

any of his colleagues in posts that would be interested. Three copies of the complete report should be sent to the Trade Fairs Abroad Division.

185. A useful aid to reporting is a "log book", kept in the exhibit office or the storage room, in which members of the manning staff can write notes of special events, problems or criticisms coming to their attention. It may also be useful, one or two days before the close of the fair, for the Trade Commissioner to obtain a tape recorder and commit to tape while at the exhibit some of his impressions under the various headings of the participation report. Such on-site impressions can be of great assistance when putting together the report in the quiet of one's office.
186. Apart from the use of a tape recorder to make verbal notes for later use in the report, it can be used for recording interviews which will be of use in Ottawa. Informal interviews can be arranged with Canadian representatives manning their displays, visiting notables, enquiring businessmen, and the general public. Such a recording has a real value in Ottawa for it enables members of the Committee on Trade Fairs Abroad and other interested persons to be "transported" to the scene of operations. A better understanding of both problems and reactions can be obtained by those at a distance. If such a tape is received in Ottawa, the Trade Fairs Abroad Division would consider whether an edited version might be suitable for radio broadcast in Canada.

REVIEW OF RESULTS

187. Business initiated at an exhibit may not bear fruit for some time and, hence, it will be omitted from the immediate assessment of results. To bring such business to light, it is useful to write to participating firms or their agents 6 to 12 months after the fair to ask if they can report additional results. In certain cases some very interesting figures may be turned up. In order to avoid any embarrassing duplication of a similar approach by Commodity Officers, this phase of the operation could be coordinated through the Trade Fairs Abroad Division. The "Review" should be forwarded to the Division in three copies for attachment to the participation report.

CONCLUSION

188. Although the ultimate benefits of a trade fair participation may not be evident for some time after the event, it will be appreciated that the primary objective is the immediate placement of agencies or booking of business. First results must be consistently pursued; market reports on products requiring additional attention should be carefully put together and forwarded to Ottawa as soon after the fair as possible; long-term results should be identified, if possible, with the exhibit.