



Welcome

Thank you for taking part in the Speakers Program of the Department of Foreign Affairs and International Trade.

Not long ago, diplomacy was an activity restricted to governments, but that is no longer true. Today, we frequently speak of "public diplomacy" in order to engage a myriad of other players in our diplomatic efforts. On the international front, for example, we need to win support from foreign business and civic leaders for our economic and political strategies. At home, we need to let Canadians know that foreign and trade policy is important to job creation and prosperity.

Public diplomacy is also about building good relationships with communities across the country. Much like a private company reaching out to investors, we are building up goodwill (or "equity") with Canadians — our "shareholders" — by meeting them face to face, by taking the time to share our knowledge and perspective on international affairs and by seeking their input as we set Canada's policies for the international arena.

The Speakers Program is the primary means by which we reach out to Canadians. While it targets audiences of all ages from across the country, it focusses in particular on young Canadians, business communities, regional and ethnic groups, the media and smaller communities. As an operating principle, we try to include media activities, encounters with small businesses, non-governmental organizations and local officials in our programs.

The Speakers Program is a very important vehicle for explaining to Canadians the relevance of what the Department and its members do in promoting Canadian values and ensuring the peace, security and prosperity of our compatriots at home and around the world. It also provides an opportunity to showcase what our country has achieved internationally — accomplishments of which all Canadians should be justifiably proud.

This book is designed to be a reference tool to assist you in your outreach activities. We hope that you find it helpful.

For more information concerning the Speakers Program, your principal contact is:

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