

Table of Contents

INTERNATIONAL TRADE

- 1 Key Messages
- 2 Why Trade Matters
- 3 Promoting Trade
- 4 Promoting Investment
 Helping Communities
 How Canada Benefits from Investment
- 5 Our Priorities for Trade and Investment
- 6 Trade and Investment Statistics
- 7 About Team Canada

What is Team Canada?

Team Canada Success Stories

What Participants Say

- 8 Trade Commissioner Service
- 9 Canada, the WTO and Trade Rules
- 10 Canada's Major Trade Agreements
- How Canada's Economy and Trade Prospects Have Changed

PUBLIC DIPLOMACY

- 1 Key Messages
- 2 The Purpose of Public Diplomacy
- 3 The Tools of Public Diplomacy
- 4 What We Hope to Gain from Public Diplomacy
- 5 Canada's Public Diplomacy Successes
- 6 Diplomacy and the Projection of Canadian Values and Culture
- 7 The Role of Communications in Public Diplomacy

APPENDIX - SPEAKING TIPS

Know Your Material

Know Your Audience

Be Enthusiastic

Make a Good First Impression

Presentation Skills Checklist

Assessment