

PART 1

EVENT ASSESSMENT

A.) **PURPOSE**

- event selection rationale
- advocacy objectives
- business influence objectives

B.) **SUMMARY OF ACTIVITIES**

- Concise background
- emphasis on unique activities which had an impact.

C.) **EFFECTIVENESS**

- a) of Event itself
- b) of Canadian participants
- c) of FAIT participation

D.) **RECOMMENDATIONS**

- repeat event
- 'product mix'
- location, itinerary, etc