

Activity	Very important	Important	Somewhat important	Not important	Never do it
Hospitality events in Canada					
Hospitality events abroad					
Participate/recruitment for Missions					
Lead Missions					
Participate in Trade Fairs					
Maintain an office abroad					
Support the program activities in the foreign market(s)					
Conduct marketing services abroad					
Assessment of members' needs					
Adaptation of services to meet changing needs of members					
Monitoring/measuring results of association's activities and services					
Develop new services					
Looking for new revenue sources					
Lobbying activities					
Advices DFAIT (strategies, venues, program, etc.)					
Activities that complement the government's diplomatic efforts					