

FRENCH VERSIONS:

- BIEN VOYAGER ... ET SAVOIR À QUOI S'ATTENDRE
- VOUS ALLEZ À L'ÉTRANGER ... PARTEZ BIEN PRÉPARÉS
... PARTEZ DU BON PIED
... SACHEZ BIEN VOUS PRÉPARER
- BON VOYAGE, MAIS ...
- DES AMIS À L'ÉTRANGER

Discussion aids consisted of three graphic compositions referred to in this report as "WHITE CLOUDS", "POSTCARDS" and "CHESSBOARD"²

Complete methodological notes, including a copy of the discussion guide, are included as appendices. Also included as Appendix C are verbatim quotations grouped according to the subjects addressed in the present report.

1.3 INTERPRETATION OF FINDINGS

This report synthesizes the views and feelings expressed or supported by most focus group participants and records notable exceptions. Hundreds of freely expressed ideas are organized in a manner that is intended to help maximize the effectiveness of the slogan and graphic material that will support the Consular Awareness Program.

2. PERCEPTIONS OF CONSULAR SERVICES

As they introduced themselves at the beginning of each session, participants were asked to explain what they perceived to be the role of Consular Services. Although only three participants had actually used Consular Services, two on business-related matters and one to contact home in a financial emergency, expectations as to the nature and extent

² "WHITE CLOUDS" illustrated the "BON VOYAGE, BUT ..." slogan, "POSTCARDS" featured "TRAVEL RIGHT ... IT TAKES MORE THAN A TICKET" and "CHESSBOARD" contained "GOING PLACES ... START SMART". The mockups are available from The Ove Design Group inc.