

ATTENTION ATLANTIC CANADIAN EMPLOYERS LOOKING FOR KEY SKILLED WORKERS

Consider The New England/Greater Boston Market

Don't Miss Canada's East Coast Job Fair!

Omni Parker House Hotel, Boston, March 11-13, 2011

The Canada's East Coast Job Fair will offer Atlantic Canadian employers an opportunity to reach desirable job-seekers firsthand, and to partner with their provincial immigration offices to recruit these workers to Canada. The event is taking place at the Omni Parker House Hotel in Boston, March 11 - 13, 2011. New England is a rich source of skilled potential job seekers who can fill the staffing demands of certain key sectors in Atlantic Canada. These sectors include life sciences, health care, information technology, aerospace, defense, energy, finance and more.

The full suite of opportunities for employers for this event includes:

- A two-day Job Fair exclusively for Atlantic employers and targeted to key sectors
- On-site and advance preparation support from provincial offices of immigration
- Alumni networking event with prime potential job-seekers
- Labour Mobility Information Session to improve your attraction and retention of skilled workers
- Web-based support to connect with job-seekers in advance of meeting them at the event
- A comprehensive, targeted advertising campaign to attract the right job-seekers.

Agenda at a Glance

Friday, March 11th, 2011

2:30 pm - 5:00 pm Labour Mobility Information Session
6:00 pm - 8:00 pm Networking Event: Alumni Reception
Food and beverage will be served.

Saturday, March 12th, 2011

7:30 am - 9:30 am Employer Job Fair Set-Up
A continental breakfast will be provided for employers.
10:00 am - 5:00 pm Canada's East Coast Job Fair
Private rooms will be made available for one-on-one meetings.
Lunch will be provided for employers

Sunday, March 13th, 2011

7:30 am - 9:30 am Continental Breakfast for Employers
10:00 am - 4:00 pm Canada's East Coast Job Fair
Private rooms will be made available for one-on-one meetings.
Lunch will be provided for Employers

Please note, all activities are at the Omni Parker House Hotel



Employers' and Key Job-Seekers' Job Fair

Saturday, March 12, 2011, 10:00 am - 5:00 pm

Sunday, March 13, 2011, 10:00 am - 4:00 pm

The Job Fair event is for employers to meet one-on-one with prospective skilled workers who are interested in coming home, or relocating to Atlantic Canada. It will consist of a two-day trade show booth event where employers can meet skilled job-seekers to showcase their job opportunities.

The Job Fair will include a number of special features.

- Staffed information and resource tables from the Offices of Immigration from New Brunswick, Newfoundland & Labrador, Prince Edward Island and Nova Scotia. These exhibits will help employers and job-seekers navigate the work-permit and immigration process on-site and answer job-seekers' other practical questions about the region.
- A presentation room that will periodically feature special presentations to promote each Atlantic Canadian province as a desirable immigration and lifestyle destination and provide details on how to relocate.
- Information tables from the New England Canada Business Council and other relevant partners.
- An employers' orientation session on each Atlantic province (to be held approximately one week prior to the Job Fair.)
- Private meeting rooms that may be booked for private interviews and/or meetings with prospective employees.

Supporting Events:

Labour Mobility Information Session

Friday, March 11, 2011, 2:30 pm - 5:00 pm

The Labour Mobility Information Session will provide employers with key information and resources they need to move skilled workers across borders. Several topical experts will join dignitaries and key audiences from both sides of the border to offer insights on the most recent US and Canada immigration regulations and to discuss the worker mobility, attraction and retention of skilled workers through presentations and a panel discussion.

Alumni Networking Reception Event

Friday, March 11, 2011, 6:00 pm - 8:00 pm

More than 200 Job Seekers are expected to attend this important networking event. This reception for Atlantic university alumni and Atlantic Canadians studying and working in the Boston region is open to Atlantic Canadian employers for networking and job promotion. As former residents of the region, alumni and people originally from the region are particularly good candidates for employers' recruitment, immigration and repatriation to our region.

Support and Follow-up: Making the most of your job fair experience Put your jobs online

Make canadaseastcoast.ca work for you

The Canada's East Coast Job Fair is supported with a website feature that gives employers a way to showcase their organizations and connect with job-seekers in advance. As a registered participant for the event, the feature is free for you to use from the date you confirm your participation in the mission to the end of the calendar year, 2011. By showcasing specific employment opportunities directly to job-seekers, you can spend your valuable time on-site in Boston talking to the right potential workers. Using the job listing feature also helps ensure both you and your job-seekers have a follow-up mechanism after the event.

www.canadaseastcoast.ca/novascotiajobs

www.canadaseastcoast.ca/newfoundlandandlabradorjobs

www.canadaseastcoast.ca/princeedwardislandjobs

www.canadaseastcoast.ca/newbrunswickjobs

Reaching Key Job-Seekers

How we're working to maximize your return on investment

The Job Fair is being promoted in the Greater Boston area by a mix of print and online advertising as well as through social media channels. It will also be promoted to a wide array of job-seekers, including alumni of Atlantic Canadian universities and employed temporary workers who are currently looking for new positions to extend their working stay in North America.

Large print ads will run in Sunday editions of the Boston Globe, and our advertising will also receive heavy rotation in its online edition www.boston.com. We will also have online advertising in the Career section, which will be targeted to job-seekers in the key sectors detailed above.

This classic advertising is also being supported by direct media relations to regional media outlets, a comprehensive social media campaign (Twitter, Facebook, etc.), and a direct email campaign to alumni and other job-seekers using provincial contact networks.

On-Site Interview Rooms

In addition to a table top exhibit space, employers have the opportunity to use a private meeting room for interviews and/or small meetings. Two rooms are available for the duration of the Job Fair. These may be booked in advance by contacting the event secretariat at Bostonshow@agendamanagers.com, or by calling 902-422-1886.

Networking - Who you can Expect to Meet

Alumni Event -

- Atlantic university alumni
- Atlantic Canadians studying and working in the Boston region
- Atlantic Canadian employers
- Government representatives from all Atlantic Provinces

Labour Mobility Information Session -

- US citizens interested in working with our employers and/or may consider immigrating,
- Foreign nationals in Boston area attracted by what our employers have to offer.
- Expats who may be interested in coming home to a job.
- Atlantic Canadian employers on the Mission interested in the technical aspects of recruiting across the US/Canada border.
- In market employers with interests in moving staff between regions (eg. RIM, Irving, etc).
- Boston area employers interested in the promotional messages coming out of Canada so they can pass along the messages to students and recent graduates at universities, teaching hospitals and technical colleges.

Job Fair -

- Prospective skilled workers who are interested in coming home to, or relocating to, Atlantic Canada.
- Subject matter experts in all aspects of relocating workers to Atlantic Canada.
- Atlantic Canadian employers on the Mission.



Logistics, Accommodation & Travel

All "Canada's East Coast Job Fair" events will be held at the Omni Parker House Hotel, Boston.

Participating Employers are responsible for their own travel expenses including airfare, accommodation, shipping, ground transportation and meals (unless specified in the program.)

Event Agenda

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6:00pm-8:00pm Networking Event: Alumni Reception

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A continental breakfast will be provided for employers.

10:00am-5:00pm Canada's East Coast Job Fair

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Sunday, March 13th, 2011

7:30am-9:30am Continental Breakfast for Employers

10:00am-4:00pm Canada's East Coast Job Fair

Private rooms will be made available for one-on-one meetings.

Please note that lunch will be provided for employers on both days of the Job Fair. A hospitality/office suite will also be available on-site should employers require refreshments, computer access, printing etc.

Job Fair Logistics

The Job Fair will take place in the Rooftop Ballroom of the Omni Parker House Hotel.

Each Employer will be provided with:

- An 8 x 10 foot draped exhibit space
- A standard power outlet
- Wireless internet access
- Meeting/display table and four chairs

You may ship your materials directly to the Omni Parker House Hotel up to three business days before the event. Please ensure that all materials are sent to the attention of Saori Lawrence, Conference Services Manager and labeled: Canada's East Coast Job Fair. Your company name must be clearly visible on each box.

Shipping address: Omni Parker House Hotel
60 School Street
Boston, MA 02108
(800) 843-6664

Set up time: 7:30 am - 9:30 am, Saturday, March 12, 2011

Tear down time: 4:00 pm - 6:00 pm, Sunday, March 13, 2011

Employers are responsible for arranging shipping of materials to and from the venue and for related costs.

Accommodation

We have secured a block of rooms at the Omni Parker House Hotel 60 School Street, Financial District, MA 02108 Boston. Employers and stakeholders attending the events may secure your preferred rate of \$169 US by contacting the hotel directly through the reservation number, 1-800-THE-OMNI (843-6664) and request the Canada's East Coast Block to confirm your room and access the preferred rate. The preferred rate is available from Thursday, March 10 to Sunday, March 13, inclusive. Capacity is limited, please book your room by February 10 to ensure you receive the preferred rate.

Flight options from Atlantic Canada

Air Canada is the only airline that offers service from any Atlantic Canadian city through to Boston. Most flights have connections through Halifax, Toronto or Montreal; Halifax is the only city offering a direct flight. Round trip airfare ranges from \$750-\$950 based on flights leaving in the morning of Friday, March 11 (early morning flights for those with connections) and departing in the evening of Sunday, March, 13. Rates are subject to change on a daily basis. We encourage you to contact your local travel agent to make your travel arrangements as soon as possible. Further assistance is available through the event secretariat as well at 902-422-1886.

Examples (as of January 5, 2011)

Halifax to Boston: Depart Halifax, 8:35 am – Arrive Boston, 9:07 am
Boston to Halifax: Depart Boston, 6:05 pm – Arrive Halifax, 8:29 pm
Total (incl. tax): \$750.63

Moncton to Boston: Depart Moncton, 7:25 am – Arrive Toronto, 8:47 am
Depart Toronto, 11:30 am – Arrive Boston, 12:59 pm

Boston to Moncton: Depart Boston, 6:05 pm – Arrive Halifax, 8:29 pm
Depart Halifax, 9:45 pm – Arrive Moncton, 10:15 pm
Total (incl. tax): \$827.85

Ground Transportation in Boston

Airport Transfer from the Logan International Airport is available by taxi or limousine service. Cost for taxi is approximately \$25 - \$30, limo is slightly higher. Distance from the airport to the hotel is less than five km. The hotel does not provide an airport shuttle service.

Boston is well served by ground transportation companies that run throughout the city. The Omni Parker House Hotel concierge can arrange for car rentals, limousine or town car services onsite. The hotel has a devoted taxi stand, however if you wish to book a taxi, or pre-arrange airport transfer or for any taxi service while in Boston, you may contact Boston Taxi at 617-536-5010.

All lines for the Massachusetts Bay Transportation Authority Subway System are one block away from the hotel, with the Park Street Subway Station just outside the hotel. Day passes that allow use of the subway, local bus, and the Inner Harbour Ferry can be purchased for \$9.

For MBTA schedules and maps, please visit the following link:
www.mbta.com/schedules_and_maps/subway/

Parking is available at the Omni Parker House Hotel for an additional fee. Overnight valet parking is \$42 with an additional fee of \$12 for late pick-up on the day of your departure (after 1:00pm).



Your Hosts

This "Canada's East Coast" attraction and promotion event is led by the four Atlantic Canadian provinces of Nova Scotia, New Brunswick, Newfoundland & Labrador and Prince Edward Island. As well, the government of Canada is a supporter of this cooperative approach in key international markets, to include the New England market.

Prominent partners for this information exchange, promotion and job fair event include participating Atlantic Canada employers and the New England Canada Business Council (NECBC). Event partnership opportunities can be available to other organizations for all or specific elements by contacting the event organizers at bostonshow@agendamanagers.com



To Register for this event contact:

Employers may contact their provincial immigration office representatives to register or with questions regarding the Canada's East Coast Job Fair.

Newfoundland and Labrador

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Prince Edward Island

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Event Logistics

Employers may also direct questions to Bostonshow@agendamanagers.com, or by contacting the Canada's East Coast Job Fair secretariat at 902-422-1886.



Employer's Checklist

Register for Canada's East Coast Job Fair

Employers may register on line at www.canadaseastcoast.ca/employerregistration, or by contacting the event secretariat at 902-422-1886. Space is limited. There is no registration fee for employers for the Canada's East Coast Job Fair, however employers are responsible for their own travel, accommodation, shipping and incidental expenses.

Gather Job Descriptions, Employee Benefit Info

Your provincial Office of Immigration may be able to help you find information on transferring credentials to your province, and will be available on-site to help answer questions about living in the region and the immigration process.

Post your jobs to www.canadaseastcoast.com

The sooner you post your jobs, the greater your chances of contacting job-seekers with the skills you need and attracting the right job-seekers for you. This also allows you to take best advantage of on-site interview rooms, and to follow-up with potential job-seekers after the event.

Prepare your interview questions and answers to job-seekers' questions

Respond to online job-seekers and set up interviews, if necessary

A limited number of private meeting rooms are available on-site for private interviews or meetings with prospective employees. To reserve meeting room space, please contact the event secretariat at 902-422-1886.

Budget for airfare, accommodation, shipping, ground transportation and meals (unless specified in the program.)

Book travel and accommodation

Plan your exhibit space, display equipment, information materials

Each Employer will be provided with:

- An 8 x 10 foot draped exhibit space
- A standard power outlet
- Wireless internet access
- Meeting/display table and four chairs

Attend Employer Information Session

Dates and times will be confirmed for each province when we receive completed registration forms.

Go to Boston, hire skilled workers!