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SUMMARY

The problem relating to the World's Fair was one of communication between the Fair operators and the suppliers. There is a definite difference in perspective, but there is agreement about the success of the Fair. The common thread in most presentations was the bad publicity and how the Fair was able to be a success despite the negative environment. In some cases, where the planning process was not effective, disaster was the outcome. Where there was thoughtful planning based on client information, the Fair was a success. The striking contrast between those on the outside of the Fair hinging on disaster and others being more successful, is that those who have experience and knowledge are the ones who were more successful. Those who had the least knowledge and experience were the most frustrated and, in fact, reported disaster in both the planning and implementation phases.
