

Sub-Strategy #4:

Provide information to the missions to increase their level of understanding of event marketing in general and appropriate steps to take to carry forward with a corporate contact when seeking sponsorship funding.

Rationale

The missions are the vital link between domestic and local activities abroad. It is important that missions have the same level of understanding and commitment to EAICR sponsorship initiatives as not only the ICR departmental representatives but the corporate community and cultural groups as well. Educating the mission contacts will be key to completing the loop that begins with the cultural client through to the local corporate sponsor, for example. Consideration must be given, however, to a number of variables affecting execution at the level of the missions including their relative priorities, personal commitment to deliver, available manpower, access to information of local contacts and so on.

Tactics

- Develop and institute training seminars at priority missions in priority markets.
- Integrate training into established briefing programs.
- Training should be mandatory for:
 - Head of Mission/Ambassador;
 - Minister Consulate or the individual in charge of cultural activity; and
 - Senior Trade Representative.
- Training should include the on-site development of a sponsorship strategy specific to that local market.
- Heads of missions/ambassadors should be assigned responsibility for spearheading the corporate sponsorship drive in the mission.
- Prior to departure for Canada on assignment, Heads of Missions/Ambassadors should meet with targeted corporations across Canada to raise the profile of the ability of the missions to assist in sponsorship abroad and the related trade