



↓ Toronto

January 19-21, 2010
Sheraton Parkway
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Welcome to the Ontario Road Show conference! This initiative has been designed for job developers, co-operative education specialists, and placement professionals to provide access to industry best practices, to hear from employers firsthand and to give us a chance to network with peers.

ONESTEP is an umbrella organization for community based employment and training agencies in Ontario. Our member organizations have been delivering quality career and employment services and training for decades, and our mission is to support their work while providing further educational opportunities to the broader employment sector.

The current labour market presents challenges for those seeking to find employment on behalf of clients and students. Additionally, our regions have individual labour market influencers. ONESTEP responded by developing a partnership project with OAYEC/First Work called the Ontario Road Show. We are committed to providing this professional development material throughout the province.

The Ontario Road Show experience will provide you the opportunity to hear from the very engaging and always entertaining Bill Santos as the keynote speaker on Prospecting in a Downturn Economy. You will also learn about Ontario Labour Market conditions from Senior Economists from Service Canada and MTCU. You will have numerous opportunities to network with one another, and hear about the current state of the hiring marketplace and economic conditions directly from employers working in the regions where you are located.

I understand the challenges that each of you might have experienced in the past year, delivering services in a changing economy, while balancing the pressures of the anticipated changes to the provincial structure of Employment Services. I want to congratulate each of you for the focus you have maintained on client services and client success. I sincerely wish you the best as you go back to your agencies to work with clients and employers, inspired and informed as the result of the time you have invested in the Ontario Road Show.

In closing I'd like to take this opportunity to thank our funder – Employment Ontario – for their funding support of the Ontario Road Show.

Warmest regards,

Sandra Arsenault
Executive Director

The Ontario Network of Employment Skills Training Projects (ONESTEP)

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Agenda

8:30am - 9:00am **Registration and Breakfast** – Foyer Grand Richmond Ballroom

9:00am - 9:15am **Welcome and Opening Remarks**

Barb Simmons, Regional Director, Ontario Ministry of Training, Colleges and Universities
Sandra Arsenault, Executive Director, ONESTEP

9:15am - 10:15am **Keynote Presentation** – Grand Richmond Ballroom

Prospecting in a Downturn Economy

Presented by: Bill Santos, President, EMP Oakville

Times are difficult, the unemployment rate is up and rising, and entire industries are transforming. What can we do to connect to employers given these trying circumstances?

What we need are timeless and proven strategies for marketing to employers.

In his engaging and entertaining keynote, Bill Santos will relate why partnering for mutual success never goes out of style and why questions are more powerful than answers when building relationships with employers.

Bill will share with you his not-so-secret relationship building process, one that can vastly improve the likelihood of your success as you reach out to employers, and he will cover some best practices related to executing these relationship building activities. He will also unlock some of his tips and techniques for overcoming the barriers that often crop up during these conversations. And he will talk about fundamental approaches in connecting to employers that should be part of everyone's tool belt of tactics, and why these tactics will get us through lean times as well as times of plenty that could be just around the corner.

10:15am - 10:30am **Break** – Foyer Grand Richmond Ballroom

10:30am - 12:00pm **Breakout Workshops**

* Delegates have pre-registered for one of the following workshops:

A) The Employer Relationship: The Platform for Job Development – Markham A

Presented by: Bill Santos, EMP Oakville

Job Developers control far more of the variables to their success than they believe. How you approach employers and present information is the determining factor in the amount of initial and ongoing resistance you will experience. Most resistance to your candidates and services is self-generated; resistance is often not initially resident in the employer.

With a sound understanding of the job developer's role in managing the decision making process—presenting yourself as a solution to the employer's needs rather than your candidate or your agency—matched with an effective use of the skills required, you can create extremely productive agency/employer relationships while helping your clients achieve success.

B) Leverage: The New Motivation – Salon A & B

Presented by: Julie Christiansen, Leverage U

What do I do when my clients can't see the potential in themselves? How do I get my clients—or employers, or other parties I interact with—to move from being stuck on what is to instead focus on what could be? Motivation is not the answer because we as career development or placement professionals cannot "motivate" anyone – our clients need to bring their own motivation.

This session introduces the concept of leverage as an alternative to trying to generate motivation within those we work with. Participants will walk away with practical tools that they can begin implementing immediately with their client groups to create possibility and generate massive focused action. In other words, leverage.

C) ApprenticeSearch.com: Connecting Employers and Apprentices Across Ontario – Newmarket
Presented by: Dianne Seed and Art Mayer, Halton Industry Education Council

Learn about ApprenticeSearch.com – a website containing information, resources and database essentials to help you understand and navigate the apprenticeship system in Ontario.

During this workshop we will:

- Explore ApprenticeSearch.com, a multi-level resource tool that raises awareness of skilled trade occupations, their entry points and pathways, and houses a database that helps connect employers with potential apprentices across Ontario.
- Showcase new value-added content that allows community agencies to post apprenticeship job vacancies, highlighting how ApprenticeSearch.com can support them in achieving their performance goals.
- Focus on strategies and tactics used by ApprenticeSearch.com liaison staff to engage employers during these challenging economic times.
- Share some of our success stories.

The presentation will include time for group discussion and every participant will leave with a package of print resources.

D) How to Help Employers Identify and Retain Great Employees – Aurora
Presented by: Chantal Locatelli, Ontario Ministry of Education

Join us for a tour of the Ontario Skills Passport (OSP) and a discussion on how job developers and employers can use the OSP to help clients and employers understand expectations in the workplace. We will show you free, practical, easy-to-use and bilingual tools that employers—with your help—can use to:

- Identify essential skills, work habits and tasks appropriate to their workplaces.
- Create job ads, job descriptions and interview checklists.
- Assess, record and give feedback on job performance.
- Support skills development in the workplace.

This common language and set of tools will help your clients prepare to successfully enter and progress in today's job market.

E) Effectively Promote Internationally Trained Newcomers to Local Employers – Stouffville
Presented by: Habib Ullah, Engineering Connections ACCES Employment

This workshop will cover outreach strategies, research techniques, networking and relationship building methods and overall marketing strategies to effectively promote internationally educated professionals:

- Introduction to sector specific job development and overview of the process.
- Review different occupational sectors with emphasis on the engineering sector.
- Overview of the importance of preparing client profiles with emphasis on employability skills, and the importance of accurate job matching.

A variety of tools, group work and discussion will be used to build participants' toolkits.

F) Working with a Special Needs Group: What You Need to Know to Work with the Deafened and Hearing Impaired – Oak Ridges – **Only Offered in the Morning Session**
Presented by: Gord Ryall, Canadian Hearing Society

One of the key roles for any human resource department is to encourage and foster an inclusive and barrier-free environment at all levels within the organization. Yet many HR and hiring leaders are challenged by a lack of understanding of special needs groups. Nor do they know that with a few simple accommodations, the cost of hiring a person who is deaf or hard of hearing can be little more than—or even the same as—bringing a new employee on board without accommodations. This workshop will cover the challenges to finding employment faced by those who are deaf, deafened or hard of hearing. We will introduce some of the straightforward and easy-to-implement accommodation solutions that are available to employers. And we will discuss the perceptions, misunderstandings and misplaced beliefs that can impede the successful employment of individuals from any group with special needs.

12:00pm - 12:45pm **Networking Lunch** – Foyer Grand Richmond Ballroom

12:45pm - 1:30pm **Labour Market Keynote Presentation** – Grand Richmond Ballroom

Ontario Labour Market Conditions - Today and Through the Economic Recovery

Presented by: Ailsa Mulla, Senior Economist, Labour Market Information Service Canada and Michael Di Trani, Senior Economist, Labour Market Information and Research, Ministry of Training, Colleges and Universities

This presentation will look at the drivers underlying Ontario's economic and labour market performance over the past year, explore issues on the horizon for key sectors and present some of the demographic and labour market challenges for Ontario through the economic recovery that will take us into 2010 and beyond. While transitioning through these times continues to be a focus for employment policy over the short term, human capital investment decisions related to the longer term and associated with skill and talent development over the next several years will be critical to Ontario's and Canada's future competitiveness.

The session will include an opportunity for Q&A.

1:30pm - 3:00pm **Breakout Workshops**

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L) Navigating the Waters: Job Development for Persons with Disabilities – Stouffville*Presented by: Denise Feltham, Community Outreach – Only Offered in the Afternoon Session*

Addressing the theme of diversity, this workshop explores how to bridge the gap created between vocational assessments and job placement when the impact of a person's disability on their career options and work performance, as well as their accommodation needs, are not factored into the equation. Through interactive and experiential exercises, job developers will learn how to zone in on the skills, interests, restrictions and accommodation needs of people with disabilities using an empowering self-assessment tool called D.I.C.E. (Disability Impact on Career/Employment), so that realistic employment goals can be developed and job developers can meet or exceed job placement quotas required to maintain government funding.

3:00pm - 3:30pm**Break**– Foyer Grand Richmond Ballroom**3:30pm - 4:30pm****Employer Panel** – Grand Richmond Ballroom**Inside the Head of Employers***Moderated by: Kevin McLellan, TRIEC*

Hear from local and regional employers on their assessments of current hiring conditions, what the hiring process looks like at their organizations, and what they see as future hiring trends in their industries. A moderator will pose questions to the panel members related to the above points during this one hour session.

A Question & Answer period is incorporated into this session, which will then be followed by a wine and cheese reception.

Hiring and Training Incentives Seminar – Markham A*Presented by: John Viktorin, ONESTEP***For invited employers***4:30pm - 6:00pm****Wine and Cheese Networking Reception** – Salon A & B

Free to all delegates and employers, we ask that you join us for a glass of wine and the opportunity to meet and connect with fellow attendees.

The Ontario Road Show is brought to you by:

