

## COMMENT CARD QUESTIONS

### Fee-based Services

- Based on your experience with our [LOCATION – CITY, STATE or CITY, COUNTRY or HQ OFFICE NAME] office, how likely is it that you would recommend the U.S. Department of Commerce, U.S. Commercial Service?
  - Definitely Would Not 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Definitely Would 10
- Please indicate how well the U.S. Department of Commerce, U.S. Commercial Service met your objectives
  - [mutually agreed upon objective is pushed to card]
  - Objectives Not Met 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Objectives Completely Met 10
- How satisfied are you with the timeliness of our assistance provided?
  - Very Dissatisfied 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Very Satisfied 10
- Comments/Suggestions:

### Events

- Based on your experience at [EVENT NAME], how likely is it that you would recommend the U.S. Department of Commerce, U.S. Commercial Service?
  - Definitely Would Not 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Definitely Would 10
- Please indicate how well the U.S. Department of Commerce, U.S. Commercial Service met your objectives
  - [objective defined in event record is pushed to card]
  - Objectives Not Met 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Objectives Completely Met 10
- Comments/Suggestions:

### Counseling/Non-fee based Services

- Based on your experience with our [LOCATION – CITY, STATE or CITY, COUNTRY or HQ OFFICE NAME] office, how likely is it that you would recommend the U.S. Department of Commerce, U.S. Commercial Service?
  - Definitely Would Not 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Definitely Would 10
- What type of information or assistance did you seek in your most recent interaction with [LOCATION – CITY, STATE or CITY, COUNTRY or HQ OFFICE NAME] office? (check all that apply)
  - Completing export/shipping documentation
  - Complying with foreign (and domestic) regulations, standards, certifications, and licenses
  - Gathering market or competitive intelligence
  - Developing a strategy to begin exporting, enter new markets, and/or expand export sales
  - Obtaining marketing/media exposure overseas
  - Identifying and /or arranging appointments with foreign partners, distributors and buyers
  - Overcoming a market access barrier/unfair trade practice/intellectual property issue
  - Competing for a foreign government procurement
  - Other: Please specify
- Please indicate how well the U.S. Department of Commerce, U.S. Commercial Service met the objectives you selected above
  - Objectives Not Met 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Objectives Completely Met 10
- Comments/Suggestions:

**Comment Cards for EVENTS may additionally contain any or none of the following questions:**

How did you first hear about [EVENT NAME]?

- Direct Mail
- Email
- Magazine/Newspaper
- Newsletter
- Phone call
- Social Media (Twitter, LinkedIn)
- Website
- Trade Specialist (U.S. Commercial Service - U.S. Export Assistance Center)
- Commercial Officer with the Commercial Section of American Embassy/Consulate
- Commercial Specialist with the Commercial Section of American Embassy/Consulate
- Other
- Please specify

1'Referral (business or personal connection)' | 2'Referral (government agency)' | 3'Local event, workshop, or seminar' | 4'DOC - CS direct outreach' | 5'Used DOC / CS services/assistance in the past' | 6'Trade/Industry journal' | 7'Export.gov website' | 8'Social media' | 9'Other - Please Specify: \_\_\_\_\_'

After participating in [EVENT NAME], do you plan to use the U.S. Commercial Service (U.S. Export Assistance Center, American Embassy/Consulate) to help you identify or develop new international business?

- Yes
- No
- Undecided

Future events like [EVENT NAME] should build around a common:

- Geographic Region
- Industry Sector
- Other (Please specify)

How satisfied are you with the following aspects of the event?

Very Dissatisfied 1. - 2. - 3. - 4. - 5. - 6. - 7. - 8. - 9. - Very Satisfied 10

- Level of difficulty (for training)
- Usefulness/Relevance of information provided
- Structure/format of event
- Ease of registration & on-site logistics

- Value-added
- Affordability
- Expertise of presenters
- Responsiveness of staff

**Comment Cards for non-fee based services may additionally contain any or none of the following questions:**

To what extent do you agree that the export assistance you receive from the U.S. Commercial Service provides you with a competitive advantage?

Strongly Disagree 1. - 2. - 3. - 4. - 5. - 6. - 7. - 8. - 9 Strongly Agree 10

In the past 12 months, what has your main contact been within the Commercial Service for export assistance or answers to your export-related questions?

- Domestically-based staff
- Internationally-based staff
- Trade Information Center 1-800-USA-TRAD(E)
- www.export.gov website
- Don't know
- Other, please specify

Not at All 1. - 2. - 3. - 4. - 5. - 6. - 7. - 8. - 9 Very Well 10

How well did [OFFICE] understand your needs and objectives?

How professional was [OFFICE] in your interactions?

How closely did [OFFICE] follow your timeline?

How knowledgeable was [OFFICE]?

How clear was the information you were provided?

To what extent did GM help you connect to foreign buyers/partners/contacts or other market intelligence that would have been difficult to identify/access otherwise?

To what extent was the market intelligence/information received useful?

To what extent where the foreign buyers/partners/contacts provided the right ones with whom to do business

To what extent was our counseling/advice useful?

If staff could not help them correctly, to what extent did they receive a referral to the right contacts

To what extent was the information they received helpful for them to understand overall market conditions

To what extent did they improve their profile and credibility in foreign markets

### **Government Customer Experience Index (GCXi).**

The questions are, from 1 to 5:

1. Rate your overall satisfaction with the experience with XXXX
2. How satisfied are you with your ability to obtain the information you needed? [this is supposed to be task completion so the wording can be modified to reflect your specific agency or program]
3. How likely are you to recommend XXXX to a friend or colleague?
4. How likely are you to use this site again?

### **SelectUSA**

- Based on your experience with our [LOCATION – CITY, STATE or CITY, COUNTRY or HQ OFFICE NAME] office, how likely is it that you would recommend SelectUSA?
  - Definitely Would Not 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Definitely Would 10
- Please indicate how well SelectUSA met your objectives
  - [mutually agreed upon objective is pushed to card]
  - Objectives Not Met 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Objectives Completely Met 10
- Comments/Suggestions:
  - To what extent were they satisfied with the information and documentation they received
  - To what extent were they satisfied with the referrals provided
  - To what extent were staff knowledgeable and competent about investment opportunities in Canada

### **2015 SelectUSA Investment Participant Survey**

Survey Instructions: Thank you for participating in the 2015 SelectUSA Investment Summit. Please take a few moments to complete this short Summit survey which should take 5 to 10 minutes to complete. The results of this survey will be used to improve the management and content of future SelectUSA events.

Confidentiality: This information is confidential and for internal SelectUSA use only. Only compiled aggregate data will be provided to other parties, if requested. Your feedback will be anonymous.

#### **1. What were your objectives for attending the 2015 SelectUSA Investment Summit? (Check all that apply)**

- Showcasing your locality
- Cultivating existing relationships
- Initiating new relationships
- Learning how to invest in the United States
- Learning where to invest in the United States
- Learning about resources and tools to invest in the United States

- Learning about resources and tools to attract investment in the United States
- Obtaining an overall impression of the market situation

**2. Overall, how well did the 2015 SelectUSA Investment Summit meet your objectives?**

1 Completely Not Met	2	3	4	5	6	7	8	9	10 Completely Met
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**3. Please rate your level of satisfaction with the following aspects of the 2015 SelectUSA Investment Summit:**

	1 Very Dissatisfied	2	3	4	5	6	7	8	9	10 Very Satisfied	N/A
Exhibit management*											
Volume of visitors to your booth*											
Quality of visitors to your booth*											
Quality of venue											
Quality of the exhibit hall											
Amount of time to visit exhibits											
Concurrent panel sessions											
Keynote speakers											
Plenary sessions											
Matchmaking opportunities											
Networking opportunities											
Resources and tools											
Online registration process											
Conference website											
SelectUSA Help Desk											
Conference APP											

\*Ask only on version sent to Exhibitors

**4. Overall, how satisfied are you with the 2015 SelectUSA Investment Summit?**

1 Very Dissatisfied	2	3	4	5	6	7	8	9	10 Very Satisfied
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5. **How likely are you to attend other SUSA events based on your experience at the 2015 SelectUSA Investment Summit?**

1 Definitely Would Not	2	3	4	5	6	7	8	9	10 Definitely Would
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6. **How likely are you to use SelectUSA services in the future based on your experience at the 2015 SelectUSA Investment Summit ?**

1 Definitely Would Not	2	3	4	5	6	7	8	9	10 Definitely Would
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7. Name up to three (3) topics that you would like to see in next year's Summit, which were not included in this year's summit. 1) \_\_\_\_\_; 2) \_\_\_\_\_; 3) \_\_\_\_\_

8. Comments/Suggestions

2015 SelectUSA Investment

Participant Comment Card

Comment Card Instructions: Thank you for participating in the 2015 SelectUSA Investment Summit. Please take a few moments to complete this short Comment Card which should take 2-5 minutes to complete. The results of this Comment Card will be used to improve future SelectUSA events.

Confidentiality: This information is confidential and for internal SelectUSA use only. Your feedback will be anonymous.

9. Please rate the usefulness of this session, panel or speaker:

1 Not Useful At All	2	3	4	5	6	7	8	9	10 Very useful
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10. Please rate the quality of this session, panel or speaker

1 Poor	2	3	4	5	6	7	8	9	10 Excellent
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11. Please rate your overall satisfaction with this session, panel or speaker:

1 Very Dissatisfied	2	3	4	5	6	7	8	9	10 Very Satisfied
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12. Comments/Suggestions

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