

## SAMPLE SCENARIO INVESTIGATION

*The investigation as a prelude to a full-scale survey/ data collection project with the results of the investigation used to form questions in the survey as well as providing some detail for information and brief notes to update senior executives about the status of various situations.*

*The following sample was used to gather information for the BC Innovation Council (2008) about educational institutions and industry associations serving animation, visual effects, and wireless companies operating in Vancouver.*

Industry Association:	Training/Educational institution:
When and why did the association begin?	When did the facility open?
Are the current members different from the initiating members?	What kind of programs/courses do students learn and on what type of equipment?
What activities/ information does the association provide its membership?	What style of projects do the students work on?
What is the average size of company? How many companies?	How many students in total attend the institution?
Where/how, do these companies find new hires?	How many students attend digital media specific programs?
How many companies in total does the association serve?	Where does the typical student live – in or outside the community?
What type of customers does the membership serve?	Is there professional support for these programs/courses?
Where do most of their customers originate?	Where does the professional support come from (community or outside the community,) and, what form does the support take? (Money, time, or donation of old equipment?)
What types of advertising and communication does the industry association do to: <ul style="list-style-type: none"> <li>• attract new companies to the region,</li> <li>• attract new customers to use companies from the region,</li> <li>• attract skilled professionals to the region, and,</li> <li>• lever existing marketing programs of current members.</li> </ul>	Ask for details about types of services offered by companies, and ask for introductions to companies.