



National Skilled Trade & Technology Week

A Virtual Career Exploration

Event Recap and Analytics



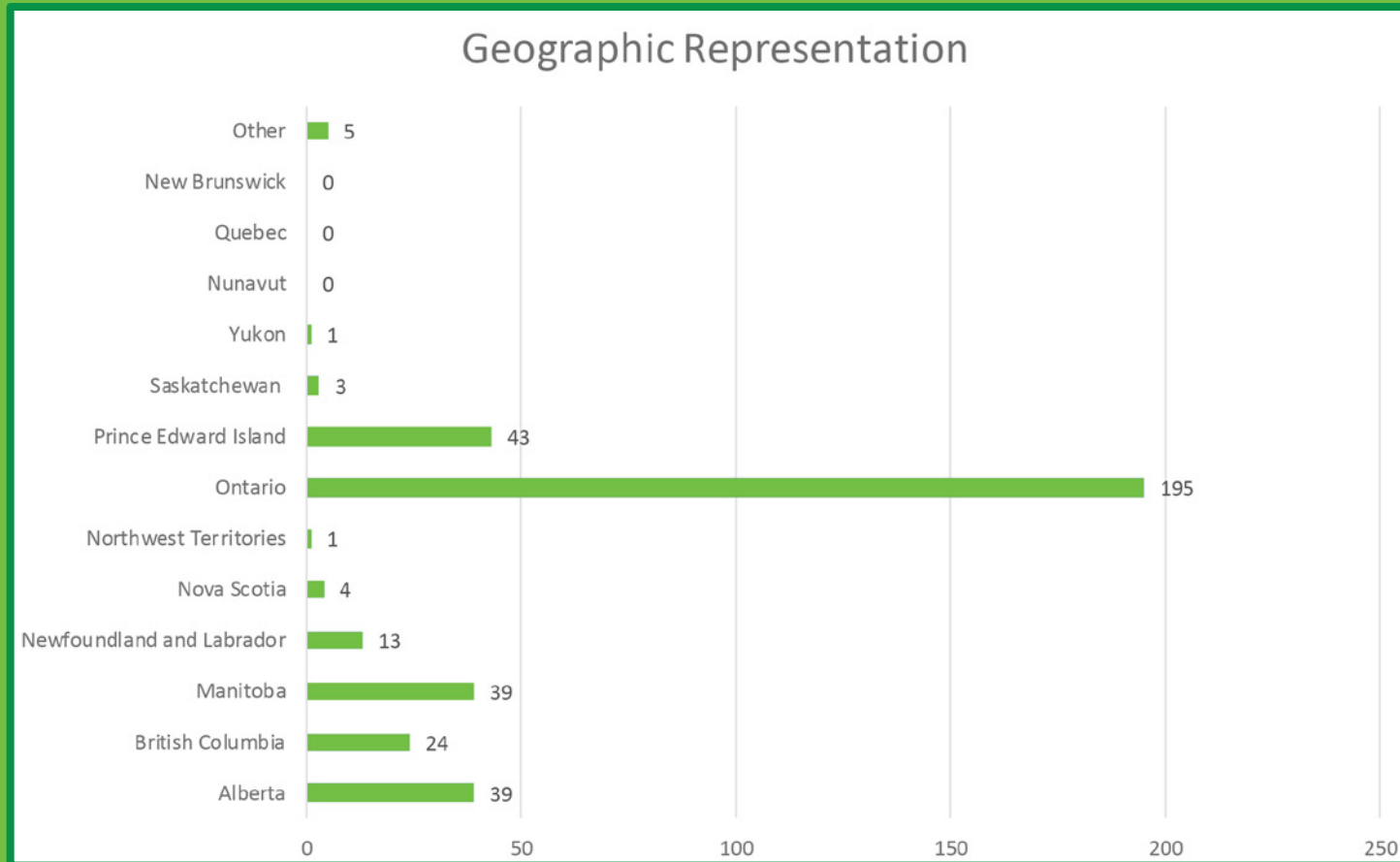
It's a Wrap for National Skilled Trade and Technology Week 2021!

- Skills/Compétences Canada (SCC) officially launched the 17th National Skilled Trade and Technology Week (NSTTW) on November 2nd at A Virtual Career Exploration Event. This event brought awareness to parents, youth, educators, and career seekers about the incredible skilled trade and technology career opportunities that are available across Canada.
- At this event, we had over 350 students, more than 25 industry and education partners, several industry celebrities, SCC alumni and many of our Skills Canada Member Organizations in attendance. Students had the opportunity to learn about career and education pathways in the skilled trades and technologies, interact with partners through text chat, answer trivia questions, check out SCC's virtual stage and learn about the 9 +1 Skills for Success. This year's theme was *Creativity & Innovation*, one of the **Skills for Success**.
- Student visitors could also participate in an exciting contest for a chance to win a DGI Mini 2 Drone. Congratulations to students from Glenview School and Brown Public School in Ontario for earning the most points on our leaderboard challenge and winning a Drone!
- In addition, SCC in partnership with the RBC Foundation, held a panel discussion on **Crushing Barriers to the Skilled Trades** where participants discussed the misconceptions, best practices and required preparation when pursuing a career in the trades. This panel gave audience members a real perspective of a diverse skilled trade worker. Celebrity guests included Sam Effah, RBC Olympian, Sebastian Clovis, HGTV Celebrity and Siobhan Detkavich, Top Chef Canada competitor. This was followed by an engaging Q&A.
- SCC also shared inspiring content on their social media channels including SCC's **'I Love My Job' video series** where we highlighted careers in the skilled trades and technologies and featured several of SCC's partners and alumni through TikTok and Reels style videos. Go to our **YouTube channel** to see these informative and fun videos on the six sectors.
- At this event, we had over 2,000 booth visits and over 1,700 video views. In addition, 83% of attendees agreed or somewhat agreed that they learned about new career options in the skilled trades and technologies. Check out our event recap document to see the full stats on our Virtual Career Exploration event. **This virtual platform will be open for another three months** and SCC encourages those who missed this event to check it out by registering for FREE at **nsttw.vfairs.ca**.

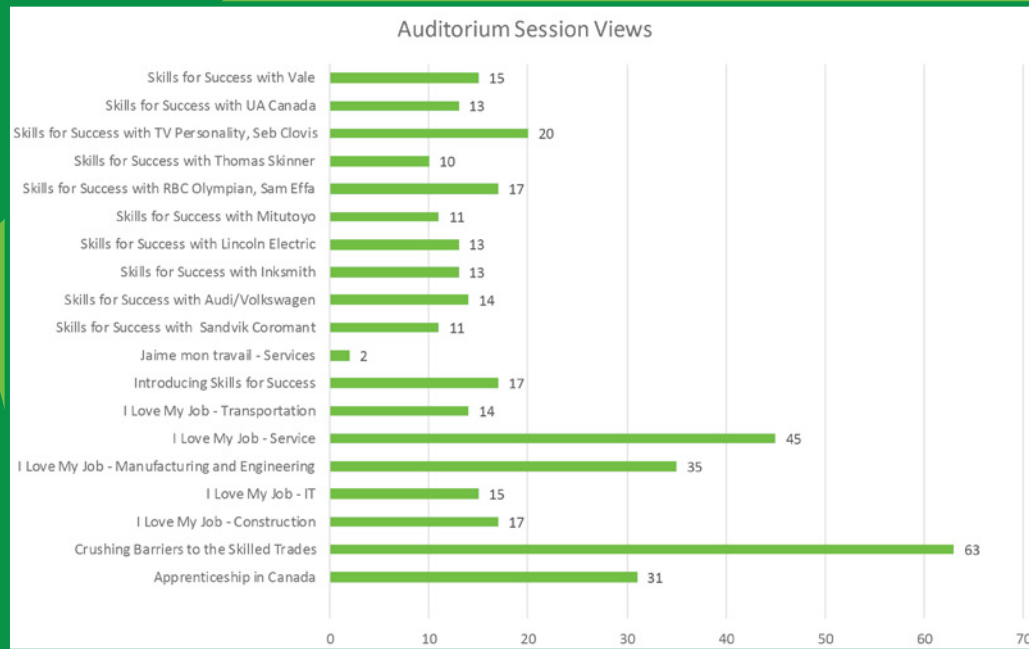
Event Participation

Based on the results from the survey sent to registrants that did not attend, the following recommendations have been made:

- Span event over full day. Timing was a leading issue for teachers. By reducing hours, we reduced traffic instead of increasing traffic over a shorter time span.
- Work with a teacher when creating school outreach content to ensure it is clear from a teacher's point of view. Teachers did not know if students could manage the activity without a teacher's help. Send the video demonstration to teacher explaining how easy it is to take part.
- Ensure teachers know that the event is available on-demand for 3 months. Many teachers are not aware.



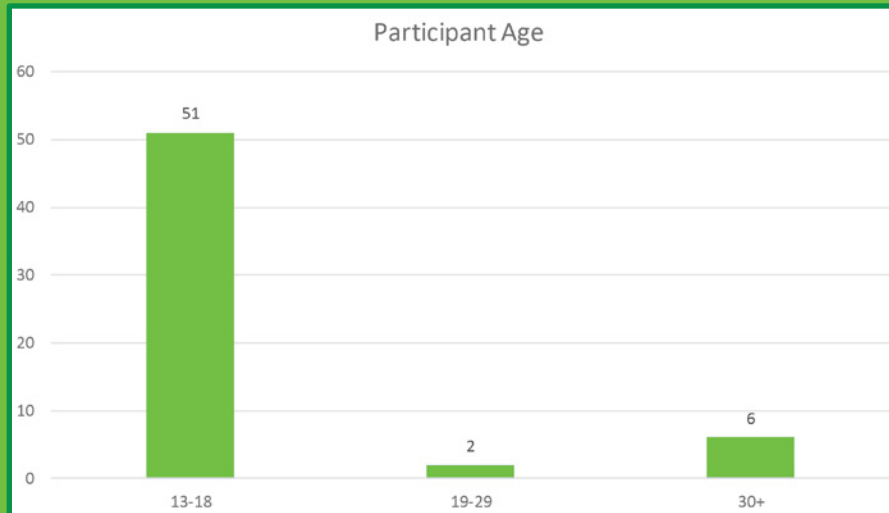
Event Participation



Total Unique Session Views: 376

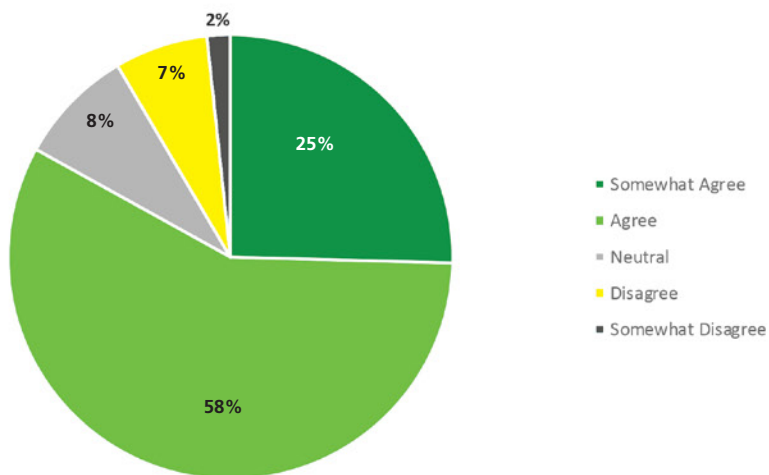


Attendee Survey Results

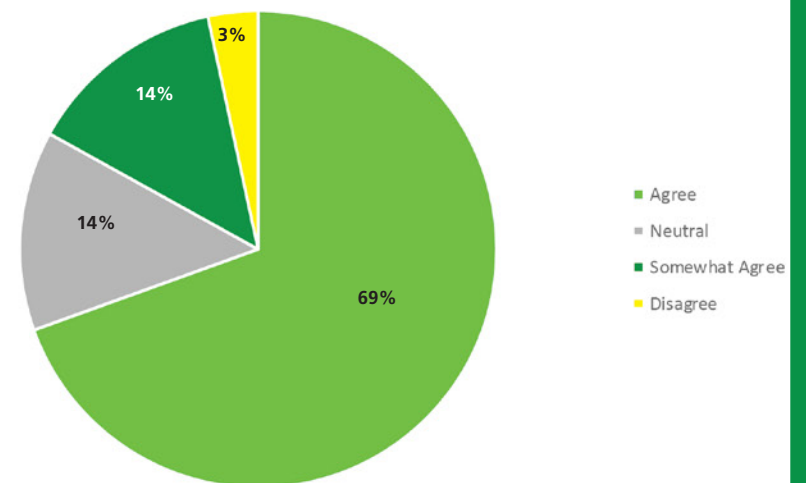


- * Survey results are skewed toward 13-18 year old participants.
- * Some Response Bias may exist in this data due to points rewarded to participants

By attending this event, I learned something about new career options in skilled trades and technologies.

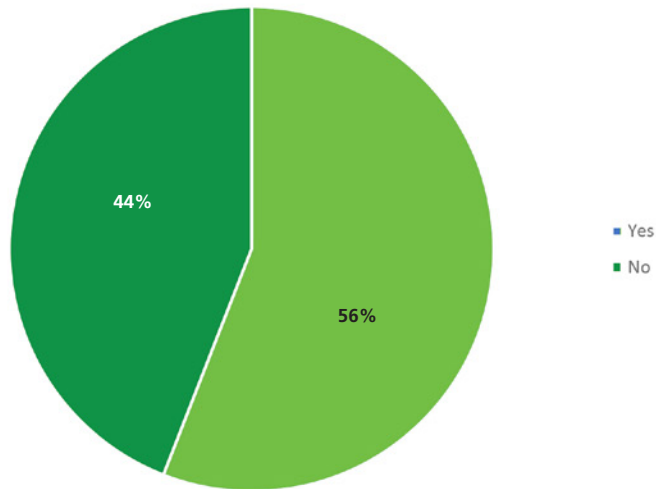


Attending this event was a positive experience

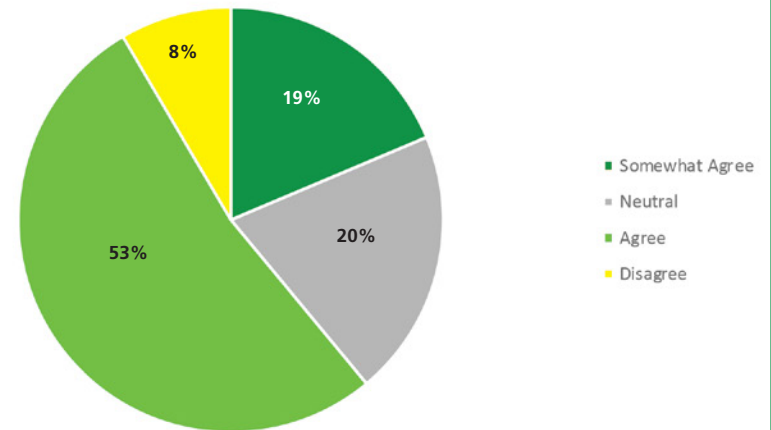


Attendee Survey Results

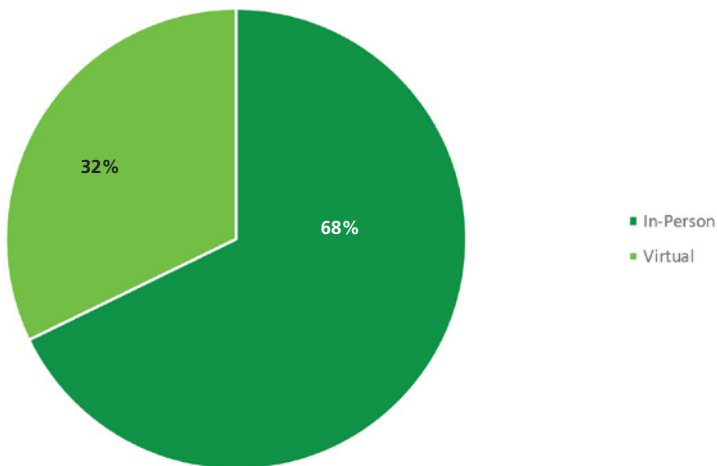
Could this event be improved?



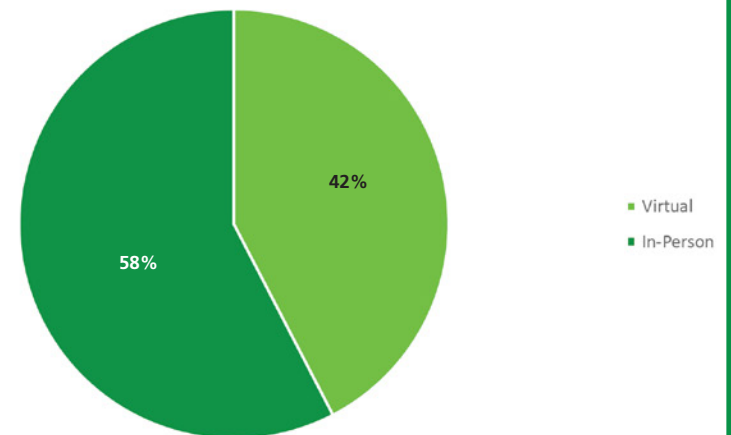
By attending the competition, I learned about new sources of information in how to pursue a career in skilled trades and technologies.



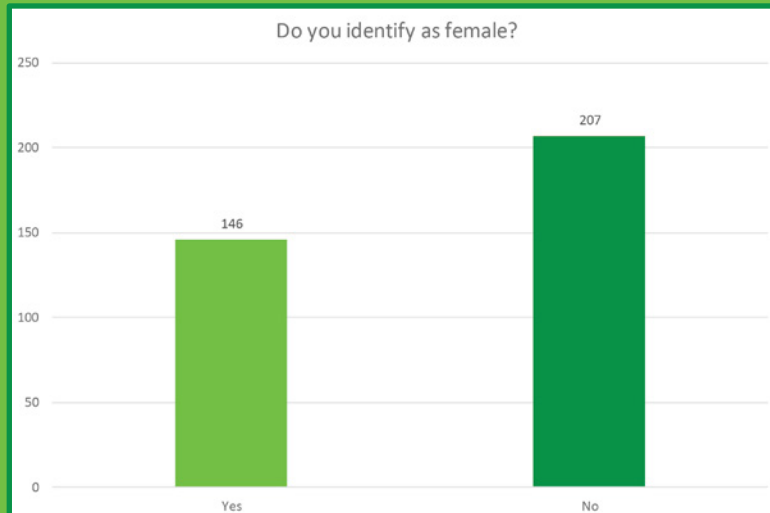
What do you prefer: In-person event or Virtual event?



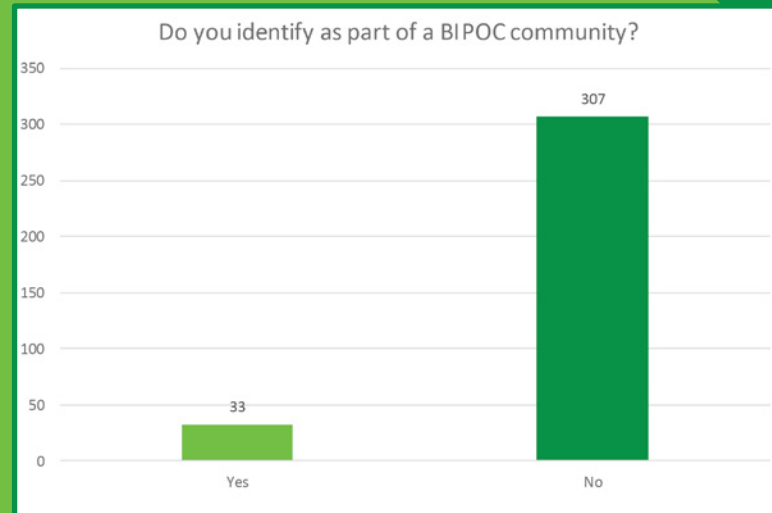
What are you more likely to attend: In-person event or Virtual event?



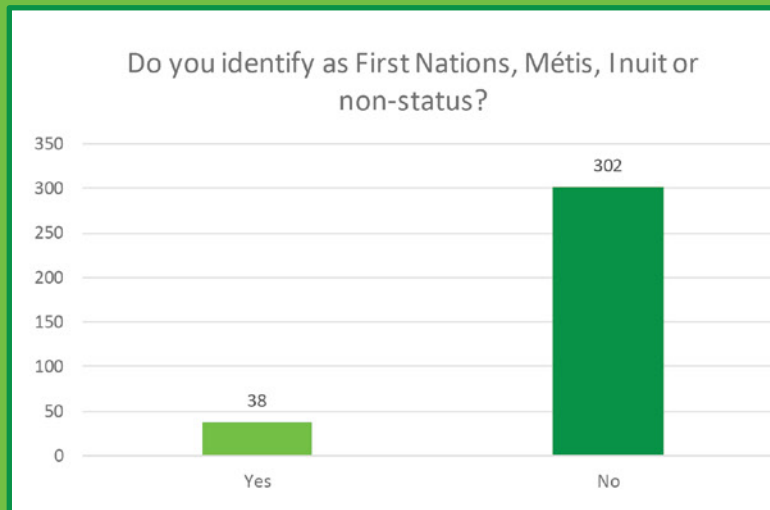
Inclusion and Diversity



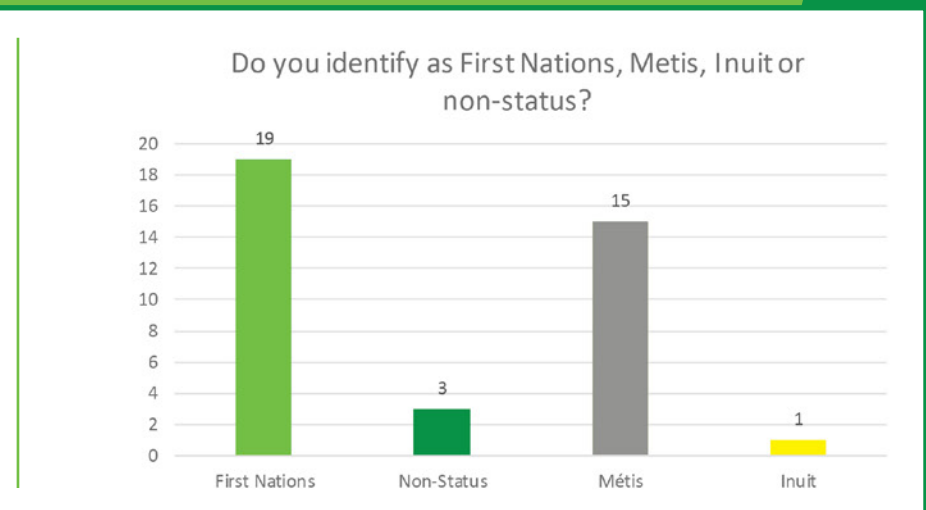
*14 people did not respond



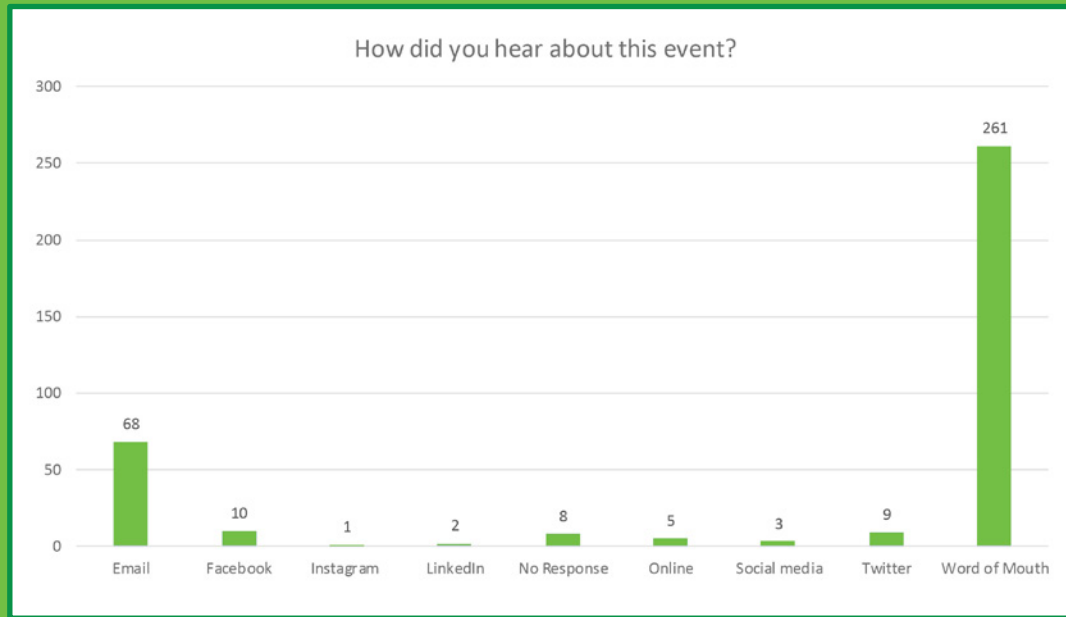
*27 people did not respond



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Marketing



*Word of mouth includes students that attended as part of their class