

## MANDATE OF THE COMMUNICATIONS BUREAU

*The Communications Bureau is responsible for increasing awareness and understanding of Canada's foreign policy and international trade agenda among domestic and foreign audiences. It also supplies quality communications advice and services to Ministers and officials.*

*The Bureau's traditional services include media relations, communications planning, public outreach including visiting journalist programs, exhibitions and speakers, publications planning, advertising, public opinion research, media monitoring and analysis, and production of CanadExport and Canada World View. Our new services include internal communications, multimedia/new media and e-communications.*

*These services, programs and products support the Department's public diplomacy efforts by reaching out to Canadians, promoting the image of Canada and of DFAIT at home and abroad.*

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