

**SPEECH AT XL ELECTRONICS CONSORTIUM LTD.**

4825 Boulevard St-Laurent, Montréal  
16:30 to 17:45, Thursday, April 15, 2004

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General

**NEXT STEPS IN COLLABORATION**

**ISSUE**

A memorandum of understanding recently signed with XL Electronics paves the way for Economic Advancement Canada and XL Electronics to collaborate on several important initiatives.

**TALKING POINTS**

Sub-Heading 1

- Talking points should be in bullet format.
- Leave a blank line between each point.

*[Place notes to the minister in italics with square brackets. Such notes could include cautions, explanatory notes or guidance on pronunciation of names.]*

- Keep the text brief.
- Remember to get a sign-off from your communications branch if the talking points are for the minister to use with the public or the news media.

### Sub-Heading 2

- Each point should have no more than two or three brief sentences.
- Use active, not passive language.

### Sub-Heading 3

- Use simple language, and avoid jargon unless you are sure the listener will understand it.
- Use emotionally neutral language.

## **RESPONSIVE TALKING POINTS**

- Sometimes talking points are needed to anticipate issues that the minister does not plan to raise, but that other parties may raise. Such talking points are called “responsive talking points”. They are similar to Qs and As.

## **BACKGROUND**

Background provides information, history or explanations that will help the minister to understand the nature of an issue or its context.

## **CONSIDERATIONS**

Considerations are used to show that the talking points are a reasonable response to the issue statement. This entails providing options, pros and cons, analysis, arguments and key policy priorities as needed, given:

- the issues at stake;
- your knowledge of what the user knows and does not know; and
- your knowledge of the user’s position on the issues.

Talking points do not provide a formal conclusion, as a rule. The talking points themselves represent the conclusion.

### Subdividing Talking Points

If you find that the talking points are becoming lengthy or that you are using many subheadings and sub-subheadings, this is a sign that you may need to split the talking points into more than one briefing note.

### Approach

Considerations can be used to provide a general approach that the user is advised to take in making remarks.

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