

TOUR OF XL ELECTRONICS CONSORTIUM LTD.

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

Tour

OBJECTIVES

A ministerial event is a rare opportunity. It is not often that you have a voice speaking on your behalf that carries the prestige, authority and influence of your minister. To make best use of this opportunity, it is important that you provide your minister with the objectives that you would like him or her to achieve in the event.

Objectives provide your minister with an important guideline for his or her participation in an event. Objectives also provide you with an important point of reference that will guide you in developing briefing material for the event.

Do not assume that your minister will achieve your objectives without guidance or that simply having the minister appear is a sufficient objective in itself. The minister does not know what you know, and to fail to define objectives is to waste an excellent opportunity. To avoid sounding as if you are dictating to the minister, you could express objectives in terms such as this: “This event is an opportunity for you to . . .”

For guidance on how to set objectives, refer to the chapter on [Objectives](#).