



9.0 AFTER YOU RETURN TO CANADA

You may be tempted to turn to other things once you are back in your office. Try to do as much of the follow-up before or during your return flight, but in any event do not put it off. Here is a suggested agenda:

9.1 FOLLOW-UP

- **Organize your follow-up**

Materials gathered on a business trip have a way of disappearing. Take the time to consolidate business cards, documents and other pertinent material into a file.

- **Start to fulfil any promises you have made**

Follow up on further information to be provided or other commitments made during your visit.

- **Write follow-up letters to the potential investment partners you have contacted**

Essentially, these should thank them for their time, summarize any decisions reached, answer outstanding questions, and confirm your understanding of any follow-up action promised.

- **Write to the investment counsellors and other Canadian officials with whom you have been dealing**

Tell them how the meetings went and inform them about future plans and about any help you may still need.

- **Set up a mailing list and other follow-up systems**

These will be needed to keep your contacts informed about new products and services, etc.

- **Prepare a short contact report or memo for your colleagues, including:**

- the people you met and their titles, addresses and phone numbers;
- the main topics covered during the meetings;
- any decisions or agreements reached;
- when and by whom follow-up actions are required.