



The BRIC-ITT Website & Expert Video Feedback Questionnaire for SME's

In which of the partner countries are you based?

- Great Britain
 Romania
 Bulgaria
 Lithuania
 Spain
 Portugal
 Other

1 Your experience of the BRIC-ITT website

1.1 How did you hear about the BRIC-ITT website?

- Recommended by a colleague
 Web search or web link
 At a seminar / training event

- Introduced by the local BRIC-ITT partner

Other (please specify) _____

1.2 Did you receive any form of introduction to navigating around the website?

A guided hands-on session Yes No

A formal demonstration Yes No

An informal demonstration (e.g. watching a colleague) Yes No

Other (please specify) _____

1.3 Opinion of the BRIC-ITT website?

	Very Good	Quite Good	OK	Quite Poor	Very Poor
The overall presentation of the website is appealing	<input type="checkbox"/>				
The website is easy to navigate	<input type="checkbox"/>				
The website makes it clear what the project is about	<input type="checkbox"/>				
The website makes it clear what learning resources are available and how to access them	<input type="checkbox"/>				
The different elements of the learning suite (the knowledge database, the website, the interactive game and the expert videos) all complement each other well and provide a complete package	<input type="checkbox"/>				
The links indicated to third party resources are relevant and well maintained	<input type="checkbox"/>				
The website has opened my eyes to opportunities I had not previously considered	<input type="checkbox"/>				
I would recommend the website to others	<input type="checkbox"/>				



1.4 Has your experience navigating the website led to you carry out or plan any of the following actions?

	Already done so	Plan to do so	May do so in future	Not done so & no plans
Seeking more background information on trading with BRIC countries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attending a course on trading with BRIC countries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seeking assistance from local experts (e.g. chamber of commerce)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Considered contacting and of the experts featured in the videos to ask their advice on topics not covered in their video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recommending the BRIC-ITT game to colleagues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1.5 One of the key objectives of the BRIC-ITT e.learning suite is to bring together the necessary resources to influence potential traders to consider investigating their viability of approaching these new markets. Having explored the project resources does this suite provide you with sufficient advice and guidance to initiate further actions towards trading with these countries?

- Yes, this e.learning suite has brought together the necessary resources to enable us to initiate a strategy towards trading with one or more BRIC countries.
- The e.learning suite has provided some interesting resources and pointers but it is unlikely to influence our existing export strategy.
- The e.learning suite has highlighted that we are not sufficiently prepared or that we do not have adequate resources for us to start trading with BRIC markets at this time
- The e.learning suite failed to provide us with sufficient detail to enable us to initiate a meaningful strategy.

Other comments