

Immigration and Customs Enforcement

Department of Homeland Security

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*Current outreach efforts; ways to
better ways to target outreach
deficiencies*



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Contacting the company

- The first impression is very important!!
- Company is reluctant to participate
 - Explain the advantages of a presentation
 - Minimal time and interruption
 - Part of an employee's professional development/training
 - Company conference or scheduled meeting
 - Employees can ask questions



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Contacting the company cont.

- Company concerned what certain employees may say/ask
- Company concerned what the presenter may see/hear



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Contacting the company cont.

- Coordinate your visit with other government agencies
 - “This the third visit this month, don’t you people talk to each other...”



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Standardize outreach presentations

- There needs to be a standard format for all outreach presentations
 - Ensure that all topics are addressed during the presentation
 - The presenter may have to provide testify during a legal proceeding regarding their presentation



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Customize outreach presentations

- Each presentation must be prepared so it addresses the companies needs
 - Each company has different in size, mission, customer base and organizational structure
 - Make the presentation applicable to the audience



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The presentation

- Be prepared
- State the importance of the export controls and the reason for the presentation
- Stay to the presentation
- Do not let the audience run the presentation
- If a situation is used to make a point, keep the discussion short and direct to the point



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Maintain a record of your visits

Maintain a record all your visits

- Record dates, times, places, etc.
- Summary report
 - Record highlights
 - Make all attendees sign in
 - Maintain the sign in forms

Visit information may be used in evidence during a legal proceeding

- Criminal prosecution
- Civil fine
- Administrative action against the company



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Questions and Comments...



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