contenu des ateliers? \_\_\_\_\_

15. Que pensez-vous de la Conférence de GLOBE '92 dans son ensemble?	Médiocre		Moyenne			Excellente	
	1	2	3	4	5	6	7

16. Que peut-on faire pour l'améliorer? \_\_\_\_\_

17. Vous êtes-vous rendu à l'Exposition commerciale? Oui ☐ Non ☐ Dans la négative, passez à la question no 21.

Dans l'affirmative, qu'avez-vous pensé de l'Exposition commerciale dans son ensemble	Médiocre		Moyenne			Excellente	
	1	2	3	4	5	6	7

18. Quel est le principal motif de votre visite à l'Exposition commerciale?

- |   |   |
|---|---|
| <input type="checkbox"/> Acheter des produits/services de l'industrie environnementale              | <input type="checkbox"/> Voir quelles sont les nouvelles sociétés de l'industrie de l'environnement |
| <input type="checkbox"/> Me renseigner sur les technologies de pointe du secteur de l'environnement | <input type="checkbox"/> Voir en général ce qui est offert sur le marché                            |
| <input type="checkbox"/> Établir des alliances stratégiques/partenariats avec les exposants         | <input type="checkbox"/> Autres _____   |

19. Que peut-on faire pour améliorer l'Exposition commerciale? \_\_\_\_\_

20. Dans quelle mesure l'Exposition commerciale a-t-elle rendu plus enrichissante votre participation à la Conférence?	Pas du tout					Considérablement	
	1	2	3	4	5	6	7

Que peut-on faire pour que la Conférence et l'Exposition commerciale se complètent davantage \_\_\_\_\_

21. Participerez-vous probablement à la Conférence de GLOBE '94 si elle est similaire à celle de GLOBE '92?	Très peu probable					Fort probable	
	1	2	3	4	5	6	7

22. A quelles autres conférences sur l'environnement êtes-vous susceptible de participer au cours des deux prochaines années?

- |         |         |
|---------|---------|
| • _____ | • _____ |
| • _____ | • _____ |

Nous vous remercions de votre collaboration

## Enviro-Expo Exhibitor Questionnaire

Dear Enviro-Expo Exhibitor,

Enviro-Expo is an event designed to encourage awareness, participation and acknowledgement of each individual's responsibility for a healthy environment. To help us improve Enviro-Expo and further the environmental cause in future years, we would greatly appreciate your input. Please take a few moments to complete this brief questionnaire. For your convenience, a Peat Marwick Stevenson & Kellogg representative will return later in the day to collect your completed questionnaire. Your responses will remain fully anonymous. Thank you very much for your cooperation.

1. Which category below best describes your organization (please check one):

- |   |   |
|---|---|
| <input type="checkbox"/> Industry   | <input type="checkbox"/> Municipal government |
| <input type="checkbox"/> Federal government department or agency          | <input type="checkbox"/> Labour               |
| <input type="checkbox"/> Provincial/state government department or agency | <input type="checkbox"/> Native group         |
| <input type="checkbox"/> Environmental non-government organization (ENGO) | <input type="checkbox"/> International agency |
| <input type="checkbox"/> Other (specify) _____                            |   |

2. Please check the geographic region(s) in which your organization has offices. Also please check your headquarters location:

- | Offices                  | HQ                       |                           | Offices                  | HQ                       |                            |
|--------------------------|--------------------------|---------------------------|--------------------------|--------------------------|----------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Greater Vancouver Region  | <input type="checkbox"/> | <input type="checkbox"/> | Central and Eastern Canada |
| <input type="checkbox"/> | <input type="checkbox"/> | Fraser Valley             | <input type="checkbox"/> | <input type="checkbox"/> | Washington State           |
| <input type="checkbox"/> | <input type="checkbox"/> | Vancouver Island          | <input type="checkbox"/> | <input type="checkbox"/> | Other United States        |
| <input type="checkbox"/> | <input type="checkbox"/> | Interior British Columbia | <input type="checkbox"/> | <input type="checkbox"/> | Asia and Middle East       |
| <input type="checkbox"/> | <input type="checkbox"/> | Other British Columbia    | <input type="checkbox"/> | <input type="checkbox"/> | Eastern and Western Europe |
| <input type="checkbox"/> | <input type="checkbox"/> | Other Western provinces   | <input type="checkbox"/> | <input type="checkbox"/> | Rest of World              |

3. If you represent a private sector firm, do you consider your company to be a member of the environment industry?

- ☐ Yes  
☐ No  
☐ Not a private sector firm—GO TO QUESTION #5

4. What was your organization's approximate annual sales of environmental products and services in 1991?

\$ \_\_\_\_\_

5. Did you attend: ☐ the GLOBE '92 Conference? ☐ the GLOBE '92 Trade Fair?

If yes, what is your overall rating of them: (please circle)

	Poor			Moderate			Excellent
GLOBE '92 Conference	1	2	3	4	5	6	7
GLOBE '92 Trade Fair	1	2	3	4	5	6	7

6. How did you **first** hear about Enviro-Expo (check one)?

- |   |  |
|---|--|
| <input type="checkbox"/> Direct mail information          | <input type="checkbox"/> News report (e.g. television, radio)      |
| <input type="checkbox"/> Magazine/newspaper ad            | <input type="checkbox"/> Other environmental conference/trade show |
| <input type="checkbox"/> Telephone contact by Enviro-Expo | <input type="checkbox"/> From a society/association                |
| <input type="checkbox"/> Radio advertisement              | <input type="checkbox"/> Enviro-Expo poster                        |
| <input type="checkbox"/> Word of mouth                    | <input type="checkbox"/> Other (specify) _____                     |

7. What were your objectives for exhibiting at the Enviro-Expo (*check all that apply*)?

- |  |   |
|--|---|
| <input type="checkbox"/> To generate sales for environmental products/services | <input type="checkbox"/> To improve our organization's public image/profile   |
| <input type="checkbox"/> To promote a product/service                          | <input type="checkbox"/> To increase public awareness of environmental issues |
| <input type="checkbox"/> To develop contacts/leads with buyers                 |   |
| <input type="checkbox"/> Other (please specify): _____                         |   |

8. To what extent did Enviro-Expo satisfy your objectives (*circle one number in each row*)?

The Trade Fair helped my organization to ...	<u>Strongly Disagree</u>		<u>Neutral</u>			<u>Strongly Agree</u>		<u>N/A</u>
• Generate sales for environmental products/services	1	2	3	4	5	6	7	9
• Promote a product/service	1	2	3	4	5	6	7	9
• Develop contacts/leads with buyers	1	2	3	4	5	6	7	9
• Improve our public image/profile	1	2	3	4	5	6	7	9
• Increase public awareness of environmental issues	1	2	3	4	5	6	7	9
• Other (please specify): _____	1	2	3	4	5	6	7	9

9. How would you rate the quality of the facilities?

	<u>Poor</u>		<u>Moderate</u>			<u>Excellent</u>	
• Smooth flow of visitor traffic	1	2	3	4	5	6	7
• Size and layout of display area	1	2	3	4	5	6	7
• Access to required facilities (e.g., electrical outlets)	1	2	3	4	5	6	7
• Location of exhibit space provided	1	2	3	4	5	6	7

10. What is your overall rating of Enviro-Expo?

<u>Poor</u>		<u>Moderate</u>			<u>Excellent</u>	
1	2	3	4	5	6	7

11. Did your organization exhibit at the GLOBE '92 Trade Fair? ☐ Yes ☐ No—GO TO QUESTION #13

12. To what extent did you achieve your objectives for exhibiting at the GLOBE '92 Trade Fair?

<u>Not at All</u>	<u>Moderate</u>			<u>Very Well</u>		
1	2	3	4	5	6	7

13. To what extent did the conference and trade fair have an impact on Enviro-Expo?

<u>None at All</u>				<u>Very High Impact</u>		
1	2	3	4	5	6	7



Only interview people over 16

Date: ☐ Friday ☐ Saturday ☐ Sunday  
Time: ☐ Afternoon ☐ Evening

---

## Enviro-Expo Visitor Questionnaire

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Good afternoon/evening,

My name is \_\_\_\_\_ with the survey firm Peat Marwick Stevenson & Kellogg. We are evaluating Enviro-Expo and would appreciate it if we could ask you a few questions.

---

1. Did you come by yourself to Enviro-Expo or did you come with others? (INDICATE THE TOTAL NUMBER INCLUDING RESPONDENT)

\_\_\_\_\_ people (IF "1"—GO TO QUESTION #3)

2. How many people in your group are under 12 years of age?

\_\_\_\_\_ people

3. Where do you live? (DO NOT READ LIST)

- |  |  |
|--|--|
| <input type="checkbox"/> Greater Vancouver Regional District | <input type="checkbox"/> Prairie provinces   |
| <input type="checkbox"/> Vancouver Island                    | <input type="checkbox"/> Eastern Canada      |
| <input type="checkbox"/> Washington State                    | <input type="checkbox"/> Other United States |
| <input type="checkbox"/> Interior B.C.                       | <input type="checkbox"/> Other countries     |
| <input type="checkbox"/> Fraser Valley                       |  |

4. Are you a member of any environmental groups or organizations?

☐ Yes ☐ No

5. How did you first hear about Enviro-Expo? (DO NOT READ LIST)

- |  |   |
|--|---|
| <input type="checkbox"/> News reports (TV, radio)      | <input type="checkbox"/> Enviro-Expo poster     |
| <input type="checkbox"/> Newspaper ad                  | <input type="checkbox"/> GLOBE '92 publications |
| <input type="checkbox"/> Radio ad                      | <input type="checkbox"/> Word of mouth          |
| <input type="checkbox"/> Other, please specify : _____ |   |

6. As you may be aware, earlier this week there was a GLOBE '92 Trade Fair and Conference.

	Yes	No
• Did you attend the Trade Fair?	<input type="checkbox"/>	<input type="checkbox"/>
• Did you attend the Conference?	<input type="checkbox"/>	<input type="checkbox"/>

7. Now I'm going to ask you about your reasons for attending Enviro-Expo. (READ STATEMENT BEFORE EACH QUESTION)

Did you come here to ...

- Attend environmental seminars?
- Visit company displays of products and services?
- Visit government displays?
- Visit children's exhibits

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

If no to all, why did you come? \_\_\_\_\_

8. Which events did you attend? (READ STATEMENT BEFORE EACH QUESTION)

Did you attend ...	Yes	No	Poor		Moderate		Excellent		
• Environmental seminars	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7
• Company displays of products and services	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7
• Government displays	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7
• Children's exhibits	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7

Please rate on a scale from 1 to 7, with 1 being poor and 7 being excellent, those elements of Enviro-Expo that you attended. (FOR THOSE THAT ATTENDED ASK TO RATE ON SCALE)

9. As a result of attending Enviro-Expo ... (READ STATEMENT BEFORE EACH QUESTION)

	Yes	No	Don't know
• Will you increase your purchases of environmentally friendly products and services?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Do you have a better understanding of what "Going Green" really means?	<input type="checkbox"/>	<input type="checkbox"/>	
• Do you have a better knowledge of government environmental programs?	<input type="checkbox"/>	<input type="checkbox"/>	
• Are you more interested in environmental issues?	<input type="checkbox"/>	<input type="checkbox"/>	
• Do you plan to join an environmental group?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Overall how satisfied were you with Enviro-Expo? Please rate your level of satisfaction on a scale from 1 to 7.

Very dissatisfied                      Very satisfied

1      2      3      4      5      6      7

11. If Enviro-Expo was held again in 1994, and if it was similar to this year's event, how willing will you be to attend? Would you be: (READ LIST)

<input type="checkbox"/>	Very likely
<input type="checkbox"/>	Somewhat likely
<input type="checkbox"/>	Very unlikely
<input type="checkbox"/>	Don't know (DO NOT READ)

Finally, I would like to ask you a few questions about yourself.

12. In what year were you born?

19 \_\_\_\_\_

13. What is the highest level of schooling you have attained? (DO NOT READ LIST)

- |                          |                             |                          |                      |
|--------------------------|-----------------------------|--------------------------|----------------------|
| <input type="checkbox"/> | Elementary school           | <input type="checkbox"/> | Some university      |
| <input type="checkbox"/> | Some high school            | <input type="checkbox"/> | Completed university |
| <input type="checkbox"/> | Completed high school       | <input type="checkbox"/> | Post-graduate        |
| <input type="checkbox"/> | Some college/technical      |                          |                      |
| <input type="checkbox"/> | Completed college/technical |                          |                      |

14. What is your current employment status? (DO NOT READ LIST)

- |                          |   |
|--------------------------|---|
| <input type="checkbox"/> | Working full-time (30 hours or more per week)   |
| <input type="checkbox"/> | Working part-time (less than 30 hours per week) |
| <input type="checkbox"/> | Unemployed, but seeking work                    |
| <input type="checkbox"/> | Unemployed, but not seeking work                |
| <input type="checkbox"/> | Stay home full-time                             |
| <input type="checkbox"/> | Student   |
| <input type="checkbox"/> | Retired   |

15. What is your principal occupation? (WRITE DOWN OCCUPATION—DO NOT READ LIST)

- |                          |  |
|--------------------------|--|
| <input type="checkbox"/> | Professional                                       |
| <input type="checkbox"/> | Owner and administrator of big business/government |
| <input type="checkbox"/> | Technical and semi-professional                    |
| <input type="checkbox"/> | Owner and administrator of small business          |
| <input type="checkbox"/> | Clerical, service, salesman                        |
| <input type="checkbox"/> | Tradesman, skilled and semi-skilled labour         |
| <input type="checkbox"/> | Unskilled labour                                   |
| <input type="checkbox"/> | Farmer/fisherman                                   |
| <input type="checkbox"/> | Other, please specify: _____                       |

16. What is your marital status? (DO NOT READ LIST)

- |                          |         |                          |           |
|--------------------------|---------|--------------------------|-----------|
| <input type="checkbox"/> | Married | <input type="checkbox"/> | Divorced  |
| <input type="checkbox"/> | Single  | <input type="checkbox"/> | Separated |
| <input type="checkbox"/> | Widowed |                          |           |

---

\* THANK YOU VERY MUCH FOR YOUR HELP \*

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INDICATE FOLLOWING INTERVIEW—DO NOT READ

Sex:	<input type="checkbox"/>	Male	<input type="checkbox"/>	Female
Visible ethnic minority:	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No

---

## **Trade Fair Non-Exhibitor Questionnaire** **(exhibited at GLOBE '90 but not at GLOBE '92)**

---

ORGANIZATION: \_\_\_\_\_  
CITY: \_\_\_\_\_ PROV/STATE: \_\_\_\_\_  
CONTACT PERSON: \_\_\_\_\_ TITLE: \_\_\_\_\_  
PHONE NUMBER: \_\_\_\_\_  
INTERVIEWER: \_\_\_\_\_ DATE: \_\_\_\_\_

Good Morning/Afternoon:

My name is \_\_\_\_\_ and I am with Peat Marwick Stevenson & Kellogg in Vancouver, B.C.. We are under contract with the Government of Canada to evaluate the GLOBE '92 Trade Fair that was recently held in Vancouver. It is important to our study to interview not only people who attended, but people like yourself, who did not. Therefore, if you have about 10 minutes I would like to ask you a few questions about your opinions concerning trade fairs.

---

### **A. Trade fair experience**

---

1. At how many trade fairs does your organization exhibit annually? \_\_\_\_\_

IF ZERO (0), THANK THEM FOR PARTICIPATING IN THE SURVEY AND CLOSE THE INTERVIEW.

2. At what trade fairs have you exhibited or will you exhibit in 1992 and 1993?

- ☐ Ecotech Rio-92  
☐ Environment Sector specific events (Wastewater Assoc, HAZTECH, WASTEX, etc.)  
☐ Industry Sector specific events (Oil & gas, pulp & paper, forestry, etc.)

Others:

• \_\_\_\_\_  
• \_\_\_\_\_

3. What is the geographic scope of the trade fairs at which you typically exhibit?

☐ Local  
☐ Provincial / State

☐ National  
☐ International

## B. Objectives for exhibiting at GLOBE '90

4. Which of the following reflect your objectives for exhibiting at trade fairs?  
(READ LIST—CHECK AS MANY AS APPLICABLE)

- |  |  |
|--|--|
| <input type="checkbox"/> To generate sales for environmental products/services | <input type="checkbox"/> To improve your organization's public image/profile |
| <input type="checkbox"/> To promote a product/service                          | <input type="checkbox"/> To form strategic alliances/joint ventures          |
| <input type="checkbox"/> To develop contacts/leads with buyers                 | <input type="checkbox"/> To raise financing                                  |
| <input type="checkbox"/> Other (please specify): _____                         |  |

5. To what extent did the GLOBE '90 Trade Fair satisfy each of your objectives? Please rate your satisfaction with each objective on a scale of 1-7, with 1 being very dissatisfied and 7 being very satisfied.  
READ STATEMENT BEFORE EACH QUESTION—PROMPT ONLY FOR CATEGORIES PICKED IN QUESTION #4.

	<u>Very dis-</u> <u>satisfied</u>		<u>Neutral</u>		<u>Very</u> <u>Satisfied</u>		<u>N/A</u>	
The Trade Fair helped my organization to ...								
• Generate sales for environmental products/services	1	2	3	4	5	6	7	9
• Promote a product/service	1	2	3	4	5	6	7	9
• Develop contacts/leads with buyers	1	2	3	4	5	6	7	9
• Improve our public image/profile	1	2	3	4	5	6	7	9
• Form strategic alliances/joint ventures	1	2	3	4	5	6	7	9
• Raise financing	1	2	3	4	5	6	7	9
• Other (please specify): _____	1	2	3	4	5	6	7	9

- |  | <u>Very dis-</u><br><u>satisfied</u> | <u>Neutral</u> | <u>Very</u><br><u>Satisfied</u> |
|--|--------------------------------------|----------------|---------------------------------|
| 6a. How would you rate the number of visitors to your exhibit at GLOBE '90? Please rate the number of visitors on a scale of 1-7, with 1 being very dissatisfied and 7 being very satisfied. | 1                                    | 2              | 3                               |
| 6b. How would you rate the quality of visitors to your exhibit at GLOBE '90 (e.g., seniority, geographic mix, organization type)?  | 1                                    | 2              | 3                               |

7. At GLOBE '90, an environmental conference was held in conjunction with the Trade Fair. Did the GLOBE '90 Conference contribute to your organization's experience at the Trade Fair?

☐ Yes ☐ No

Why or why not? \_\_\_\_\_

- |   | <u>Poor</u> | <u>Neutral</u> | <u>Excellent</u> |
|---|-------------|----------------|------------------|
| 8. What was your overall rating of the GLOBE '90 Trade Fair? Please rate the trade fair on a scale of 1-7, with 1 being poor and 7 being excellent. | 1           | 2              | 3                |
|   | 4           | 5              | 6                |
|   | 7           |                |                  |

---

### C. Reasons for not exhibiting at GLOBE '92

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10. Why did your organization not exhibit at GLOBE '92? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

DO NOT PROMPT

- ☐ Too busy with other activities.
- ☐ Budget restrictions.
- ☐ GLOBE fees are prohibitive.
- ☐ Travel and accommodation costs are prohibitive.
- ☐ Timing of the event was inconvenient.
- ☐ Organization's target markets not served by GLOBE.

11. To what extent did the recession impact your decision to not exhibit at the GLOBE '92 Trade Fair? Please rate the impact on a scale of 1-7, with 1 being no impact and 7 being high impact.
- |  | <u>No impact</u> |   |   |   |   |   |   | <u>High impact</u> |
|--|------------------|---|---|---|---|---|---|--------------------|
|  | 1                | 2 | 3 | 4 | 5 | 6 | 7 |                    |
12. What changes could GLOBE make to increase the likelihood of your organization exhibiting at the GLOBE '94 trade fair? \_\_\_\_\_
- \_\_\_\_\_

DO NOT PROMPT

- ☐ Increase event promotion.
- ☐ Reduce exhibit fees.
- ☐ Change the timing of the event.
- ☐ Change the location of the event.

---

### D. Future plans

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9. How likely is it that your organization will exhibit at the GLOBE '94 Trade Fair, if it is similar to the GLOBE '90 Trade Fair?

Would you be: (READ LIST)

- ☐ Very likely to attend?
- ☐ Somewhat likely?
- ☐ Very unlikely?
- ☐ Don't know (DO NOT READ)

If unlikely, why not? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

10. Would you be more likely to exhibit at GLOBE '94 if it was held in another location?

☐ Yes ☐ No

If yes, where? \_\_\_\_\_  
\_\_\_\_\_

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## E. Background Information

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11. In which geographic region(s) does your organization have offices?

(READ LIST—CHECK AS MANY AS APPLICABLE)

Offices	HQ		Offices	HQ	
<input type="checkbox"/>	<input type="checkbox"/>	British Columbia	<input type="checkbox"/>	<input type="checkbox"/>	Europe
<input type="checkbox"/>	<input type="checkbox"/>	Western Canada	<input type="checkbox"/>	<input type="checkbox"/>	Asia Pacific
<input type="checkbox"/>	<input type="checkbox"/>	Eastern Canada	<input type="checkbox"/>	<input type="checkbox"/>	Africa
<input type="checkbox"/>	<input type="checkbox"/>	Western United States, including Alaska	<input type="checkbox"/>	<input type="checkbox"/>	Central/South America and Mexico
<input type="checkbox"/>	<input type="checkbox"/>	Midwestern United States			
<input type="checkbox"/>	<input type="checkbox"/>	Eastern United States			

In which region is your headquarters located? (CHECK ONE)

12. Which of the following categories best describes your organization? (READ LIST—CHECK ONE)

<input type="checkbox"/> Manufacturer	<input type="checkbox"/> Distributor/Agency
<input type="checkbox"/> Contractor/Technical services firm	<input type="checkbox"/> Government agency - GO TO SECTION B
<input type="checkbox"/> Consulting/professional services firm	<input type="checkbox"/> Other (please specify) _____

13. In which of the following environmental sectors do you offer products or services?

(READ LIST—CHECK AS MANY AS APPLICABLE)

<input type="checkbox"/> Water Supply	<input type="checkbox"/> Noise Abatement
<input type="checkbox"/> Waste Water Treatment	<input type="checkbox"/> Hazardous/Toxic
<input type="checkbox"/> Solid Waste Management	<input type="checkbox"/> Land Management
<input type="checkbox"/> Recycling	<input type="checkbox"/> Information Systems
<input type="checkbox"/> Air Management	<input type="checkbox"/> Other (specify) _____

Which sector is the most important? (CIRCLE ONE)

14. What were your organization's approximate sales of environmental products and services in 1991?

\_\_\_\_\_ (\$ Canadian)

DO NOT PROMPT UNLESS THEY REFUSE TO ANSWER

<input type="checkbox"/> Less than \$1 million	<input type="checkbox"/> \$11-50 million
<input type="checkbox"/> \$1-10 million	<input type="checkbox"/> \$50+ million

Thank you for your help. Have a nice day.

---

## **Trade Fair Non-Exhibitor Questionnaire** **(did not exhibit at GLOBE '90 or GLOBE '92)**

---

ORGANIZATION: \_\_\_\_\_

CITY: \_\_\_\_\_ PROV/STATE: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ TITLE: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_ DATE: \_\_\_\_\_

Good Morning/Afternoon:

My name is \_\_\_\_\_ and I am with Peat Marwick Stevenson & Kellogg in Vancouver, B.C.. We are under contract with the Government of Canada to evaluate the GLOBE '92 Trade Fair that was recently held in Vancouver. It is important to our study to interview not only people who attended, but people like yourself, who did not. Therefore, if you have about 10 minutes I would like to ask you a few questions about your opinions concerning trade fairs.

---

### **A. Trade fair experience**

---

1. At how many trade fairs does your organization exhibit annually? \_\_\_\_\_

IF ZERO (0), THANK THEM FOR PARTICIPATING IN THE SURVEY AND CLOSE THE INTERVIEW.

2. At what trade fairs have you exhibited or will you exhibit in 1992 and 1993?

☐  
☐  
☐

Ecotech Rio-92

Environment Sector specific events (Wastewater Assoc, HAZTECH, WASTEX, etc.)

Industry Sector specific events (Oil & gas, pulp & paper, forestry, etc.)

Others:

• \_\_\_\_\_ • \_\_\_\_\_  
• \_\_\_\_\_ • \_\_\_\_\_

3. What is the geographic scope of the trade fairs at which you typically exhibit?

☐  
☐

Local

Provincial / State

☐  
☐

National

International

---

## B. Objectives for exhibiting at trade fairs

---

4. Which of the following reflect your objectives for exhibiting at trade fairs?  
(READ LIST—CHECK AS MANY AS APPLICABLE)

- |  |  |
|--|--|
| <input type="checkbox"/> To generate sales for environmental products/services | <input type="checkbox"/> To improve your organization's public image/profile |
| <input type="checkbox"/> To promote a product/service                          | <input type="checkbox"/> To form strategic alliances/joint ventures          |
| <input type="checkbox"/> To develop contacts/leads with buyers                 | <input type="checkbox"/> To raise financing                                  |
| <input type="checkbox"/> Other (please specify): _____                         |  |

5. Is it advantageous to your organization to have an Environmental Conference held in conjunction with a Trade Fair?

☐ Yes ☐ No

Why or why not? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

---

## C. Reasons for not exhibiting at the GLOBE '92 Trade Fair

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6. Why did your organization not exhibit at the GLOBE '92 Trade Fair?

DO NOT PROMPT

- |                          |  |
|--------------------------|--|
| <input type="checkbox"/> | Wasn't aware of the event.—GO TO QUESTION #9       |
| <input type="checkbox"/> | Too busy with other activities.                    |
| <input type="checkbox"/> | Budget restrictions.                               |
| <input type="checkbox"/> | GLOBE fees are prohibitive.                        |
| <input type="checkbox"/> | Travel and accommodation costs are prohibitive.    |
| <input type="checkbox"/> | Timing of the event was inconvenient.              |
| <input type="checkbox"/> | Organization's target markets not served by GLOBE. |

7. To what extent did the recession impact your decision to not exhibit at GLOBE '92? Please rate the impact on a scale of 1-7, with 1 being no impact and 7 being high impact.

No impact

High impact

1   2   3   4   5   6   7

8. What changes could GLOBE make to increase the likelihood of your organization exhibiting at the GLOBE '94 trade fair?

DO NOT PROMPT

- |                          |                                   |
|--------------------------|-----------------------------------|
| <input type="checkbox"/> | Increase event promotion.         |
| <input type="checkbox"/> | Reduce exhibit fees.              |
| <input type="checkbox"/> | Change the timing of the event.   |
| <input type="checkbox"/> | Change the location of the event. |

---

## D. Future plans

---

9. How likely is it that your organization will exhibit at the GLOBE '94 Trade Fair, if it is similar to the GLOBE '90 Trade Fair?

Would you be: (READ LIST)

- |                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | Very likely to attend?   |
| <input type="checkbox"/> | Somewhat likely?         |
| <input type="checkbox"/> | Very unlikely?           |
| <input type="checkbox"/> | Don't know (DO NOT READ) |

If unlikely, why not? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

10. Would you be more likely to exhibit at GLOBE '94 if it was held in another location?

☐ Yes      ☐ No

If yes, where? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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## E. Background information

---

11. In which geographic region(s) does your organization have offices?

(READ LIST - CHECK AS MANY AS APPLICABLE)

- | Offices                  | HQ                       |   | Offices                  | HQ                       |                                  |
|--------------------------|--------------------------|---|--------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | British Columbia                        | <input type="checkbox"/> | <input type="checkbox"/> | Europe                           |
| <input type="checkbox"/> | <input type="checkbox"/> | Western Canada                          | <input type="checkbox"/> | <input type="checkbox"/> | Asia Pacific                     |
| <input type="checkbox"/> | <input type="checkbox"/> | Eastern Canada                          | <input type="checkbox"/> | <input type="checkbox"/> | Africa                           |
| <input type="checkbox"/> | <input type="checkbox"/> | Western United States, including Alaska | <input type="checkbox"/> | <input type="checkbox"/> | Central/South America and Mexico |
| <input type="checkbox"/> | <input type="checkbox"/> | Midwestern United States                |                          |                          |                                  |
| <input type="checkbox"/> | <input type="checkbox"/> | Eastern United States                   |                          |                          |                                  |

In which region is your headquarters located? (CHECK ONE)

12. Which of the following categories best describes your organization? (READ LIST—CHECK ONE)

- |  |  |
|--|--|
| <input type="checkbox"/> Manufacturer                          | <input type="checkbox"/> Distributor/Agency                  |
| <input type="checkbox"/> Contractor/Technical services firm    | <input type="checkbox"/> Government agency - GO TO SECTION B |
| <input type="checkbox"/> Consulting/professional services firm | <input type="checkbox"/> Other (please specify) _____        |

13. In which of the following environmental sectors do you offer products or services?

(READ LIST—CHECK AS MANY AS APPLICABLE)

- ☐ Water Supply
- ☐ Waste Water Treatment
- ☐ Solid Waste Management
- ☐ Recycling
- ☐ Air Management

- ☐ Noise Abatement
- ☐ Hazardous/Toxic
- ☐ Land Management
- ☐ Information Systems
- ☐ Other (specify) \_\_\_\_\_

Which sector is the most important? (CIRCLE ONE)

14. What were your organization's approximate sales of environmental products and services in 1991?

\_\_\_\_\_ (\$ Canadian)

DO NOT PROMPT UNLESS THEY REFUSE TO ANSWER

- ☐ Less than \$1 million
- ☐ \$1-10 million

- ☐ \$11-50 million
- ☐ \$50+ million

Thank you for your help. Have a nice day.

---

## Trade Fair Non-Visitor Questionnaire (attended GLOBE '90 but not GLOBE '92)

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ORGANIZATION: \_\_\_\_\_

CITY: \_\_\_\_\_ PROV/STATE: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ TITLE: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_ DATE: \_\_\_\_\_

Good Morning/Afternoon:

My name is \_\_\_\_\_ and I am with Peat Marwick Stevenson & Kellogg in Vancouver, B.C. We are under contract with the Government of Canada to evaluate the GLOBE '92 Trade Fair that was recently held in Vancouver. It is important to our study to interview not only people who attended GLOBE '92, but people like yourself, who did not. Therefore, if you have about 10 minutes I would like to ask you a few questions about your opinions concerning trade fairs.

---

### A. Trade fair experience

---

1. How many trade fairs do you attend annually? \_\_\_\_\_

IF ZERO (0), THANK THEM FOR PARTICIPATING IN THIS SURVEY AND CLOSE THE INTERVIEW.

2. What trade fairs have you attended or will you attend in 1992 and 1993?

- ☐ Ecotech Rio-92  
☐ Environment Sector specific events (Wastewater Assoc, HAZTECH, WASTEX, etc.)  
☐ Industry Sector specific events (Oil & gas, pulp & paper, forestry, etc.)

Others:

• \_\_\_\_\_ • \_\_\_\_\_  
• \_\_\_\_\_ • \_\_\_\_\_

3. What is the geographic scope of the trade fairs you typically attend?

- |  |  |
|--|--|
| <input type="checkbox"/> Local                         | <input type="checkbox"/> National      |
| <input type="checkbox"/> Regional - Provincial / State | <input type="checkbox"/> International |

---

## B. Objectives for attending GLOBE '90 and satisfaction with the event

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4. What was your **primary** reason for attending the GLOBE '90 trade fair?

(READ STATEMENT BEFORE EACH CATEGORY—CHECK ONE ONLY)

Was it:

- |  |   |
|--|---|
| <input type="checkbox"/> To purchase environment products/services                         | <input type="checkbox"/> To identify new environment industry firms |
| <input type="checkbox"/> To learn about state-of-the-art environmental technologies        | <input type="checkbox"/> To generally observe what is on the market |
| <input type="checkbox"/> To establish strategic alliance/partnerships with exhibitor firms | <input type="checkbox"/> Other _____                                |

- |   | <u>Very<br/>dissatisfied</u> |   |   | <u>Neutral</u> |   |   | <u>Very<br/>satisfied</u> |
|---|------------------------------|---|---|----------------|---|---|---------------------------|
|   | 1                            | 2 | 3 | 4              | 5 | 6 | 7                         |
| 5. After attending the GLOBE '90 trade fair, what was your level of satisfaction with the types of products/services in the exhibits?<br>Please rate your level of satisfaction on a scale of 1-7, with 1 being very dissatisfied and 7 being very satisfied. |                              |   |   |                |   |   |                           |
| 6. How could the Trade Fair be improved for GLOBE '94? (Include any ideas on location, time of year, duration, type/quality of visitors, promotions, cost, etc.)  |                              |   |   |                |   |   |                           |

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## C. Reasons for not attending GLOBE '92

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7. Why did you not attend GLOBE '92?

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DO NOT PROMPT

- |   |  |
|---|--|
| <input type="checkbox"/> Not aware of the event.        | <input type="checkbox"/> Timing of the event was inconvenient.           |
| <input type="checkbox"/> Too busy with other activities | <input type="checkbox"/> Targetted suppliers were not there.             |
| <input type="checkbox"/> Budget restrictions            | <input type="checkbox"/> Other trade fairs more closely meet needs.      |
| <input type="checkbox"/> Entrance fees are prohibitive. | <input type="checkbox"/> Travel and accommodation costs are prohibitive. |

- |   | <u>No impact</u> |   |   |   |   |   | <u>High<br/>impact</u> |
|---|------------------|---|---|---|---|---|------------------------|
|   | 1                | 2 | 3 | 4 | 5 | 6 | 7                      |
| 8. To what extent did the recession impact your decision to not attend the GLOBE '92 Trade Fair? Please rate on a scale of 1-7, with 1 being no impact and 7 being high impact. |                  |   |   |   |   |   |                        |

9. What changes could GLOBE make to increase the likelihood of you attending the GLOBE '94 trade fair?

DO NOT PROMPT

- |                          |                                   |
|--------------------------|-----------------------------------|
| <input type="checkbox"/> | Increase event promotion          |
| <input type="checkbox"/> | Reduce entrance fees.             |
| <input type="checkbox"/> | Change the timing of the event.   |
| <input type="checkbox"/> | Change the location of the event. |

#### D. Future plans

10. How likely is it that you will attend the GLOBE '94 Trade Fair, if it is similar to the GLOBE '92 Trade Fair?

Would you be: (READ LIST)

- |                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | Very likely to attend?   |
| <input type="checkbox"/> | Somewhat likely?         |
| <input type="checkbox"/> | Very unlikely?           |
| <input type="checkbox"/> | Don't know (DO NOT READ) |

If unlikely to attend, why not?

11. Would you be more likely to attend GLOBE '94 if it was held in another location?

☐ Yes ☐ No

If yes, where?

#### E. Background information

12. In which industry sector(s) does your organization operate?

Agriculture  
Banking/finance  
Chemicals/plastics  
Communications  
Consulting  
Education/training  
Energy  
Fisheries/aquaculture  
Food processing  
Forestry/pulp and paper  
Health care

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Mining/metals/minerals  
Oil and gas  
Textiles  
Tourism  
Transportation  
Government  
    Municipal  
    Provincial/state  
    Federal  
Non-government org.  
Armed forces

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

13. Does your organization make purchases of environmental products?

☐ Yes ☐ No - GO TO END

14. Which people in your organization are the primary buyers of environmental products and services, by position title?

☐ President or CEO  
☐ Environmental Officer  
☐ Engineer

☐ Procurement Officer/Purchasing Agent  
☐ Other, please specify \_\_\_\_\_

15. For which of the following geographic regions does your organization make environmental purchases? (READ LIST)

☐ Western Canada  
☐ Eastern Canada  
☐ Western United States, including Alaska  
☐ Midwestern United States  
☐ Eastern United States

☐ Europe  
☐ Asia Pacific  
☐ Africa  
☐ Central/South America and Mexico

16. What were your organization's approximate purchases of environmental products and services in 1991?

\_\_\_\_\_ (\$Canadian) DO NOT PROMPT UNLESS THEY REFUSE TO ANSWER.

☐ Less than \$100 thousand  
☐ \$101-500 thousand  
☐ \$501,000-1 million

☐ \$1-5 million  
☐ >\$5 million

17. In which of the following environment sectors is your firm most interested in making purchases? (READ LIST—CHECK AS MANY AS APPLICABLE)

☐ Water supply  
☐ Waste water treatment  
☐ Solid waste management  
☐ Recycling  
☐ Air management

☐ Noise abatement  
☐ Hazardous/toxic materials  
☐ Land management  
☐ Information systems  
☐ Other \_\_\_\_\_

18. If your company operates in more than one country, do you make environmental purchases locally, regionally, nationally or internationally?

☐ Locally, for each office or plant  
☐ Regionally, for each province/state

☐ Nationally, for each country  
☐ Internationally, from your headquarters

Thank you for your help. Have a nice day.

---

**Trade Fair Non-Visitor Questionnaire**  
**(did not attend GLOBE '90 or GLOBE '92)**

---

ORGANIZATION: \_\_\_\_\_

CITY: \_\_\_\_\_ PROV/STATE: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ TITLE: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_ DATE: \_\_\_\_\_

Good Morning/Afternoon:

My name is \_\_\_\_\_ and I am with Peat Marwick Stevenson & Kellogg in Vancouver. We are under contract with the Government of Canada to evaluate the GLOBE '92 Trade Fair that was recently held in Vancouver. If you have about 10 minutes I would like to ask you a few questions about your opinions of the trade fair.

---

**A. Trade fair experience**

---

1. How many trade fairs do you attend annually? \_\_\_\_\_

IF ZERO (0), THANK THEM FOR PARTICIPATING IN THIS SURVEY AND CLOSE THE INTERVIEW.

2. What trade fairs have you attended or will you attend in 1992 and 1993?

- ☐ Ecotech Rio-92  
☐ Environment sector specific events (Wastewater Assoc, HAZTECH, WASTEX, etc.)  
☐ Industry sector specific events (oil & gas, pulp & paper, forestry, etc.)

Others:

• \_\_\_\_\_ • \_\_\_\_\_  
• \_\_\_\_\_ • \_\_\_\_\_

3. What is the geographic scope of the trade fairs you typically attend?

- |  |  |
|--|--|
| <input type="checkbox"/> Local                         | <input type="checkbox"/> National      |
| <input type="checkbox"/> Regional - Provincial / State | <input type="checkbox"/> International |

---

## B. Objectives for attending GLOBE '90 and satisfaction with the event

---

4. What is your **primary** reason for attending trade fairs?

(READ STATEMENT BEFORE EACH CATEGORY—CHECK ONE ONLY)

Is it:

- |  |   |
|--|---|
| <input type="checkbox"/> To purchase environment products/services                         | <input type="checkbox"/> To identify new environment industry firms |
| <input type="checkbox"/> To learn about state-of-the-art environmental technologies        | <input type="checkbox"/> To generally observe what is on the market |
| <input type="checkbox"/> To establish strategic alliance/partnerships with exhibitor firms | <input type="checkbox"/> Other _____                                |

5. At GLOBE '90, an environmental conference was held in conjunction with the Trade Fair. Are you more likely to attend a trade fair if it is held in conjunction with an environmental conference?

☐ Yes ☐ No

---

## C. Reasons for not attending GLOBE '92

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6. Why did you not attend GLOBE '92?

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DO NOT PROMPT

- |   |  |
|---|--|
| <input type="checkbox"/> Not aware of the event.        | <input type="checkbox"/> Timing of the event was inconvenient.           |
| <input type="checkbox"/> Too busy with other activities | <input type="checkbox"/> Targetted suppliers were not there.             |
| <input type="checkbox"/> Budget restrictions            | <input type="checkbox"/> Other trade fairs more closely meet needs.      |
| <input type="checkbox"/> Entrance fees are prohibitive. | <input type="checkbox"/> Travel and accommodation costs are prohibitive. |

7. To what extent did the recession impact your decision to not attend the GLOBE '92 Trade Fair? Please rate on a scale of 1-7, with 1 being no impact and 7 being high impact.

No impact

High impact

1 2 3 4 5 6 7

8. What changes could GLOBE make to increase the likelihood of you attending the GLOBE '94 trade fair?

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DO NOT PROMPT

- |                          |                                   |
|--------------------------|-----------------------------------|
| <input type="checkbox"/> | Increase event promotion          |
| <input type="checkbox"/> | Reduce entrance fees.             |
| <input type="checkbox"/> | Change the timing of the event.   |
| <input type="checkbox"/> | Change the location of the event. |

## D. Future plans

9. How likely is it that you will attend the GLOBE '94 Trade Fair, if it is similar to the GLOBE '92 Trade Fair?

Would you be: (READ LIST)

- |                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | Very likely to attend?   |
| <input type="checkbox"/> | Somewhat likely?         |
| <input type="checkbox"/> | Very unlikely?           |
| <input type="checkbox"/> | Don't know (DO NOT READ) |

If unlikely to attend, why not?

\_\_\_\_\_

\_\_\_\_\_

10. Would you be more likely to attend GLOBE '94 if it was held in another location?

☐ Yes      ☐ No

If yes, where? \_\_\_\_\_

\_\_\_\_\_

## E. Background information

11. In which industry sector(s) does your organization operate?

Agriculture  
Banking/finance  
Chemicals/plastics  
Communications  
Consulting  
Education/training  
Energy  
Fisheries/aquaculture  
Food processing  
Forestry/pulp and paper  
Health care

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Mining/metals/minerals  
Oil and gas  
Textiles  
Tourism  
Transportation  
Government  
    Municipal  
    Provincial/state  
    Federal  
Non-government org.  
Armed forces

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

12. Does your organization make purchases of environmental products?

☐ Yes      ☐ No - GO TO END

13. Which people in your organization are the primary buyers of environmental products and services, by position title?

☐ President or CEO  
☐ Environmental Officer  
☐ Engineer

☐ Procurement Officer/Purchasing Agent  
☐ Other, please specify \_\_\_\_\_

14. For which of the following geographic regions does your organization make environmental purchases?  
(READ LIST)

- |  |   |
|--|---|
| <input type="checkbox"/> Western Canada                          | <input type="checkbox"/> Europe                           |
| <input type="checkbox"/> Eastern Canada                          | <input type="checkbox"/> Asia Pacific                     |
| <input type="checkbox"/> Western United States, including Alaska | <input type="checkbox"/> Africa                           |
| <input type="checkbox"/> Midwestern United States                | <input type="checkbox"/> Central/South America and Mexico |
| <input type="checkbox"/> Eastern United States                   |   |

15. What were your organization's approximate purchases of environmental products and services in 1991?

\_\_\_\_\_ (\$Canadian) DO NOT PROMPT UNLESS THEY REFUSE TO ANSWER.

- |   |  |
|---|--|
| <input type="checkbox"/> Less than \$100 thousand | <input type="checkbox"/> \$1-5 million |
| <input type="checkbox"/> \$101-500 thousand       | <input type="checkbox"/> >\$5 million  |
| <input type="checkbox"/> \$501,000-1 million      |  |

16. In which of the following environment sectors is your firm most interested in making purchases?  
(READ LIST—CHECK AS MANY AS APPLICABLE)

- |   |  |
|---|--|
| <input type="checkbox"/> Water supply           | <input type="checkbox"/> Noise abatement           |
| <input type="checkbox"/> Waste water treatment  | <input type="checkbox"/> Hazardous/toxic materials |
| <input type="checkbox"/> Solid waste management | <input type="checkbox"/> Land management           |
| <input type="checkbox"/> Recycling              | <input type="checkbox"/> Information systems       |
| <input type="checkbox"/> Air management         | <input type="checkbox"/> Other _____               |

17. If your company operates in more than one country, do you make environmental purchases locally, regionally nationally or internationally?

- |  |  |
|--|--|
| <input type="checkbox"/> Locally, for each office or plant   | <input type="checkbox"/> Nationally, for each country            |
| <input type="checkbox"/> Regionally, for each province/state | <input type="checkbox"/> Internationally, from your headquarters |

Thank you for your help. Have a nice day.

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## ***Appendix B***

### ***Profile of Globe '92 Survey Respondents***

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## ***Appendix B***

### ***Profile of Globe '92 Survey Respondents***

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#### **A. Trade Fair**

##### **1. Profile of trade fair exhibitor respondents**

Each of the 443 trade fair exhibitors was given a written questionnaire, we received 210 responses. A copy of the questionnaire is provided in Appendix A.

Over 60% of the questionnaire respondents are from organizations based in Canada. Almost 25% of respondents are from organizations headquartered in the United States, and the remaining 15% are from organizations based in Western Europe and Asia. The international scope of survey respondents is demonstrated by the large number of organizations with offices in several areas around the globe. The distribution of headquarters and offices of the survey respondents is shown in Exhibit B-1.

**Exhibit B-1****Number of respondents with headquarters or offices in various geographic locations**

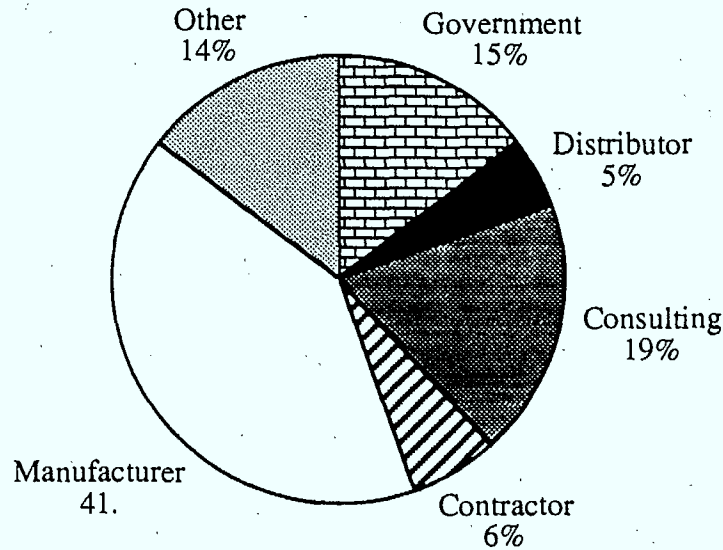
Location	Headquarters		Offices	
	No.	%	No.	%
British Columbia	50	27%	94	51%
Other Western Canada	22	12	65	36
Eastern Canada	39	21	80	44
Western United States	20	11	59	32
Mid-western United States	11	6	49	27
Eastern United States	14	7	55	30
Western Europe	23	13	65	36
Eastern Europe	0	0	16	9
Japan	2	<1	22	12
Other Asia	0	0	29	16
Australia/NZ/Pacific Islands	2	<1	22	12
Africa and Middle East	0	0	13	7
Mexico and South/Central America	0	0	16	9
Total	183	100%	—	—

About 71% of the respondents represent private sector organizations, including manufacturers, contractors, consulting firms, and distributors. Government departments and agencies comprised 15% of the sample, and the remaining 14% was made up of non-government organizations such as professional associations, environmental non-government organizations (ENGO), and educational institutions. A summary of the distribution of organization types in our sample is shown in Exhibit B-2. This distribution is fairly representative of the population of exhibitors, although we received a relatively low response rate from technical service firms and contractors.

We asked exhibitors to indicate the environmental sectors in which they provide products and services. The diverse nature of the GLOBE '92 trade fair is reflected in the wide range of environment sectors represented. Many exhibitors provide products and services in more than one environment sector.

**Exhibit B-2**  
**Distribution of trade fair exhibitor questionnaire respondents by organization type**

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A breakdown of the environmental sectors in which respondents provide products and services is shown in Exhibit B-3.

**Exhibit B-3**  
**Distribution of trade fair exhibitor respondents by the environment sectors in which they provide products and services**

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Environmental sector	Number of Respondents	Percentage of Respondents
Water supply	58	28%
Waste water treatment	93	44
Solid waste management	89	42
Recycling	71	34
Air management	66	31
Noise abatement	26	12
Hazardous/toxic	97	46
Land management	56	27
Information systems	47	22
Other	68	32

Wastewater treatment, solid waste management and hazardous/toxic material management were the three most prominent environmental sectors in our sample of respondents. Forty-five percent (45%) of the respondents provide services in one or more of these environmental sectors.

We asked exhibitors to indicate their sales of environmental products and services in 1991. Only four of the 97 organizations that responded to this question indicated that they had sales of less than \$100,000, while 61 respondents indicated that they had sales in excess of \$1 million. The distribution of organizations by sales of environmental products and services in 1991 is shown in Exhibit B-4.

**Exhibit B-4**  
**Distribution of respondent organizations by sales of environmental products and services in 1991**

Range of Sales	Frèquency
\$0 - \$100,000	4
\$100,000 - \$500,000	16
\$500,001 - \$1,000,000	13
\$1,000,000 - \$5,000,000	26
>\$5,000,000	35
Total reporting	97

We asked exhibitors how they first heard about GLOBE '92. Over 43% of respondents indicated that they first heard about GLOBE '92 from attending or exhibiting at GLOBE '90. Of those exhibitors that did not participate in GLOBE '90, 33% responded that they first heard about GLOBE '92 through direct-mail information from GLOBE '92. Radio advertisements, news reports and GLOBE '92 posters were not cited as media for hearing about GLOBE '92.

A breakdown of the various media through which respondents first heard about GLOBE '92 is provided in Exhibit B-5.

**Exhibit B-5****Method by which exhibitors first heard about GLOBE '92**

Method	Percentage of Respondents
From attending GLOBE '90	43%
Direct mail information from GLOBE '92	19
Word of mouth	11
Other environmental conference/trade show	7
From a society/association	6
Magazine/newspaper ad	4
Telephone contact by GLOBE '92 staff	3
Other	8

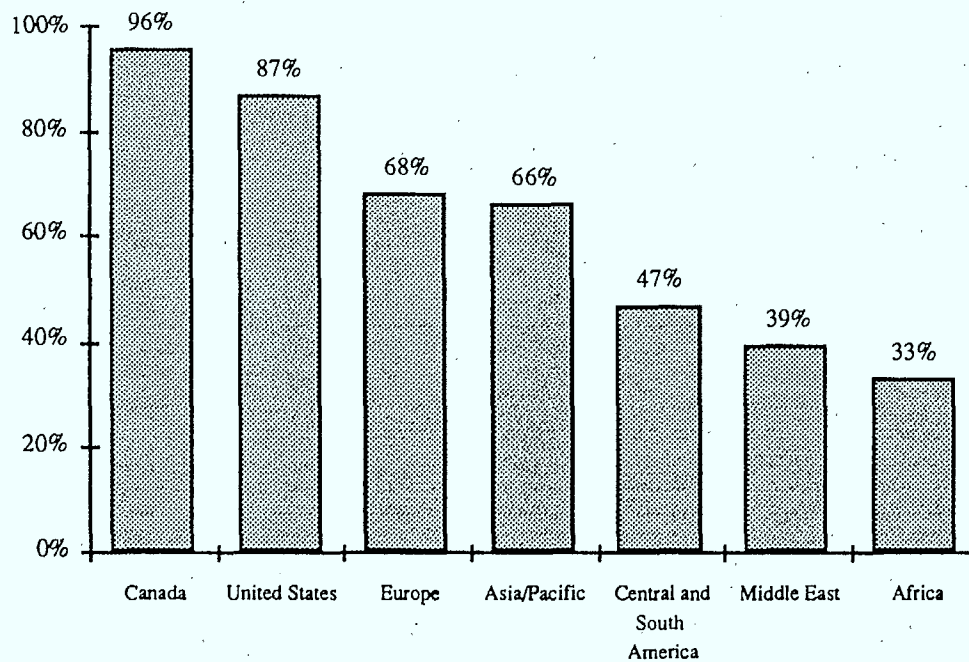
Exhibitors were asked to indicate the environment management sectors in which they offer products or services. Solid waste management and hazardous/toxic materials management were the two most widely cited sectors, with close to 50% of respondents providing products or services in these sectors. A summary of the environmental sectors in which exhibitors provide products and services compared with environmental sectors of interest to BIPs is provided in Exhibit B-6. This exhibit reveals a remarkably strong correlation between the products and services offered and those demanded.

**Exhibit B-6****Distribution of environmental sectors in which exhibitors provide products and services compared with environmental sectors of interest to BIPs**

Environment sector	% of Sectors in Which Exhibitors are Active	% of Sectors of Interest to BIPs
Air management	34%	34%
Energy efficiency	21	24
Hazardous/toxic materials	54	51
Information systems	35	27
Monitoring/analysis	38	38
Noise abatement	12	18
Recycling	39	40
Remediation	38	35
Resource management	12	24
Waste management	55	47
Wastewater management	49	56
Water supply	34	28

Exhibitors were asked to indicate the geographic markets in which they have interests. Three hundred and fifty (350) exhibitors responded to this question, with 96% of respondents citing Canada as a target market area. The proportion of respondents with interests in various market areas is presented in Exhibit B-7.

**Exhibit B-7**  
**Proportion of exhibitors with interests in various geographic markets**



Exhibitors were asked to indicate the industry sectors in which they seek clients. About 370 exhibitors responded to this question, of which almost 70% are interested in each of the three levels of government, federal, provincial or state and municipal. The resource sectors such as oil and gas, pulp and paper, utilities, forestry, chemical and mining/minerals, also received strong interest, although not quite as high as government. The individual resource sectors received roughly equivalent ratings.

The distribution of industry sectors in which BIPs are employed compared with industry sectors in which exhibitors are interested in providing products and services is presented in Exhibit B-8. This exhibit shows that more effort should be made in registering BIPs from the provincial and federal government, and the pulp and paper industry and less effort in registering consultants.

**Exhibit B-8**

**Distribution of industry sectors in which BIPs are employed compared with industry sectors in which exhibitors are interested in providing products and services**

Industry sector	% of Exhibitors Expressing An Interest In Various Sectors	% of BIPs Employed In Each Sector*
Government, federal	69%	9%
Government, provincial state	70	7
Government, municipal	66	22
Agriculture	42	6
Armed forces	34	2
Banking/finance	14	2
Chemicals	49	11
Communications	18	4
Construction	33	11
Consulting	0	34
Education/training	27	7
Fisheries	36	7
Food processing	32	5
Forestry	45	18
Health and safety	29	5
Mining and minerals	49	12
Metal fabrication	29	0
Non-government organizations	38	4
Pulp and paper	54	0
Oil and gas	59	11
Textiles	47	12
Tourism	13	2
Transportation	40	7
Utilities	51	9

\* Many BIPs checked off more than one sector.

Exhibitors were asked to indicate their business objectives for exhibiting at the GLOBE '92 trade fair. About 340 exhibitors responded to this question and 80% indicated that identifying new clients was an objective. Over 50% of respondents cited developing export markets as another major objective. A summary of the proportion of respondents indicating an interest in various business objectives is shown in Exhibit B-9.

## **Exhibit B-9**

### **Proportion of exhibitors indicating interest in various business objectives**

<u>Business Objective</u>	<u>Percentage</u>
Identify new clients	80%
Develop export markets	51
Establish strategic alliances	44
Network	42
Conduct technology development/transfer	37
Identify agents or distributors	33
Establish license agreements	22
Make acquisitions	10
Obtain financing	9
Import products/services	7
Undertake mergers	4

## **2. Profile of GLOBE '90 trade fair exhibitor respondents**

Just under 70% of GLOBE '90 exhibitor respondents are based in Canada, while the remainder that we surveyed are based in the United States. Our sample included 5 organizations based in Ontario and 3 organizations based in Quebec. The distribution of headquarters and offices of the survey respondents is provided in Exhibit B-10.

**Exhibit B-10****Distribution of GLOBE '90 trade fair exhibitor respondents with headquarters or offices in various geographic regions**

Location	Offices	Headquarters
British Columbia	20%	0%
Western Canada	52	16
Eastern Canada	60	52
Western United States	16	0
Mid-western United States	24	8
Eastern United States	52	24
Europe	40	0
Asia-Pacific	24	0
Africa	8	0
Central/South America	12	0

About 68% of the respondents consider themselves to be manufacturers while the remainder were a mix of contractors, consultants, distributors, and government employees. We asked GLOBE '90 exhibitors to indicate the environmental sectors in which they provide products and services. A breakdown of the environmental sectors in which respondents provide products and services is provided in Exhibit B-11.

**Exhibit B-11****Distribution of GLOBE '90 trade fair exhibitor respondents by environmental sectors in which they provide products and services**

Environmental sector	Percentage
Water supply	24%
Wastewater treatment	24
Solid waste management	20
Recycling	12
Air management	48
Noise abatement	8
Hazardous materials	32
Line management	24
Information systems	8
Other	28

We asked respondents to indicate their organization's sales of environmental products and services in 1991. Four organizations in the public sector do not sell products or services. Eleven organizations refused to provide details concerning sales. The remaining 10 organizations indicated annual sales ranging from less than \$1 million to more than \$50 million.

We asked GLOBE '90 exhibitors about their experience with trade fairs. The average respondent exhibited at eight trade fairs annually. However, individual responses ranged from zero to forty trade fairs annually. About 70% of respondents said that they will attend environment-sector-specific trade fairs in 1992 and 1993, and about 40% said they would attend industry-specific trade fairs. We also asked respondents to describe the geographic scope of trade fairs at which they typically exhibit. Their responses can be summarized as follows:

Local trade fairs	13%
Regional trade fairs	0%
National	40%
International	61%

### 3. Profile of non-trade fair exhibitor respondents

We asked respondents in which geographic regions they maintained offices and in which region their headquarters was situated. Our sample included 8 organizations based in Ontario and 3 organizations based in Quebec. Their responses are presented in Exhibit B-12.

#### Exhibit B-12

#### Percentage of respondents with headquarters or office locations in various geographic regions

Geographic Region	Headquarters	Offices
British Columbia	20%	24%
Other Western Canada	24	48
Eastern Canada	44	72
Western U.S.	0	12
Midwestern U.S.	0	20
Eastern U.S.	12	40
Europe	0	20
Asia Pacific	0	40

We asked respondents to indicate the type of firm they are associated with. About 56% said they represented manufacturing firms while an additional 28% indicated they represented consulting/professional services firms. The remaining 16% were split evenly between distributors and contractors.

We asked non-exhibitors to indicate the environmental sectors in which they provide products and services. A summary of their responses is provided in Exhibit B-13.

The "other" environment sectors included sustainable housing/renewable energy, environment friendly paints, liquid waste management, and environment friendly packaging. For respondents who indicated that they operated more than one environmental sector, the sectors they considered most important included waste water treatment, water supply, and to a lesser extent air management.

**Exhibit B-13**  
**Distribution of non-trade fair exhibitor respondents by environmental sectors in which they provide products and services**

<u>Environment Sector</u>	<u>Percentage of Respondents</u>
Water supply	32%
Waste water treatment	35
Solid waste management	9
Recycling	18
Air management	23
Noise abatement	0
Hazardous/toxic materials	27
Land management	18
Information systems	5
Other	18

We asked respondents to indicate their sales of environmental products and services in 1991. Thirteen respondents answered this question, with responses ranging from less than \$1 million to over \$50 million. The frequency of responses is summarized as follows:

Less than \$1 million	23%
\$1-\$10 million	46%
\$11-\$50 million	23%
>\$50 million	8%

We asked non-trade fair exhibitors about their experience with trade fairs. The average respondent exhibits at about six trade fairs annually. However, some respondents exhibit at as many as 30 trade fairs annually.

Just under 70% of respondents typically attend environment sector specific trade fairs while about 44% attend industry sector specific trade fairs. In terms of geographic scope of trade fairs at which the respondents typically exhibit, the frequency of responses are summarized as follows:

Local scope	0%
Regional	25%
National	25%
International	63%

These results compare closely with those provided by GLOBE '90 exhibitors.

## B. Trade Fair Visitors

### 1. Profile of trade fair visitor respondents

About 40% of the respondents were employed by government, while about 57% were employed by industry and 3% by non-governmental organizations. A summary of the distribution of respondent, by industry sector is provided in Exhibit B-14.

#### Exhibit B-14

#### Distribution of trade fair visitor respondents by industry/societal sector

Industry/societal sector	Percentage	Industry/societal sector	Percentage
Agriculture	4%	Banking/finance	1%
Chemical/plastics	7	Communications	2
Construction	5	Consulting	18
Education/training	3	Energy	4
Fisheries	1	Food processing	3
Forestry	6	Mining/metals/minerals	6
Oil and gas	10	Textiles	1
Tourism	3	Transportation	6
Municipal government	13	Provincial government	11
Federal government	15	Non-government organizations	3
Armed forces	3	Health care	3
Other	36		

About 20% of the respondents considered themselves manufacturers and an equal percentage consider themselves consultants. Contractors comprised 13% of respondents while only 2% categorized themselves as distributors/agents. About 60% of respondents said that their organization routinely makes purchases of environmental products and services.

While 17% of respondents cited their president and C.E.O. as the primary buyer of environmental products and services, the vast majority of respondents indicated a technical manager as the primary purchaser. These technical managers were primary line staff, however, they had widely varying titles including: Environmental Health and Safety Director, Operations Manager, Project Manager, Technical Director, Environmental Manager, Solid Waste Manager, and Maintenance Manager. About 14% of respondents cited the procurement officer as the primary purchaser of environmental products and services.

About 70% of respondents said that they make environmental purchases in Western Canada, as compared with 54% for the Western United States and 42% for Eastern Canada. A breakdown of the geographic regions in which respondents make environmental purchases is provided in Exhibit B-15.

#### **Exhibit B-15**

#### **Distribution of trade fair visitor environmental purchases by geographic region**

Geographic region	Percentage
Western Canada	68%
Eastern Canada	42
Western United States	54
Midwestern United States	33
Eastern United States	42
Europe	21
Asia-Pacific	17
Africa	8
Central/South America	8

We asked respondents to indicate their organizations purchases of environmental products and services in 1991. Thirty-two (32) respondents answered this question. The frequency of responses is as follows:

Less than \$500,000	38%
\$500,000 - \$1 million	19%
\$1-\$5 million	28%
More than \$5 million	15%

About 16% of the respondents paid an admission to visit the trade fair. An additional 17% obtained free admission to the trade fair as a conference delegate, while the remainder obtained free passes from various sources. About 25% of the respondents attended the GLOBE '90 trade fair. Direct mail was the most frequently noted way in which trade fair visitors first heard about GLOBE '92. A substantial number of respondents also cited the fact that they had attended GLOBE '90 as a means of learning about GLOBE '92. A breakdown of the means by which trade fair visitors first heard about the GLOBE '92 trade fair is presented in Exhibit B-16.

**Exhibit B-16**

**Method by which trade fair visitor respondents first heard about GLOBE '92**

<u>Method</u>	<u>Percentage</u>
Direct mail	22%
Attending GLOBE '90	19
Word-of-mouth	17
Magazine/newspaper	8
Society/association	4
Other conference/trade show	4
Other	27

**2. Profile of GLOBE '90 trade fair visitor respondents**

We interviewed 24 trade fair visitors who visited the trade fair at GLOBE '90 but not at GLOBE '92. Our sample was selected from the GLOBE '90 trade fair registration database. A copy of the questionnaire that we used is provided in Appendix A. Their responses are summarized in the following pages.

A summary of the distribution of respondents by industry sector is provided in Exhibit B-17. Respondents from the resource industries were most strongly represented.

**Exhibit B-17****Distribution of GLOBE '90 trade fair visitor respondents by industry/  
societal sector**

Industry/societal sector	Percentage	Industry/societal sector	Percentage
Agriculture	13%	Banking/finance	13%
Chemical/plastics	33	Communications	17
Consulting	29	Education/training	17
Energy	25	Fisheries	13
Food processing	13	Forestry	38
Health care	13	Mining/minerals	29
Oil and gas	29	Textiles	13
Tourism	13	Transportation	29
Municipal government	20	Provincial government	17
Federal government	17	Non-government organizations	21
Armed forces	13		

Just over half of the respondents said that they make purchases of environmental products and services. A breakdown of the geographic regions in which respondents make environmental purchases is provided in Exhibit B-18. Eastern Canada, and to a slightly lesser degree Western Canada, were the most frequently cited geographic regions.

**Exhibit B-18****Distribution of former trade fair visitor respondents environmental  
purchases by geographic region**

Geographic Region	Percentage
Western Canada	62%
Eastern Canada	77
Western U.S.	46
Midwestern U.S.	39
Eastern U.S.	54
Europe	31
Asia/Pacific	31
Africa	23
Central/South America	23

Respondents were asked how much they spent on environmental products and services in 1991. Eleven (11) respondents answered this question. The frequency of responses is summarized as follows:

Less than \$500,000	33%
\$500,000-\$1 million	17%
\$1-\$5 million	33%
More than \$5 million	17%

We asked respondents in which environmental sectors they were interested in making purchases. Wastewater treatment and solid waste management were cited most frequently. Their responses are summarized in Exhibit B-19.

Those that indicated an interest in purchasing from "other" environment sectors were primarily concerned with packaging.

About 70% of respondents said that they make purchases at trade fairs along the full spectrum of geographic scope (local, regional, national, and international). Fifteen percent (15%) said they typically make purchases at national trade fairs while the remaining 15% said that they typically make purchases at local trade fairs.

#### **Exhibit B-19**

#### **Environmental sectors in which GLOBE '90 trade fair visitors were most interested in making environmental purchases**

<u>Environmental sectors</u>	<u>Percentage</u>
Water supply	46%
Wastewater treatment	62
Solid waste management	62
Recycling	46
Air management	39
Noise abatement	8
Hazardous materials	39
Land management	46
Information systems	8
Other	23

We asked GLOBE '90 trade fair exhibitors about their experience with trade fairs. The average respondent attends about three trade fairs annually. However, individual respondents attended up to ten trade fairs annually. About 50% of the respondents said that they attend environment sector specific trade fairs while 75% attend industry specific trade fairs. The geographic scope of the trade fairs they typically attend is as follows:

Local	46%
Regional	42%
National	63%
International	38%

These respondents appear to favour national trade fairs with an industry focus. By comparison, the GLOBE '90 trade fair exhibitors tended to favour environment sector specific trade fairs with an international focus.

### **3. Profile of non-trade fair visitor respondents**

We asked respondents in which societal industry or societal sector they were employed. A summary of the distribution of respondents by industry/societal sector is provided in Exhibit B-20.

We asked respondents in which geographic regions they make environmental purchases. Just over 60% of respondents indicated that they make such purchases. The significant majority indicated they made purchases in Western Canada. In general, the non-trade fair respondents had a smaller geographic focus than GLOBE '92 visitors or GLOBE '90 visitors.

A breakdown of the geographic regions in which respondents make environmental purchases is provided in Exhibit B-21.

We asked respondents to indicate their purchases of environmental products and services in 1991. Seven organizations do not buy products or services and three other respondents were unable to answer this question. The remaining 15 organizations indicated purchases ranging from less than \$100,000 to \$5 million. The frequency of responses are summarized as follows:

Less than \$100,000	38%
\$101,000-\$500,000	23%
\$501,000-\$1 million	31%
\$1-\$5 million	8%

**Exhibit B-20****Distribution of non-trade fair visitor respondents by industry/societal sector**

Industry/societal sector	Percentage	Industry/societal sector	Percentage
Agriculture	8%	Banking/finance	0%
Chemical/plastics	12	Communications	12
Consulting	24	Education/training	4
Energy	12	Fisheries	4
Food processing	12	Forestry	24
Health care	4	Mining/minerals	12
Oil and gas	8	Textiles	0
Tourism	0	Transportation	0
Municipal government	16	Provincial government	20
Federal government	4	Non-government organizations	8
Armed forces	0		

**Exhibit B-21****Distribution of non-trade fair visitor respondent environmental purchases by geographic region**

Geographic region	Percentage
Western Canada	88%
Eastern Canada	50
Western United States	19
Mid-western United States	13
Eastern United States	25
Europe	0
Asia-Pacific	0
Africa	0
Central/South America	0

We asked respondents to list the environmental sectors in which they were most interested in making purchases. Water supply and wastewater treatment were the most frequently cited sectors of interest. Their sectoral interests coincided roughly with GLOBE '92 and GLOBE '90 respondents, although this group were more interested in information systems. Their responses are summarized in Exhibit B-22.

**Exhibit B-22****Environmental sectors in which non-trade fair visitors were most interested in making purchases**

Environmental sectors	Percentage
Water supply	50%
Wastewater treatment	56
Solid waste management	13
Recycling	25
Air management	13
Noise abatement	0
Hazardous materials	31
Land management	25
Information systems	25
Other (office products and supplies)	4

We asked non-trade fair visitors about their experience with trade fairs. The average respondent indicated that they attend about three trade fairs annually although individual respondents attend up to 20 trade fairs annually. Respondents indicated that about 56% of these are environment sector specific while 44% are industry specific. In terms of geographic scope of trade fairs attended, respondents provided the following responses:

Local	16%
Regional	32%
National	20%
International	52%

These results are similar to the GLOBE '90 trade fair exhibitors.

**C. Conference delegates****1. Profile of conference delegate respondents**

About 37% of the respondents represent business and industry while 26% are employed by government. Ten percent (10%) of respondents are from environmental non-government organizations. A breakdown of the respondents by industry/societal sector is provided in Exhibit B-23.

**Exhibit B-23****Distribution of conference delegate questionnaire respondents by industry/societal sector**

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<u>Industry/Societal Sector</u>	<u>Percentage</u>
Consulting	21%
Federal government	12
Provincial government	11
Academic/research	10
ENGO	10
Manufacturing	8
Natural resources	4
Service industry	4
Municipal government	3
Other	17

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About 75% of the respondents live in Canada and an additional 10% live in the United States. This shows that response rates were higher from Canadian delegates than overseas delegates. A breakdown of respondents by geographic region is provided in Exhibit B-24. The geographic distribution of respondents correlated closely to the geographic distribution of total GLOBE '92 conference participants.

**Exhibit B-24****Distribution of conference delegate questionnaire respondents by geographic region**

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<u>Geographic Region</u>	<u>%</u>
British Columbia	38%
Other Western Canada	14
Eastern Canada	22
Western United States	5
Other United States	5
Western Europe	3
Japan	2
Other Asia	6
Australia/New Zealand	2
Other	3

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Just over 50% of the respondents were registered as full-paid delegates (including single-day registrants). About half the respondents attended the GLOBE '90 conference and about 45% attended the GLOBE '90 trade fair. Direct mail marketing and word of mouth were the most frequently noted ways in which conference delegates first heard about GLOBE '92. A breakdown of the means by which delegates first heard about GLOBE '92 is presented in Exhibit B-25.

#### **Exhibit B-25**

##### **Method by which delegates first heard about GLOBE '92**

Method	%
Direct mail	33%
Word of mouth	23
Society/association	9
Telephone contact	8
Magazine/newspaper	5
Attended GLOBE '90	4
GLOBE '92 poster	3
Canadian Foreign Trade Office	3
Other conference/trade show	2
News report	2
Direct invitation	2
Other	6

The average respondent spent 3.5 days attending the GLOBE '92 conference and about 21% of the respondents attended all five days of the conference. By comparison, the average conference delegate spent about 1.4 days at the GLOBE '92 trade fair, while only 3% attended all five days of the trade fair. The average respondent spent seven days in Vancouver but less than 7% stayed more than eight days. The median respondent spent five days in Vancouver.

#### **D. Enviro-Expo Participants**

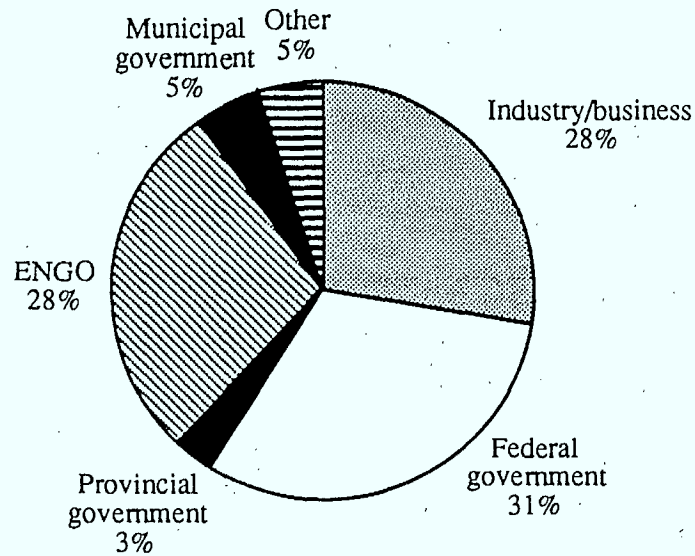
##### **1. Profile of Enviro-Expo exhibitor respondents**

We distributed questionnaires to all 98 exhibitors at Enviro-Expo and received 39 completed questionnaires. A copy of the questionnaire is provided in Appendix A. A breakdown of the exhibitor respondents by industry/societal sector is presented in Exhibit B-26.

## Exhibit B-26

### Profile of exhibitor questionnaire respondents by industry/societal sector

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Over 70% of the Enviro-Expo exhibitors that responded to the questionnaire have offices located in the Greater Vancouver area. About 20% of the respondents have office locations in the United States, while 13% have offices in Europe. About 30% of the respondents have their headquarters located in the Greater Vancouver area while another 37% have their headquarters located in Central and Eastern Canada. A summary of the distribution of headquarters and office locations of the respondents is presented in Exhibit B-27.

**Exhibit B-27****Number of respondents with headquarters or office locations in various geographic regions**

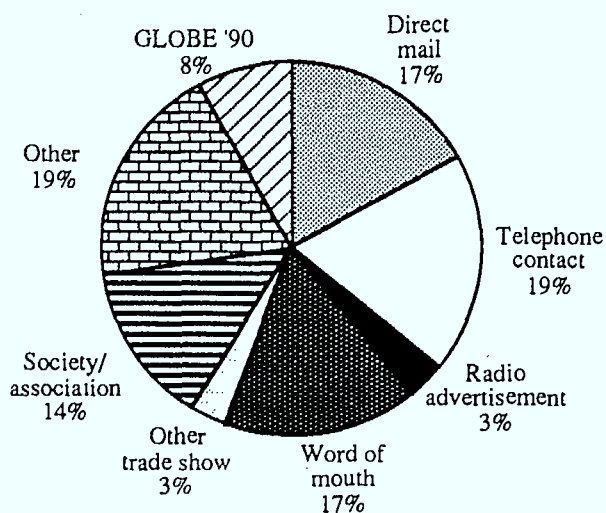
Geographic Region	Headquarters Location	Branch/office Locations
Greater Vancouver	31%	72%
Fraser Valley	5	18
Vancouver Island	5	28
Interior B.C.	3	21
Other B.C.	3	26
Other western provinces	3	44
Central and Eastern Canada	37	56
Washington State	3	10
Other U.S.	10	18
Asia and Middle East	0	5
Eastern and Western Europe	0	13
Rest of world	0	13

About 36% of the Enviro-Expo respondents attended the GLOBE '92 conference while about 60% attended the GLOBE '92 trade fair. Those that attended gave both the conference and the trade fair an average rating of 4.8 on a 7-point scale. No respondent rated the conference poorly and 31% rated it highly.

The most frequent methods by which exhibitors first heard about Enviro-Expo was through direct contact by GLOBE staff. Direct mail and word of mouth were also frequently noted. A summary of the various media through which respondents first heard about Enviro-Expo is presented in Exhibit B-28.

**Exhibit B-28**  
**How exhibitors first heard about Enviro-Expo**

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**2. Profile of Enviro-Expo attendees**

The average age of respondents was 39 years with the standard deviation of 12.5 years. About 14% of the respondents were 50 years old or older, while about 28% were less than 30 years old.

Over 80% of respondents came from the Greater Vancouver area and less than 7% came from outside of British Columbia. A breakdown of respondents by geographic region of residence is provided in Exhibit B-29.

**Exhibit B-29**  
**Number of respondents that reside in various geographic regions**

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Geographic Region	Percentage
Greater Vancouver	80%
Fraser Valley	6
Other B.C.	6
Prairie provinces	1
Eastern Canada	4
United States	1
Other countries	2

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Only 2% of respondents indicated that they had not completed high school, while over 83% indicated that they had completed some college, technical or university program. Over 65% of respondents indicated that they had completed a college or university program.

Seventy-three percent (73%) of those interviewed were working on a full-time or part-time basis, and 7% were unemployed. The remaining 20% was made up of students, retired persons, and others.

We asked respondents to indicate their principle occupation. Professionals were the largest group present, with 38% of employed respondents indicating that they were professionals. Eleven percent (11%) of respondents listed their principle occupation as students. A breakdown of questionnaire respondents by principle occupation is provided in Exhibit B-30.

Thirty-three percent (33%) of respondents came to Enviro-Expo alone, while 40% came with just one other person. The remaining 29% attended in groups of between 3 and 16 people. Many respondents brought their children to Enviro-Expo. Nineteen percent (19%) of respondents came to Enviro-Expo with children under the age of 12. Over 32% of respondents indicated they were members of environmental groups.

#### **Exhibit B-30**

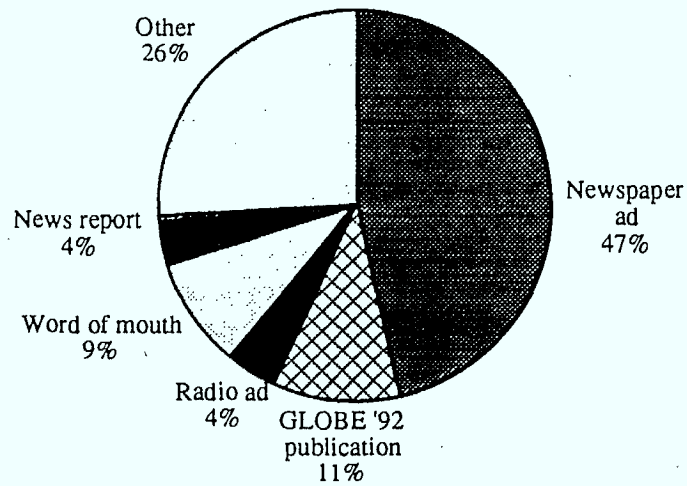
##### **Profile of questionnaire respondents by principle occupation**

<u>Principle Occupation</u>	<u>Percentage</u>
Professional	38%
Technical and semi-professional	16
Owner of small business	4
Clerical	16
Tradesperson	9
Student	11
Other	7

We asked respondents how they first heard about Enviro-Expo. Newspaper advertisements were the most frequently cited method for hearing about Enviro-Expo. The major ways in which they first heard about Enviro-Expo are summarized in Exhibit B-31.

**Exhibit B-31**  
**How visitors first heard about Enviro-Expo**

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Sixteen percent (16%) of respondents indicated they had attended the GLOBE '92 trade fair, and 13% indicated that they had attended the GLOBE '92 conference.

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