

Language

Was the document well-written? Probe for specific details (and translation issues in French session).

Layout and Appearance

Do you like the layout and appearance of the document? If not, what changes would you make? Probe: layout, use of colour, bolding, etc.

Format

Do you like the book format of the publication? Is there another format you would prefer? (Including electronic)

Support Service

How frequently should the information be updated?

Have you called any of the numbers listed? Did you get the information you needed? Have you contacted any embassies abroad for information or assistance? Were they helpful? Why? Why not?

Role-playing Exercise

I would like to spend the last half hour conducting an exercise that requires you to design a strategy for disseminating government export information to businesses.

Assume for a minute that you are employed by the Government and it is your responsibility to provide Canadian companies with the information they need on government trade, technology and investment activities and programs to help prepare for global competition. Think of it as if you were marketing a new product or service.

The moderator will list the following topics on the flip chart. If time is available, teams will be formed to discuss the strategies, followed by a group discussion of the findings?

- What would be the objectives of your marketing program?
- Who would you target?