



## Expo Osaka 2025: Event Customer Feedback Form

### Introduction

Thank you for joining us at the USA Pavilion at Expo Osaka 2025! We kindly ask that you take a few minutes to complete this short feedback form to help us understand your experience with the USA Pavilion and how we can improve our events at future Expos.

Your privacy is important to us. Your responses will be anonymous and will not affect any future interactions you may have with pavilion organizers. If you choose to provide your contact information at the conclusion of this questionnaire, your responses will be separated from your contact information and stored in separate, secure locations to ensure your privacy is protected.

If you have any quotations about this questionnaire, please contact the research team at [REU@state.gov](mailto:REU@state.gov).

### Questions

1. On a scale from 0 to 10, with 0 being not at all likely and 10 being extremely likely, how likely is it that you (or your organization) will attend or host an event at the USA Pavillion at a future Expo?

Not at all likely										Extremel y likely
0	1	2	3	4	5	6	7	8	9	10



2. Overall, how satisfied are you with the following items related to the event you attended/organized at the USA Pavilion?

[Rotate items]	Very Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Very Satisfied	Not Applicable
The event space						
USA Pavilion staff communication						
Event Registration						
Food and Beverage						

3. During the event you attended / hosted at the USA Pavilion, did you meet any contacts that present potential future business or partnership opportunities for your and/or your organization?

	ALLOW ONE RESPONSE
Yes	1
No	2
Not Sure	3
Not Applicable	4

4. Which of the following best describes the sector in which you or your organization operate?

	ALLOW ONE RESPONSE
Private Sector	1
Public Sector / Government (Excluding Education)	2
Non-Profit / Non-Government Organization (NGO)	3
Education (Public or Private)	4
Other	98
Prefer not to say	99

[SKIP LOGIC - IF Q4=1 {Private Sector}, PROCEED to Q4. If not, SKIP TO Q8



You mentioned that you developed one or more new contacts at the event...

5. How many new contacts did you make?

6. How likely is it that one or more of these contacts will develop into a meaningful relationship between you or your organizations?

	ALLOW ONE RESPONSE
Very likely	1
Somewhat likely	2
Somewhat unlikely	3
Not at all likely	4
I Don't Know	98
Not Applicable	99

7. If possible, what would you estimate the potential dollar value of these potential relationships to be for your organization? [Optional]

[SKIP LOGIC MERGE]

8. We're interested in understanding how we can improve future events like these, please use this space below to provide any feedback you have that may improve our work in the future.



## **Expo Osaka 2025: Event Customer Feedback Interview**

Thank you very much for joining us at the USA Pavilion at World Expo 2025. We've asked for this time with you today to understand your experience at the Pavillion so that we can continue to improve how we work with partners like you in the future.

1. Can you talk a little about the event you participated in at the USA pavilion?
2. Overall, what were you hoping to achieve during your event at the USA Pavilion?
  - a. To what extent do you think your event met these goals?
3. Thinking ahead to the future, what additional value, beyond any value up until this point, do you expect to gain from your event at the USA pavilion?
4. Compared to other networking or industry events you or your organization participate in, what is the unique value that an event like this at an Expo and the USA pavilion presents?
5. We're interested in your feedback in a few specific areas related to your event:
  - a. What would you like to see the USA pavilion improve about the way it communicates with event attendees or hosts?
  - b. How can the USA pavilion improve its event space and amenities?
  - c. Is there anything else you can think of that might help the team at the USA Pavilion improve how they plan and host future events?

**Closing:** Thank you again for your time today and for providing us with important feedback. We look forward to incorporating your recommendations into our future events. Please feel free to contact us if you have think of any additional recommendations you'd like to provide to the event team.