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- Are interview reports distributed? Do you receive them from Headquarters?
 - Do you have a system of following up on trade opportunities that might arise?
 - Does this program support Trade and Investment Development (TID) priorities?

Travel and Hospitality

- What percentage of your current and potential clients are located elsewhere in your territory? Are you and your staff able to meet with them on a regular basis?
- In terms of hospitality, are you going for numbers or quality?
- Are you getting value for money?
- Do you involve your entire team in representational functions?

Event Management

- Is this a prominent component of the Trade and Investment Development (TID) program?
- What is driving the event (i.e. industry, Headquarters, the event itself, etc.)?
- Does the event mesh with other programs at Post and at other posts in the region?
- Apart from fairs and missions, are other events being planned (e.g. seminars, solo shows, round tables, media blitzes, info booths)?
- What percentage of time and resources are these taking?
- Can some of these events be contracted out?
- Are you using WIN for event management?
- Are you using events as opportunities for gathering market intelligence?

Your context is always changing . . . are you and your team evolving with it?
