

# CARM Informational Package

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*How you can help  
your clients with  
their CARM  
journey*

With the Canada Border Services Agency's Assessment and Revenue Management (CARM) project ready to deliver significant change to the trade community, we are seeking your support to promote awareness of CARM. To assist you in this role, this informational package will help you inform your clients on the upcoming CARM changes.

This package includes:

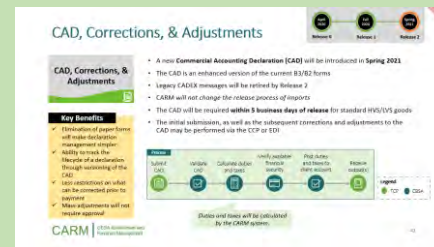
- An overview of information products that are available;
- Suggested ways to use this information;
- Upcoming communication and engagement activities; and,
- Where to get more information.

# An overview of your information package products

This package includes the following key CARM products:



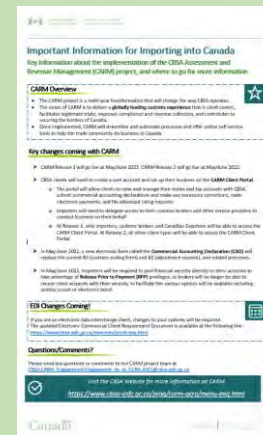
CARM Personas and Guide



CARM Solution Spotlights



CARM Contact Card



CARM Fact Sheet



CARM Infographic

see the following slide for more details on these products, along with the links to these materials

# Understanding the products in the information package

Item	Description	Link*
<b>CARM Personas and Guide</b>	Personas represent groupings of Trade Chain Partners, and illustrate the benefits and changes the group will experience, including how day-to-day activities will change as a result of CARM.	<ul style="list-style-type: none"> <li>• <a href="#">CARM Personas and Guide</a></li> </ul>
<b>CARM Contact Card</b>	A small 4x6" electronic card that features information on how to contact the project.	<ul style="list-style-type: none"> <li>• <a href="#">CARM Contact Card</a></li> </ul>
<b>CARM Infographic</b>	Infographic highlighting key benefits and features of the CARM Client Portal.	<ul style="list-style-type: none"> <li>• <a href="#">CARM Infographic</a></li> </ul>
<b>CARM Solution Spotlights</b>	Summaries of key CARM solution details.	<ul style="list-style-type: none"> <li>• <a href="#">CARM Solution Spotlight – CARM Client Portal Onboarding</a></li> <li>• <a href="#">CARM Solution Spotlight – Delegation of Authority</a></li> <li>• <a href="#">CARM Solution Spotlight – CARM Billing Cycles</a></li> <li>• <a href="#">CARM Solution Spotlight – Financial Security</a></li> <li>• <a href="#">CARM Solution Spotlight – Commercial Accounting Declaration</a></li> </ul>
<b>CARM Fact Sheet</b>	CARM fact sheet that highlights benefits, changes, and timelines.	<ul style="list-style-type: none"> <li>• <a href="#">Important Information for Importing Into Canada November 2020</a></li> </ul>

# Suggested ways to use this information package

Share this information package via your regular communication channels

Post the infographic on your organization's website

Review the package and contact the [CARM Engagement Mailbox](#) if you have any questions

When discussing CARM changes with your clients use the Solution Spotlights as a guide

Leverage the CARM Personas in discussions with your clients





Include the Contact Card in correspondence with clients

## Outcome

- 1 You and your clients understand CARM solution details
- 2 You and your clients know where to get more information
- 3 Your clients are encouraged to view CARM information products

# Information about upcoming communication products

CARM will be distributing the following materials to the trade community later in 2020.

CARM COMMUNICATION PRODUCTS	
<b>Trade Publications</b> 	<ul style="list-style-type: none"><li>• CARM articles will be featured in trade publications</li></ul>
<b>Social Media</b> 	<ul style="list-style-type: none"><li>• CARM information will be distributed via the social media platforms (e.g., LinkedIn), featuring CARM solution and event information.</li></ul>
<b>CARM Videos</b> 	<ul style="list-style-type: none"><li>• A videos highlighting the benefits and features of the CARM Client Portal</li></ul>
<b>Other Communications</b> 	<ul style="list-style-type: none"><li>• Other communications will be distributed to inform trade chain partners on how to learn more about the project.</li></ul>

# Where can you get more information?

Visit the [CARM section of the CBSA website](#)

Email us at: [CBSA.CARM\\_Engagement-Engagement\\_de\\_la\\_GCRA.ASFC@cbsa-asfc.gc.ca](mailto:CBSA.CARM_Engagement-Engagement_de_la_GCRA.ASFC@cbsa-asfc.gc.ca).

Join the CARM group on **LinkedIn** and follow CBSA social media accounts: **Facebook (Canada Border Services Agency)** and **Twitter (@CanBorder)**