



LEVEL UP!  
NIVEAU  
SUIVANT!

with



SkillsCompétences  
Canada

#LevelUpWithSkills



# ABOUT LEVEL UP! WITH SKILLS CANADA 2022

- On February 24, Skills/Compétences Canada (SCC) hosted Level Up! With Skills Canada, a one-day free interactive virtual career exploration event for students, teachers, parents, apprentices, and career seekers interested in learning more about skilled trade and technology careers.
- SCC along with its 13 Member Organizations, industry and education partners, and other stakeholders from across the country, provided a stimulating environment where participants could engage in virtual career exploration activities to learn about careers in skilled trades and technologies.
- This event featured compelling video content including activities participants could do in the classroom or at home. Visitors also had the opportunity to visit more than 50 partner booths, meet their local Skills Canada organization and learn about the importance of the Skills for Success.
- Over 1,000 participants from across Canada attended this successful event including students, apprentices, teachers, and career seekers.
- SCC also shared information on their social media platforms throughout the day including Facebook, Twitter, Instagram, YouTube, and LinkedIn. **#LevelUpWithSkills**



# EVENT HIGHLIGHTS

## SCC Highlighted the Skilled Trades Through Videos

- SCC featured several captivating videos including one from the Holmes Group on #EndSkilledTradesStigma, a video on the importance of communication skills from ABC Life Literacy and a Discover Apprenticeship video from SCC.
- SCC also highlighted their Best of 2021 videos which featured HGTV celebrities Sebastien Clovis, Kate Campbell and Sherry Holmes, and partners UA Canada and Job Talks.



## SCC Focused on the Importance of the Skills for Success

- SCC presented several classroom activities featuring many of the skilled trades including: carpentry, automotive repair, car painting, skin therapy, cooking and many more.
- SCC presented a live Accessibility and Inclusion Session with Keynote speaker Mr. Marco Pasqua on *5 Surprisingly Easy Changes to Make Your Workplace More Accessible*.



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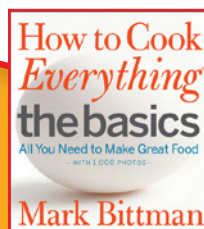


## SCC's Exhibitor Booths Spotlighted Skilled Careers

- At Level Up! there were over 50 exhibitor booths hosted by industry and education partners, in the Exhibit Hall. Visitors could interact with them through text chat functions. Thank you to the participating **partners**!
- In the Skills Canada Hall, SCC's 13 Member Organizations each hosted a booth to promote their programs and activities. Skills Canada also hosted a booth and highlighted the importance of the nine plus one Skills for Success.

## SCC Held an Exciting Contest with Fantastic Prizes

- Level Up! included a fun contest where students had the opportunity to win great prizes for themselves and their schools, by testing their skills while learning about the skilled trades and technologies. Points were awarded for completing various tasks such as visiting booths, participating in a scavenger hunt, answering trivia questions, and much more. The students and classes with the most points won!
- Congratulations to the participant prize winners:
  1. Jeremy Pinkham who won a Switch Mario Kart and TV Package which includes a Nintendo Switch Console, a Mario Kart Deluxe Game, an extra set of Joy Con Controllers, and a 32" Android TV (\$780 Value);
  2. Alice Lavrenova who won a Lego Code and Control Robotics Kit (\$450 Value) and
  3. Colin Jacobsen who won an Always pan, a utensil set and a cookbook *How to Cook Everything the Basics: All You Need to Make Great Food* by Mark Bittman (\$255 Value).
- Congratulations to the teachers from Woodhaven Middle School in Alberta and Waterford Springs School in Manitoba who were the classroom prize winners and won 20 Skills for Success Classroom Activity Kits for their classroom with these **activities** (kits valued at \$500/each).



# PARTNER TESTIMONIALS

*“As we move towards a post pandemic society, we have all learned to adapt quickly to changing situations. With the UA, we have always looked for ways to adapt and make better changes for the piping industry. Working together, just as we do on the jobsite, we have come out of these challenging times together and have been able to adapt to the situation at hand. We are still able to provide students with an opportunity to explore various trades and technologies and encourage youth to get involved. UA Canada is proud to sponsor Skills/Compétences Canada, and by participating with Level Up! with Skills Canada we have proven that skilled trades are not afraid to adapt. We are essential, and one way or another, we always find a way to bring awareness to these amazing life changing careers.”*

–Alanna Marklund, RSE, Special Representative, Youth, Diversity and Indigenous Relations, UA Canada

*“We always look forward to events like Level Up! with Skills Canada that connect us with the next generation of skilled workers. Our field operators and trades are critical to our business and ability to deliver the energy people need, every day. We continue to look for young talent interested in helping us innovate and create game-changing solutions that will drive a more sustainable energy future. Thank you, Skills Canada, for hosting this event and providing students with the opportunity to learn more and explore a career in the skilled trades.”*

– Mandy Russell, Talent Acquisition, TC Energy

*“Thomas Skinner, the Gene Haas Foundation and Haas Automation are proud sponsors of Skills/Compétences Canada. Level Up! with Skills Canada gave sponsors like us a chance to provide insight to youth on what our industry is all about. Pandemic notwithstanding, our customers continue to manufacture precision components that keep our economy running. The polytechnic institutions continue to train machinists and manufacturing technologists. The market for machined parts is recovering and the market in Western Canada is growing. In British Columbia, there is a shortage of machinists. There are good jobs and rewarding careers available in our industry. Thank you letting us showcase that.”*

– Paul Krainer, President, Thomas Skinner

*“The Canadian Armed Forces participated in Level Up! with Skills Canada. This professionally organized event enabled meaningful interactions with hundreds of energetic students regarding the many skilled trade opportunities within the Canadian Armed Forces. It was a fantastic virtual opportunity to exchange information with students, listen to their wide range of skilled trade interests, and share information on the over 100 careers available in the Canadian Armed Forces. We look forward to participating in future Skills Canada events.”*

– Captain Jesse Orozco, R3 Recruiter Support Staff Officer,  
Canadian Forces Recruiting Group Headquarters, Canadian Armed Forces

# THE NUMBERS TELL THE STORY

Over 1,000 participants from across Canada

## PARTICIPATION STATISTICS

Total Number of Booth Visits	13987
Unique Booth Visits	7889
Session Stats Total Views	1225
Session Stats Unique Views	931

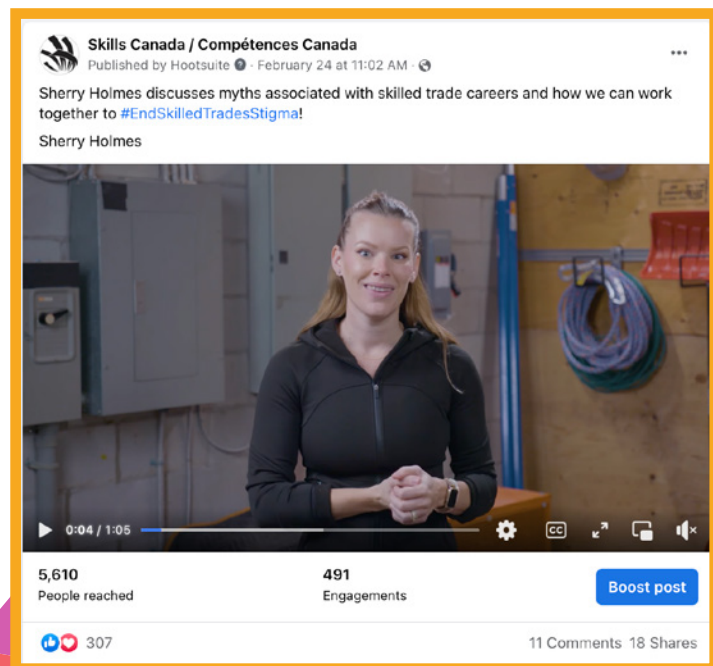
### Participant Survey Results:

- 87% of participants agreed or somewhat agreed that by attending this event, they learned something about new career options in skilled trades and technologies.
- 81% of participants agreed that as a result of attending this event, their overall perceptions about careers in skilled trades and technologies are now very positive or somewhat positive.
- 79% of participants agreed or somewhat agreed that by attending this event, they learned about new sources of information in how to pursue a career in skilled trades and technologies.





# LEVEL UP! WITH SKILLS CANADA ON SOCIAL MEDIA



# THANK YOU TO OUR PARTNERS!



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