

SPEECH AT XL ELECTRONICS CONSORTIUM LTD.

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

General

**QUESTIONS AND ANSWERS ON
THE INDUSTRY BRANCH'S
SCIENCE AND TECHNOLOGY STRATEGY**

ISSUE

At any point during the proceedings, questions may arise about the Science and Technology Strategy of Economic Advancement Canada's Industry Branch.

QUESTIONS AND ANSWERS

Q.1 What are Qs and As used for?

A.1 Qs and As should anticipate questions that might be posed to the minister at a meeting or event, or in dealing with the news media. They should prepare the minister for possible criticism and questions on contentious issues.

Q.2 Who needs to sign off on Qs and As?

A.2 Remember to get a sign-off from your communications branch if the Qs and As are for use by the minister with the public or the news media.

Q.3 Are all Qs and As for use in public?

A.3 No. For example, in this case the Qs and As would be used in a meeting with industry with no media present. However, it is still possible that those present might quote the minister to the media.

Sub-Headings

Q.4 Can Sub-Headings Be Used in Qs and As?

A.4 Yes. With lengthy Qs and As, sub-headings should be used to enable quick reference.

BACKGROUND

Qs and As are similar to responsive talking points.

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

Background can be supplemented by annexes to the briefing note.

CONSIDERATIONS

Considerations are used to show that the answers we provide are reasonable responses to the questions. This entails providing options, pros and cons, analyses arguments and key policy priorities as needed, given:

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

Approach

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

Conclusion

As a rule, briefing notes that provide talking points do not end with a conclusion. The Qs and As themselves represent the conclusion.

Subdividing Qs and As

Sometimes you might find that the Qs and As are becoming lengthy or that you are using many sub-headings and sub-sub-headings. This is a sign that you may need to split the talking points into more than one briefing note, each dealing with a different subject.

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