

Visit Europe Media Exchange, TORONTO, November 4, 2009

Media Survey

Exhibitor Survey

The Venue - The Fairmont Royal York	4.73 Average	
5 Excellent	12 of 15 respondents	80%
4 Very Good	2/15	13%
3 Good	1/15	7%
2 Fair	0/15	0%
1 Poor	0/15	0%
The Organization of the Event	4.20	
5 Excellent	6/15	40
4 Very Good	7/15	47
3 Good	1/15	7
2 Fair	1/15	7
1 Poor	0/15	0
The Format	4.07	
5 Excellent	5/15	33
4 Very Good	7/15	47
3 Good	2/15	13
2 Fair	1/15	7
1 Poor	0/15	0
The Time Frame (time of year)	4.14	
5 Excellent	5/14	36
4 Very Good	6/14	43
3 Good	3/14	21
2 Fair	0/14	0
1 Poor	0/14	0
Satisfied your Business Needs	3.87	
5 Excellent	4/15	27
4 Very Good	6/15	40
3 Good	4/15	27
2 Fair	1/15	7
1 Poor	0/15	0
Website	4.07	
5 Excellent	5/14	36
4 Very Good	5/14	36
3 Good	4/14	29
2 Fair	0/14	0
1 Poor	0/14	0
Online Registration	4.20	
5 Excellent	6/15	40
4 Very Good	6/15	40
3 Good	3/15	20
2 Fair	0/15	0
1 Poor	0/15	0
Online Appointment Requests	3.80	
5 Excellent	3/15	20
4 Very Good	8/15	53
3 Good	3/15	20
2 Fair	0/15	0
1 Poor	1/15	7
Email Communications	4.07	
5 Excellent	6/15	40
4 Very Good	5/15	33
3 Good	3/15	20
2 Fair	1/15	7
1 Poor	0/15	0
Printed Directory for Media	4.27	
5 Excellent	9/15	60
4 Very Good	2/15	13
3 Good	3/15	20
2 Fair	1/15	7
1 Poor	0/15	0

The Location (TORONTO)	4.33 Average	
5 Excellent	3 of 6 respondents	50%
4 Very Good	2/6	33%
3 Good	1/6	17%
2 Fair	0/6	0%
1 Poor	0/6	0%
The Venue - The Fairmont Royal York	4.67	
5 Excellent	4/6	67
4 Very Good	2/6	33
3 Good	0/6	0
2 Fair	0/6	0
1 Poor	0/6	0
Appointments	4.17	
5 Excellent	3/6	50
4 Very Good	1/6	17
3 Good	2/6	33
2 Fair	0/6	0
1 Poor	0/6	0
Breakfast	2.83	
5 Excellent	0/6	0
4 Very Good	2/6	33
3 Good	2/6	33
2 Fair	1/6	17
1 Poor	1/6	17
Luncheon	3.00	
5 Excellent	0/5	0
4 Very Good	2/5	40
3 Good	1/5	20
2 Fair	2/5	40
1 Poor	0/5	0
Reception	3.50	
5 Excellent	1/6	17
4 Very Good	1/6	17
3 Good	4/6	67
2 Fair	0/6	0
1 Poor	0/6	0
Quality of Media	3.83	
5 Excellent	1/6	17
4 Very Good	3/6	50
3 Good	2/6	33
2 Fair	0/6	0
1 Poor	0/6	0
Website	4.33	
5 Excellent	3/6	50
4 Very Good	2/6	33
3 Good	1/6	17
2 Fair	0/6	0
1 Poor	0/6	0
Printed Directory for Exhibitors	4.67	
5 Excellent	5/6	83
4 Very Good	0/6	0
3 Good	1/6	17
2 Fair	0/6	0
1 Poor	0/6	0
Overall organization	4.50	
5 Excellent	4/6	67
4 Very Good	1/6	17
3 Good	1/6	17
2 Fair	0/6	0
1 Poor	0/6	0