

CONTENTS

9. Briefing books should comprise the following elements:

- a covering page, followed by
- Table of Contents
- Programme
- Major messages and media attention
- Visit Overview
- Scenarios
- Background

COVERING PAGE

See the attached example.

TABLE OF CONTENTS

This portion of the briefing book should not exceed two pages. Its purpose is to provide, at a glance, essential information concerning the specifics of the visit without going into the details which will appear in one of the following sections.

PROGRAMME

This section should be divided into sub-headings breaking down the visit or conference by day. Each sub-heading should mention the date, time and location of the event.

MAJOR MESSAGES/MEDIA ATTENTION

This section should be divided into three sub-headings: Bilateral and Multilateral issues and Media Attention including in each one a short (4-6 lines) resumé of topics to be discussed such as overall relationship, trade, culture, or other subjects or issues. The Media sub-section should include a succinct list of the main issues of interest to the media.

VISIT OVERVIEW

This section should briefly describe the context of the event, Canadian interests at stake and considerations we should know about the country or organization concerned. It should be divided into two sub-headings breaking down the Canadian Objectives and the Objectives of the representatives of the Country or Organization visited or visiting. It should not exceed two pages.