

MEETING WITH THE XL ELECTRONICS CONSORTIUM LTD.

Room 215, Fairmont Chateau Laurier Hotel, Ottawa
16:30 to 18:00, Thursday, April 15, 2004

Meeting

OBJECTIVES

A ministerial meeting 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 meeting.

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

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. For some meetings, it is sufficient to have a separate tab on objectives that cover all items on the agenda. In other cases, you will need to provide separate objectives for each item on the agenda. In such cases, you may find that it is viable to simply add a section on objectives in the talking points for the agenda item. The section on objectives could be placed immediately after the opening issue statement.

To avoid sounding as if you are dictating to the minister, you could express objectives in terms such as this: “This meeting is an opportunity for you to . . .”

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

