

- Do you have an up-to-date activity list to track events and visitors?
- Is a projects tracking system required?
- Are standardized procedures in place for dealing with routine enquiries?
- Are computerized lists of agents and representatives up-to-date?
- Do you have a well developed local contacts database? Is it being used for mail-outs, info brochures and updates, invitation lists, etc.?

## EVENTS MANAGEMENT

Fairs and missions are the "bread and butter" of traditional trade promotion activities, but they represent just one aspect of an array of events and activities that you can plan and initiate (e.g. seminars, marketplaces or market blitzes, info booths, solo shows). Having event management systems and procedures can help you become more effective and free up valuable time and resources to undertake other activities.

---

*Do you know when and how to say "No"?*

*Do you know how to garner support for saying "No"?*

---

Is there a Post-specific events manual or checklist covering:

- Setting up fairs, solo shows, info booths, etc.?
- Organizing missions and handling incoming visitors?

### Business Visitors

- Do you have an understanding with your geographic desk on levels and types of service?
- Do you do everything for everyone?
- Who qualifies? Are they in WIN or BOSS, can ISC/ATES help?
- What level of service do you provide? When?
- Do you have a system for setting up visitor programs?
- Can you rely on your secretaries to undertake some of these responsibilities?

Do you have standardized briefing packages, which could include:

- Welcome letters?
- General information -- consular, medical, currency, restaurants, tourism, shopping, etc.?
- Sector- and company-specific information? (Consult the *Commercial Officer's Handbook* produced by GBTA.)
- Market studies: off-the-shelf vs. specialized?
- Consultant vs. in-house produced vs. hybrids?