

Nevertheless, the comments and responses received provide useful insights from the foreign clients' perspective.

In addition to the two surveys, personal interviews were conducted with officials in eight other government departments (OGDs) and representatives of all geographic and functional bureaux in DEA. The purpose of these interviews was to identify any problems with the program's operation and organization and to suggest ways of overcoming any duplication or lack of focus. An inventory of specific ideas for improving the effectiveness of DEA communications was completed as a result.

1.4 Organization of the Report

The following chapters present the evaluation findings. Specifically,

- . Chapter 2 analyses whether DEA is meeting the information needs of Canadian exporters;
- . Chapter 3 examines the use of DEA's commercial and economic communications by other domestic and foreign audiences;
- . Chapter 4 looks at whether DEA's commercial and economic communications are supporting departmental program objectives and suggests cost-effective alternatives that might improve the effectiveness of the current program of communications activities; and
- . Chapter 5 summarizes the key findings and conclusions related to the evaluation issues.