

## IMPORTANT INFORMATION FOR MEDIA

**Media Contact:** Michèle Rogerson, T. 613-266-4771, Email: [micheler@skillscanada.com](mailto:micheler@skillscanada.com)

### Media Desk

- Located at the Sheridan College, on the Davis Campus, in the Atrium of the Magna Skilled Trades Centre, near the front entrance.
- Internet is available for media.

### Hours of Operation

**October 17:** Registration for the networking event and the Opening Ceremony should be done prior to the event directly with Michèle Rogerson. The Media Desk will be open from 5:00 p.m. to 7:00 p.m. onsite.

**October 18 to 20:** The Media Desk will be open from 8:00 a.m. to 5:00 p.m.

**October 21:** Registration for the networking event and the Closing Ceremony should be done prior to the event directly with Michèle Rogerson. The Media Centre will be open from 5:00 p.m. to 7:30 p.m. at a different location, in the Courtyard Marriott Brampton Toronto Hotel, located at 90 Biscayne Crescent.

### Media Accreditation and Registration

- All media attending WSC2022SE need to be accredited and ensure that their media badge is always visible.
- Media includes reporters, journalists, social media content producers, photographers/film crews.

**Please note:** To obtain a media accreditation badge, please go to the media desk or the information desk.

### Audio/Video Recording and Photography

All cameras must be clearly identified with media affiliation. Tape recorders may be used only for pre-approved spokesperson or competitor interviews. Photography is not permitted in the contest/competition area but is permitted immediately outside of these areas. Please note that all competitors and volunteers have signed waivers to be photographed and filmed. All students entering the building are allowed to be photographed and filmed.

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# WORLDSKILLS COMPETITION 2022 SPECIAL EDITION



## Interviews

Interview requests may be submitted in advance to the Skills Canada office and on-site through **Michèle Rogerson** at [micheler@skillscanada.com](mailto:micheler@skillscanada.com) or 613-266-4771. Interview requests can also be submitted onsite to the Media Centre and must be organized and approved prior to the interview.

## Obtaining Timely Pictures, B-Roll and Videos from WSC2022SE

- Pictures will be uploaded daily on the WorldSkills [Flickr](#). If you require a specific photo that you cannot find, please contact **Bradley Thomas** at [bradleyt@skillscanada.com](mailto:bradleyt@skillscanada.com) or 613-816-2872.
- For B-Roll footage or copies of promotional videos, please contact **Bradley Thomas**.
- The official hashtag for WSC2022SE is **#Worldskills2022**
- Our Facebook handle is **@SkillsCanada**
- Our Twitter handle is **@Skills\_Canada**
- Our Instagram handle is **@skillscompetencescanada**
- Find us on LinkedIn: **Skills/Compétences Canada**
- Check us out on TikTok: **@skillscompetencescanada**

## Media Code of Conduct

Skills/Compétences Canada openly encourages and promotes all aspects of the WSC2022SE, especially competition media coverage. However, to ensure competitors are respected during competition time, a code of conduct applies.

## Competitor and Workshop Access

- No photographing or filming of a competitor should take place that may interfere with or hinder the performance of the competitor in the competition.
- Media may take photos and film from outside the workshop without any prior approval. If a person is acting suspiciously then they may be questioned by SCC, an Expert, or a Skill Competition Manager. In this case, they are requested to comply fully with the questions and requests.
- No media can enter a workshop during the competition without the permission of the Chief Expert or Media Contact for that skill competition.
- Specific 'shots' or 'angles' are to be organized in discussion with the Chief Expert or Media Contact for that skill, the competitor Expert, and the competitor.

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- No media can communicate with a competitor without the permission of the Chief Expert or Media Contact for that skill and the compatriot Expert.
- No media are to enter the 'personal workspace' (i.e., do 'close-ups') of a competitor without the permission of the Chief Expert or Media Contact for that skill and the compatriot Expert.

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