

The objectives should contain clear statements of results expected from the event and should be part of the original proposal. Objectives relate to the need to have standards against which to evaluate and measure success (see item C below). These objectives should be quantifiable such as "to generate 100 trade enquiries" or "to identify at least five new market opportunities". 'Soft' objectives such as "to create awareness in Country Z of Canadian competence in sector W" and/or "increase Canadian companies knowledge of the market" are acceptable if they are used to focus the activity. Most often, event objectives will include both 'hard' and 'soft' statements.

B.) Summary of Event Activities:

This section will "set the scene" for the project analysis and MI/I that follows. While it will describe, in a concise way, the major activities that took place at the event the emphasis should concentrate on the unique activities that had a significant effect on the outcome of the event. The report should describe what worked particularly well, or not well, so others can learn from the experience.

C.) Effectiveness:

In this section the reporting officer would describe the degree of success in achieving event objectives and should call on several sources for data and opinion. The participants' questionnaires (Annex C), particularly the comments sections, are tools to help obtain this information. The following points define the areas which interest the geographic division and TPE and consequently the Department as a whole:

This data should answer whether objectives were met, will help to analyze whether the money spent on the event was used effectively and whether the desired effect was achieved.

a.) Effectiveness of the event itself

In this subsection, reporting officers will state their perception of how effective the event was in terms of :