

Department of Foreign Affairs and International Trade
Ministerial Services – April 2002

- Preparations take up to three months in the case of very large policy events, such as the Summit of the Americas.
- Preparations take up to three months for the Prime Minister's Team Canada missions.
- A minimum of two weeks is needed for communications plans for Memorandums to Cabinet.
- Other products, such as news releases and media lines, can be delivered within hours or days, depending on the complexity of the issue, the clarity of the policy and the number of other government departments implicated in the file. Increasingly, trade communications requires detailed interdepartmental consultation and coordination in dealing with emerging policy issues.
- News releases should be issued no later than 2:00 p.m. in order to make the evening news or the next day's editions of major newspapers.

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