
E.

MARKETING AND PROMOTION

1. Are there other sources of information that you rely on for exports? If so, how do these compare with: the "Review;" other information of the Department?
2. This research has assumed that you are the prime targets for this publication. Do you believe this to be so? Are there other people, both inside and outside your organization, that could make use of the information? How do you reach them?
3. As you know, this publication is free. Do you think the Department could sell this publication? If so, how much do you think it could sell for?
4. What would you think if the "Review" had advertising or a sponsor? Would that change your attitudes towards the publication? (or to the Department, to the sponsor?)
5. Are there other ways of "publishing" the "Review?" (Probe: diskette, on-line, CD-ROM) How do these compare with the hard copy version?

F.

WRAP-UP

"Take a few moments among yourselves and tell me what you think were the more important conclusions or discoveries of the group. I'll be back in a moment."

1. Moderator seeks supplementary questions from DFAIT to ask participants.
2. Moderator asks participants supplementary questions from DFAIT.
3. Participants summarize the most important discoveries in the focus group.
4. (Option for client) Participants offered an opportunity to speak with the client.

COLLECT ALL MARKED "REVIEWS." End session, thank participants.
