



Action Plan - Fiscal Year 2007- 2008 (Contingent upon funding approval)

Summative Evaluation – Government of Canada Exhibitions Program 2006-604 March 20, 2007

Special Note: Funding approval for the GCEP typically arrives late (e.g. June 2006 for fiscal year 2006 – 2007). This results in limited time to adequately address the requirements to enhance the program or to adequately define the additional costs to undertake these new initiatives. The actions related to the recommendations (#2, 3 and 4) are contingent upon obtaining long-term, ongoing funding.

Recommendations	Actions	Status
1. Strengthen working relationship with the PCO and other stakeholders responsible for the communications agenda of the GC to improve linkages between GCEP communications tools and GC communication priorities.		
1.1) Strengthen working relationship with the PCO Communications	<p>a) Maintain regular meetings and develop ongoing consultative mechanisms to ensure government priorities and program announcements coincide with planned events.</p> <p>b) In conjunction with PCO Communications, explore the creation of an Interdepartmental Advisory Committee to determine how we can increase departmental participation at events by coordinating themes, messaging and announcements with government departments.</p>	<p>Regular bi-weekly meetings are currently in place with PCO Communications. Ongoing dialogue regarding government communications priorities.</p> <p>Program invited to participate in the Interdepartmental Committee on Rural Exhibitions with plans to possibly expand to a GC Exhibitions Committee.</p>



<p>1.2) Initiate and maintain a close working relationship with other stakeholders responsible for the communications agenda of the GC</p>	<p>a) Work closely with TBS analysts on revisions to the GC Communications Policy by participating on advisory or working committees as they relate to government communications priorities.</p> <p>b) Work with departments who are registered for events to maximize their impact in relation to current government priorities.</p>	<p>Ongoing activity First draft of input to revisions to the GC Communications Policy submitted to TBS March 2007.</p> <p>Ongoing activity</p>
<p>2. Proactively engage departmental communicators and provide them with tools and guidance to help them to articulate exhibitions plans that are complete and linked to GC communications priorities. The GCEP should also work with departmental communicators to ensure the increased usage and improved integrity of the Exhibitions Database to inform meaningful decision-making with regard to exhibitions management and oversight.</p>		
<p>2.1 Proactively engage departmental communicators</p>	<p>a) GCEP presentations to Corporate Communications Directors General and their staff in various departments and agencies as well as program communicators.</p>	<p>Ongoing activity Presentation to DG's Communications and PCO February 2007. Information sessions to several government departments currently underway. Half-day sessions to government at large scheduled in April 2007. [*]</p>



<p>2.2 Provide tools and guidance to help communicators articulate exhibitions plans that are complete and linked to GC communications priorities</p>	<p>a) Develop a GCEP Marketing Kit based on departmental needs.</p> <p>b) Work with government departments to assist in the development of program specific exhibits plans as they relate to government priorities.</p>	<p>More in-depth activity beyond fiscal year 2007 – 2008 Basic low-key marketing kit currently under development within existing budget.</p> <p>Activity beyond fiscal year 2007-2008</p>
<p>2.3 Work with departmental communicators to ensure the increased usage and improved integrity of the Exhibitions Database to inform meaningful decision-making with regard to exhibitions management and oversight</p>	<p>a) Email invitation to government departments to register their exhibition plans.</p> <p>b) Discuss with the Communicators Community Office options for a promotional awareness initiative.</p> <p>c) Participate in PartnerNet, the Communities of Practice for GC communications partnering practitioners network of 250 members from 31 government departments and agencies.</p> <p>d) Continue working with departments to improve and enhance a user-friendly database platform.</p>	<p>Completed for Q1 - Ongoing quarterly activity</p> <p>Initial contact made with follow-up in Q2</p> <p>Initial contact made with follow-up in Q2</p> <p>Database enhancements underway. Ongoing activity and beyond fiscal year 2007 - 2008</p>



3. Continue efforts by PWGSC to secure permanent, multi-year funding for the GCEP. The multi-year financing of GCEP will allow it to engage in medium-to-long-term planning, undertake commitments on a multi-year basis, significantly enhance the ability of program management to act strategically and ensure cost-efficiencies that are not currently being realized.

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Q1-Q3 [*]

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Q3

4. Improve its ability to demonstrate cost-effectiveness by formalizing a process of reporting against Return on Objectives (ROO). The GCEP should consult with the Rural Exhibits Program and other organizations that employ this approach to identify best practices that could be applied to its existing event selection criteria.



4.1 [*]	[*]	[*]
4.2 Event selection criteria	a) Integrate the ROO as one of the principal criteria in event selection for the Canada Pavilion and Federal Presences.	<i>Contingent upon approval of long-term, ongoing funding</i>
<p>5. Engage the Rural Exhibits Program and Service Canada in conducting a joint study to determine the existence of and potential for duplication of effort with regard to current and planned exhibitions. The outcome of this study should seek to identify the most effective approach for providing rural exhibits and clearly define the roles and responsibilities of each program with regard to the management of domestic exhibitions on behalf of the GC.</p>		



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