

## Hancock County Business Conference and Trade Show Survey

1. In which activities sponsored by the Hancock County Business Conference & Trade Show did you participate? **(Please check all that apply)**

Workshops  
 Trade show  
 Business after hours  
 Other (Please specify) \_\_\_\_\_

2. Were you any of the following? **(Please check all that apply)**

Trade show vendor  
 Member of the conference planning team  
 Volunteer  
 Chamber member  
 Current business owner  
 Prospective business owner  
 Other (Please Specify) \_\_\_\_\_

3. How many workshops did you attend?

1-2 workshops  
 3-4 workshops  
 5 or more workshops  
 Did not attend any workshops

4. Since you participated in the Hancock County Business Conference & Trade Show, have you

Started a first business?  
 Started a second or replacement business?  
 Closed a business?  
 Expanded a current business?  
 Made no business related changes?  
 Made one or more changes in your business?  
 Decided not to start a business?

5. To what extent has participation in the Hancock County Business Conference & Trade Show **improved** some aspect of your business? **(Please circle the appropriate response)**

A great deal		Some		Not at all
5 _____	4 _____	3 _____	2 _____	1 _____

6. To what extent has participation in the Hancock County Business Conference & Trade Show **increased your knowledge** of operating a business? **(Please circle the appropriate response)**

A great deal		Some		Not at all
5 _____	4 _____	3 _____	2 _____	1 _____

7. If participating in the Hancock County Business Conference & Trade Show has helped you increase your knowledge, how have you used this knowledge after the conference ended? **(Please check all that apply)**

Business Planning Changes

- Wrote a business plan for the first time
- Revised my business plan
- Developed new business goals
- Contacted a business assist agency or organization
- Conducted market research
- Have a better understanding of the local economy
- Developed new ideas for my business

Marketing Changes

- Developed a brochure for the first time
- Revised my brochure
- Have business cards for the first time
- Revised my marketing materials
- Developed new Web site
- Now use social media as a marketing tool
- Developed a brand for my business
- Developed marketing strategies
- Networked more with other business owners

Financial/Legal Changes

- Presented a business plan to a financial institution
- Received a bank loan If yes, how much? \_\_\_\_\_
- Changed my legal form of business ownership (i.e., proprietorship to corporation, etc.)
- Obtained business insurance
- Contacted the Small Business Advocate's office

Business Management Changes

- Enrolled in or taken a business management workshop/class
- Revised my record keeping system
- Established a new pricing policy
- Improved cash flow management
- Increased computer applications
- Improved customer service
- Improved financial management
- Improved time management
- Achieved better balance between family and business

Other Changes

- Attended a local Tri County Workforce Board meeting
- Utilized workforce resources and services
- Joined a business association
- Joined local chamber of commerce
- Shared what I learned with others
- Other (please list) \_\_\_\_\_

8. If participating in the Hancock County Business Conference & Trade Show has improved your business knowledge, how did it affect your business? **(Please check all that apply)**

- Made more effective decisions
- Increased annual sales; How much? \$\_\_\_\_\_ and/or \_\_\_\_\_%
- Improved efficiency; Please explain \_\_\_\_\_
- Hired employees; How many? Full-Time\_\_\_\_\_ and/or Part-Time\_\_\_\_\_
- Increased annual profits; How much? \_\_\_\_\_%
- Reduced business management risks
- Reduced annual costs; How much? \$\_\_\_\_\_ and/or \_\_\_\_\_%
- Started a business
- Helped you stay in business
- Reconsidered my business plans
- Expanded my business Please describe \_\_\_\_\_

9. Please place a value on the knowledge and skills you acquired as a result of participating in the Hancock County Business Conference & Trade Show.

- |                                           |                                          |                                                        |
|-------------------------------------------|------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> \$1- \$500       | <input type="checkbox"/> \$2,001-\$2,500 | <input type="checkbox"/> \$4,001-\$4,500               |
| <input type="checkbox"/> \$501-\$1,000    | <input type="checkbox"/> \$2,501-\$3,000 | <input type="checkbox"/> \$4,501-\$5,000               |
| <input type="checkbox"/> \$1,001- \$1,500 | <input type="checkbox"/> \$3,001-\$3,500 | <input type="checkbox"/> other amount (please specify) |
| <input type="checkbox"/> \$1,501-\$2,000  | <input type="checkbox"/> \$3,501-\$4,000 |                                                        |

10. Please share any comments or observations you have about how your participation in the Hancock County Business Conference & Trade Show has made a difference in your life or the life of your business.

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11. Please help us identify other training needs by checking those topics listed below that you would like to learn more about (**please check all that apply**)

- |                                                             |                                                |                                                         |
|-------------------------------------------------------------|------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Business planning                  | <input type="checkbox"/> Marketing             | <input type="checkbox"/> Networking                     |
| <input type="checkbox"/> Financing                          | <input type="checkbox"/> Recordkeeping         | <input type="checkbox"/> Managing employees             |
| <input type="checkbox"/> E-Commerce                         | <input type="checkbox"/> Pricing for profit    | <input type="checkbox"/> Managing costs                 |
| <input type="checkbox"/> Legal issues for small business    | <input type="checkbox"/> Business insurance    | <input type="checkbox"/> Displaying at trade shows      |
| <input type="checkbox"/> Insuring your business             | <input type="checkbox"/> Small business taxes  | <input type="checkbox"/> Energy tips for small business |
| <input type="checkbox"/> Understanding financial statements | <input type="checkbox"/> Customer service      | <input type="checkbox"/> Packing & shipping products    |
| <input type="checkbox"/> Social media marketing             | <input type="checkbox"/> Workforce development |                                                         |
| <input type="checkbox"/> Other (please specify) _____       |                                                |                                                         |

**Information About You**

I currently own a business  Yes  No

My business is:  Home-based  Not home-based

My gender is:  Female  Male

Stage of business:

I am just thinking about getting into business

I have been in business for  1-3 years;  4-6 years;  7-10 years;  over 10 years

Total employees (counting yourself) \_\_\_\_\_

**Thank you for completing our survey**