



## Help Us Spread the Word About National Skilled Trade and Technology Week (NSTTW)!

**#NSTTW2026** takes place from November 1 to November 7! It is a week dedicated to raising awareness of the rewarding careers in these sectors to the Canadian public.

**YOU CAN USE THIS [TOOL KIT HERE](#) TO PROMOTE PRIOR TO, AND DURING THE WEEK OF NSTTW.**

We invite you to use the provided content to show your support for NSTTW and add to your content calendars.

### WAYS TO EXECUTE THIS CAMPAIGN

To participate in the NSTTW 2026 campaign, SCC partners are asked to:

- Amplify the NSTTW 2026 Content Posted by SCC.
- Create your own awareness content or share any activities your organization has planned for NSTTW 2026 using the visuals provided or your own collateral.
- Create posts using the NSTTW 2026 promotional videos. [DOWNLOAD THEM HERE.](#)



### KEY MESSAGING

- Skills/Compétences Canada and its Member Organizations will be hosting initiatives across the country all week to raise awareness of skilled trade and technology careers.
- Skilled trades and technologies offer potential for fulfilling careers, continuous learning and growth, entrepreneurial opportunities and much more.
- It's never too early to expose Canada's youth to skilled trade and technology careers.
- This year's Skills for Success theme is **Numeracy**, one of the 9+1 Skills for Success recognized by the Government of Canada.
- The importance and vital contributions made by skilled trade and technology workers to maintain Canada's competitive advantage in the global economy.
- Experiential learning opportunities, such as Try-A-Trade® and Technology activities, are crucial to making youth aware of all their career options.

### QUESTIONS? CONTACT US!

If you have any questions related to this campaign, please contact Bradley Thomas, Manager, Marketing & Social Media at [bradleyt@skillscanada.com](mailto:bradleyt@skillscanada.com)