

## VISIT EUROPE MEDIA EXCHANGE WINS HIGH RATINGS IN 2010 POST-SHOW SURVEYS

The 2010 **Visit Europe Media Exchange** equaled or exceeded the high marks of the previous two years with very few exceptions, as measured by surveys of both exhibitors and journalists.

As after past shows, **Journalists** were asked to rate 10 elements of the Media Exchange, from the appointment Format to whether it Satisfied Business Needs. With a point system running from 1 (Poor) to 5 (Excellent), they collectively rated every element Very Good or Excellent in each city, with the exception of three elements in New York that just missed Very Good.

**Exhibitors** rated every element but one Good or better in each city, and Very Good or Excellent for 22 of the 30 combined elements, four more than in 2009.

Sixty-six Journalists completed post-event surveys on the event website, **VisitEuropeMediaExchange.com**. Forty-four surveys were generated by Exhibitors manning tables in the three cities. Journalists and Exhibitors were surveyed on differing elements of the show. See the detailed Survey Results for each city.

**Journalists** awarded the Hollywood (FL) show with their overall highest marks, with Toronto second and New York third. The key "Satisfied business needs" element won collective ratings of 4.26 from journalists for the Hollywood show, 4.24 for Toronto and 3.96 for New York.

**Exhibitors** collectively rated Hollywood Very Good or Excellent in eight elements and Good in the remaining two. Exhibitors rated "Quality of media" highest in Toronto with a collective 4.25 rating.

Here are a few **representative comments** from the 2010 survey:

- "The materials were very well-presented (the booklet was a huge help) and we appreciated that so many exhibitors used flash drives to cut down on paper."  
—*Journalist, Hollywood*
- "I would have liked to have another open session where we could meet with countries we didn't have an appointment with."  
—*Journalist, New York*

- “I thought the whole process worked well, went without glitches, and with sufficient reminders, etc. Thanks!”

—*Journalist, Toronto*

- “Everything was perfect. Thanks for bringing VEMEX 2010 to South Florida.”

—*NTO Exhibitor, Hollywood*

- “Secure (more) journalists from TV and news media, even on a limited basis.”

—*City Exhibitor, New York*

- “Overall a very good VEMEX. Quality media was excellent. Thank you for the follow up with downloadable files.”

—*NTO Exhibitor, Toronto*

- “All of this was great. We've done a number of these type of shows over the years, although never VEMEX, and this was as easier and clear as we've experienced.”

—*Journalist, Hollywood*

- “Large bags to carry press kits, etc would be a good idea. (At least we got a heads-up on the website this year). Suggest the Media book have a photo of the destination's media contact person.”

—*Journalist, Toronto*

- “I would have loved to have seen more regions represented, but it was otherwise a very good experience.”

—*Journalist, New York*

- “Create some additional social networking events. The closing reception was great in making connections, and I would have loved another such opportunity.”

—*Journalist, Hollywood*

- “It has proven to be a great resource for (my magazine) and we have now published 12 feature articles as a direct result of the VEMEX conference.”

—*Journalist, Toronto*

- “Miami was a good surprise, with good contacts.”

—*Regional Exhibitor, Hollywood*

- “Thank you for all the organization and support. Please reach out to social media.”

—*City Exhibitor, New York*

- “I came home with much, much more information and many more contacts than I thought I would. A lot of surprises/news! The lunch talk by Germany was engaging and just the right length.”

—*Journalist, Toronto*

- “Encourage the attendees to become familiar with the media before the meeting and to meet only if they are interested!”

—*Journalist, Hollywood*