



## UBC Communications Seminar 15–16 April 2015, Turku Pre-seminar questionnaire to participants

In order to prepare for the seminar, we hope you would have time to fill in this questionnaire and send it before the seminar to [irene.pendolin@ubc.net](mailto:irene.pendolin@ubc.net) at your earliest convenience, preferably on **Monday 13 April** the latest.

These questions will be explored throughout the seminar: they will help to develop discussions and they will also be utilised afterwards in follow-up seminars. You can be as specific in your answers as you prefer. We very much appreciate your time and contribution!

1. Which tools do you/your City/your Commission use in especially international communications and in what way? E.g. website, newsletter, printed material, social media (Facebook, Twitter, LinkedIn, Youtube etc.)?
2. What are or have been the biggest challenges as well as achievements in communications for you/your City/your Commission?
3. How well are UBC, its functions and services known to you/your City/your Commission and why?
4. Through which channels would you/your City/your Commission like to receive and exchange information within the UBC in the future? E.g. email, website, targeted messages versus mass messages, social media, cloud services etc.?
5. What kind of cooperation in communications or other issues would you/your City/your Commission like to have within the UBC in the future?
6. What are the three most important things you would change or develop in these UBC communications mediums:
  - a) [www.ubc.net](http://www.ubc.net)
  - b) [Baltic Cities Bulletin](#)
7. What is/are the most important questions or issues you wish to receive answers to in the UBC Communications Seminar?
8. This questionnaire was completed by (name, title, City and email):