## **BERNAMA MEDIA RELATIONS & EVENT MANAGEMENT (MREM) QUESTIONNAIRES**

Thank you for subscribing to BERNAMA Media Relations & Event Management (formerly known as BERNAMA PRWire Malaysia\*Global) service. The purpose of this survey is to obtain feedback from clients on their satisfaction with the service so that we can improve further. We greatly appreciate your time and effort in completing this survey. It should take no more than 10 minutes to complete. Please tick your answers in the boxes provided and fax it back to us at this number 03-2694 1021/22/23.

Name:		Com	pany	Name:			
1. Which of the following	g best descrit	pes the indust	try you	u are in?			
Banking	Oil			Governme	ent		
PR firm	Othe	er (specify)					
2. How did you first hea	r of MREM? (	Choose all th	at app	nly)			
From a friend	Maga	azine		Newspape	er 🗌	Internet	
Brochure	Othe	er (specify)					
3. Do you surf the MREN	M/PRWire wel	bsite?					
Yes	No No						
4. How did you get to ki	now about th	e MREM/PRW	/ire we	bsite? (Ch	oose all th	at apply)	
From a friend	Maga	azine		Internet			
Brochure	Othe	er (specify)					
5. Please rate the follow subscribe to MREM?	ing in terms o	of their impor	tance	in your deo	cision to		
		Extreme Importa	-	omewhat mportant	Neutral	Not Very Important	Not At All Important
To send press releases t	o local media			•		•	•
To send press releases f coverage	-						
To receive effective feed coverage	lback of medi	ia					

To receive news clippings through MREM Convenient to send press releases through MREM

6. Which of the following modules do you find valuable in MREM? (Choose all that apply)

Press release distribution News clippings

Translations

Media Relations

☐ Note to editors

] Photographs

Website

Event management

Other (specify)

a) Efficiency1234b) Helpfulness1234c) Personality1234d) Knowledgeable1234	7.Does your release r	equire ir	nternationa	l coverage	e/to be pu	blished abro	bad?
Yes       No         9. If yes, are you satisfied with the news clippings which are sent to you?         Yes       No         If not, why?	Always		Sometimes	5 🗌	Seldom		Future planning
9. If yes, are you satisfied with the news clippings which are sent to you?         Yes       No         If not, why?         10. How do you rank MREM?         Excellent       Good         Fair       Poor         11. Does MREM help to improve or support your company business?         Always       Sometimes         Seldom       No comm         12. How does the rates of the various services compare to your expectations?         More expensive than I expected       Met my expectations         Less expensive than I expected         13. Are you satisfied with our after sales-service?         Yes       No         If not, why?         14. Please fill according to classification         (1) Poor       (2) Average         (3) Good       (4) Very good         Customer service       3         (a) Efficiency       1       2       3         (b) Helpfulness       1       2       3       4         (c) Personality       1       2       3       4         (c) Knowledgeable       1       2       3       4         (a) Knowledgeable       1       2       3       4	8. Do you rely on our	newspa	per clippin	gs service	?		
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b) Helpfulness       1       2       3       4         c) Personality       1       2       3       4         d) Knowledgeable       1       2       3       4         e) Assertiveness       1       2       3       4							
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	a) Efficiency b) Helpfulness c) Personality	1 1 1	2 2 2	3 4 3 4 3 4	+ +		

15. Any other relevant services expected?

16. What is your overall opinion of our services?

17. Any suggestions on improving MREM?

Thank you for your time.

Kind regards,

## **Aniceta Ferns**

Senior Manager

## **BERNAMA MEDIA RELATIONS & EVENT MANAGEMENT**

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