

**UPDATE
ON THE
INFOCENTRE
BULLETIN
BOARD (IBB)**

BY Bill Skinner

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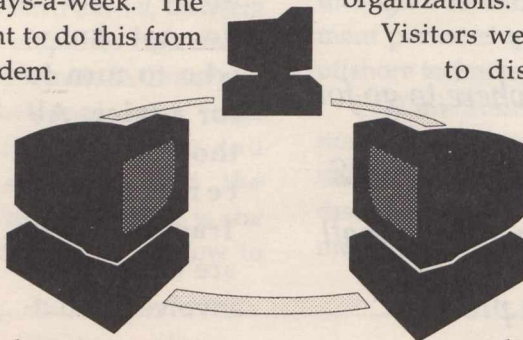
In the last issue (*TRADE COMMISSIONER* Vol. 1, No.5) we announced the development of a new information dissemination tool: an electronic bulletin board service. The service, the InfoCentre Bulletin Board (IBB), now in the pilot stage, is a companion to the InfoCentre FaxLink and like the FaxLink, allows our clients to access Departmental information 24-hrs-per-day, 7-days-a-week. The IBB permits the client to do this from his or her PC via modem.

The IBB pilot was launched at the TCS Centenary Conference and demonstrated at the CEA annual convention. It was mentioned by a number of speakers at both events and many delegates stopped by the demonstration for a closer look. This provided us with the opportunity to find out what was needed to encourage potential clients to become regular IBB users.

Experienced exporters told us that, for them, sales leads were the most important information the IBB could carry. Interestingly, the second most important item was **up-to-date information on Departmental contacts**. Many visitors, in

asking for the latest copy of the TCS Directory, indicated that if the IBB included an "evergreen" TCS Directory, that alone would be reason enough to access the bulletin board.

Non-exporters and intermediaries deemed general market information to be most important. They also asked if the IBB could carry information about their organizations.



Visitors were pleasantly surprised to discover that access to the IBB is free of charge. Clients access the IBB by having their communications software call 1-800-628-1581. Ottawa area callers dial 944-1581. (Modem settings are up to 14,400 baud, N-8-1 and ANSI/ASCII emulation.)

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To facilitate uploading of documents, the IBB has its own SIGNET address. To have information loaded on the IBB, send an E-mail attachment to -IBB-BEI in WP or ASCII format. Note: All documents intended for public dissemination must meet Departmental publishing guidelines (available from BCC).

Event Reporting: Update

Please Note: IBDG 94-4, Annex C-1, *Trade Mission Members Report*, and Annex C-2, *Exhibitor's Questionnaire*, have been updated and all posts should now be using the new forms.

New forms are available from SKRA. When ordering, please use the following document numbers:

Exhibitor's Questionnaire Document Number EXT 1676(E)

Trade Mission Members Report Document Number EXT 1677(E)

If you have any questions, please contact Jacques Goulet at 992-5539.