

**DISCUSSION GUIDE**  
**FOCUS GROUPS WITH RECENT TRAVELLERS ON**  
**SLOGANS AND GRAPHIC DESIGNS RELATED TO CONSULAR SERVICES**

**1. PRELIMINARIES**

(5 minutes)

- The moderator (Jocelyne Despatis) will welcome participants and explain what a focus group is, how respondent anonymity is maintained and why discussions are recorded and observed.
- She will describe herself as an independent research consultant under contract to Ove Design, the firm retained by EAITC to develop a communications program explaining and promoting Canada's consular services.
- The objective of the meeting will be identified as securing feedback from members of the general public with recent travel experience on four slogans and three graphic designs that are being considered for further development.

**2. INTRODUCTIONS**

(10-15 minutes)

Participants will be told that they were invited to participate in the focus group because each of them had taken a trip to a foreign destination within the past twelve months. They will be asked to introduce themselves and to share some of their thoughts on the nature and quality of the consular services available to Canadians travelling abroad.

It will be pointed out that the material to be assessed will not contain any text so that participants can focus on slogans and graphics. However, in order to create a context, the moderator will broadbrush the intended content, stressing that her comments should not be interpreted as an exhaustive description of all services provided through consulates, high commissions, embassies and missions. The following notes will be used as guidelines:

- Services to Canadian travellers:
  - Passport and visa problems,
  - Assistance in times of crisis, including help with arranging transportation for those who are injured, ill or stranded,
  - Help in locating legal counsel, visiting Canadians in foreign jails, providing moral support.
- Services that are not included:
  - Exemption for Canadians from the laws and customs of host countries,
  - Actual payment of legal counsel,
  - Purchase of plane tickets when no emergency funds are available.
  - Paying hospital bills.