



Tourism Vancouver Island Education and Career Fair  
Evaluation Report

Vancouver Island Conference Centre

Nanaimo, BC

March 4, 2009

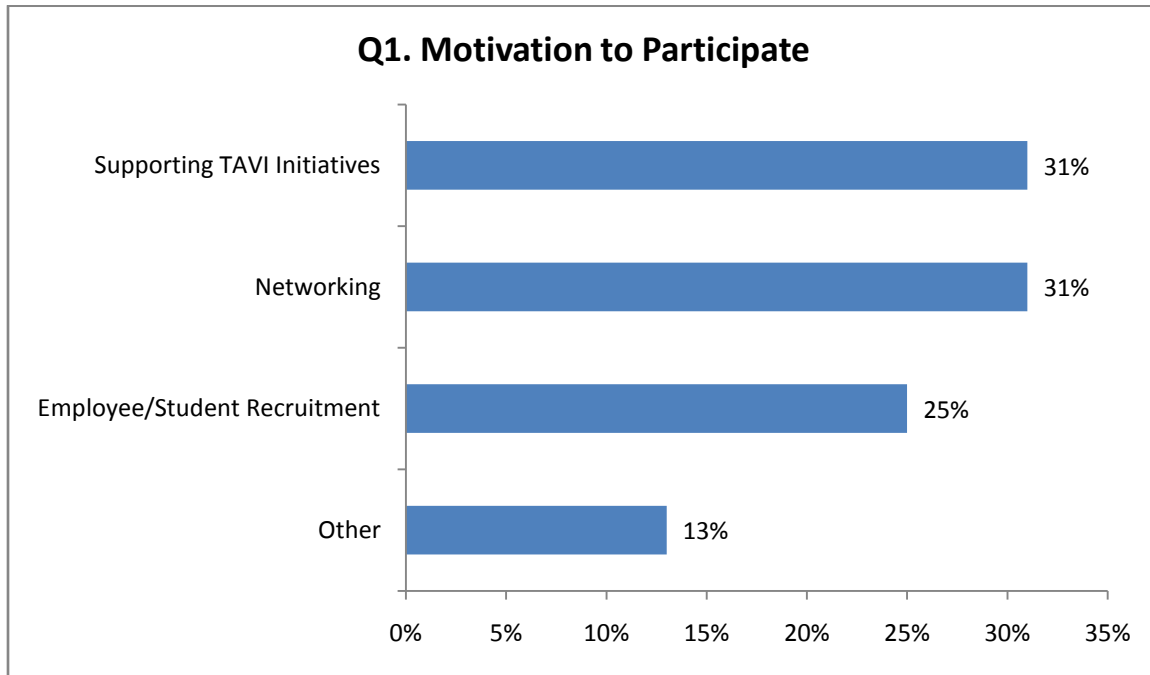
Prepared by Industry Services Department

Tourism Vancouver Island would like to thank all those who participated in the inaugural Tourism Vancouver Island Career and Education Fair, which was held March 4, 2009 at the Vancouver Island Conference Centre, Nanaimo, BC.

Tourism Vancouver Island would also like to thank our event sponsors *Go2* and *A British Columbia* who made the event possible with their support.

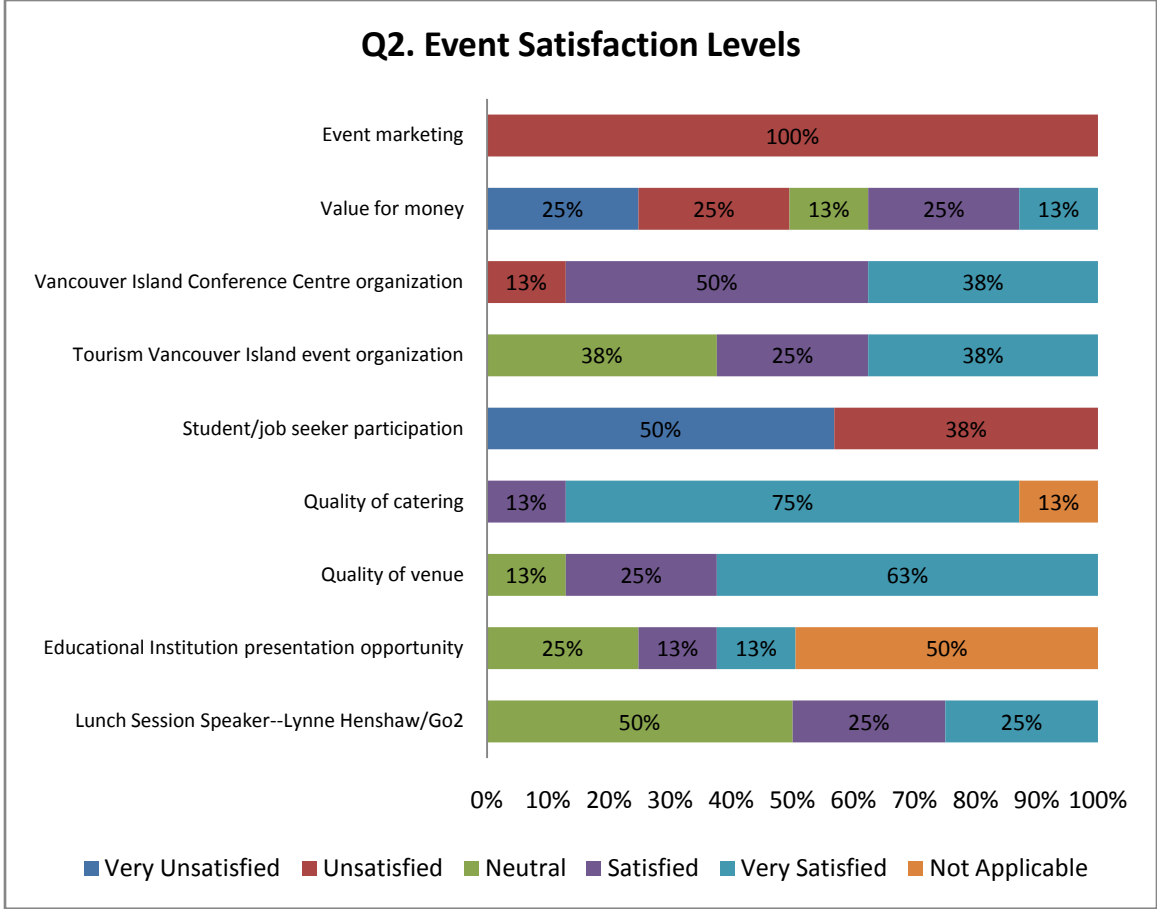
Industry and Education Stakeholders participants were:

- Fourpoints Sheraton, Langford, BC
- Beach Club Resort and Spa, Parksville, BC
- Wildplay Element Park, Nanaimo, BC
- Kingfisher Resort Spa, Courtenay, BC
- Strathcona Lodge, Strathcona Park, BC
- Wickaninnish Inn, Tofino, BC
- Oak Bay Marine Group, Victoria, BC
- The Butchart Gardens, Brentwood Bay, BC
- Horne Lake Adventures and Cave Park, Courtenay, BC
- Sunrise Ridge, Parksville, BC
- Mount Washington Alpine Resort, Comox Valley, BC
- Tigh Na Mara Resort, Parksville, BC
- School of Business Management, Vancouver Island University, BC
- Royal Roads University, Victoria, BC
- University of Victoria, Victoria, BC
- Camosun College, Victoria, BC
- North Island College, Campbell River, BC



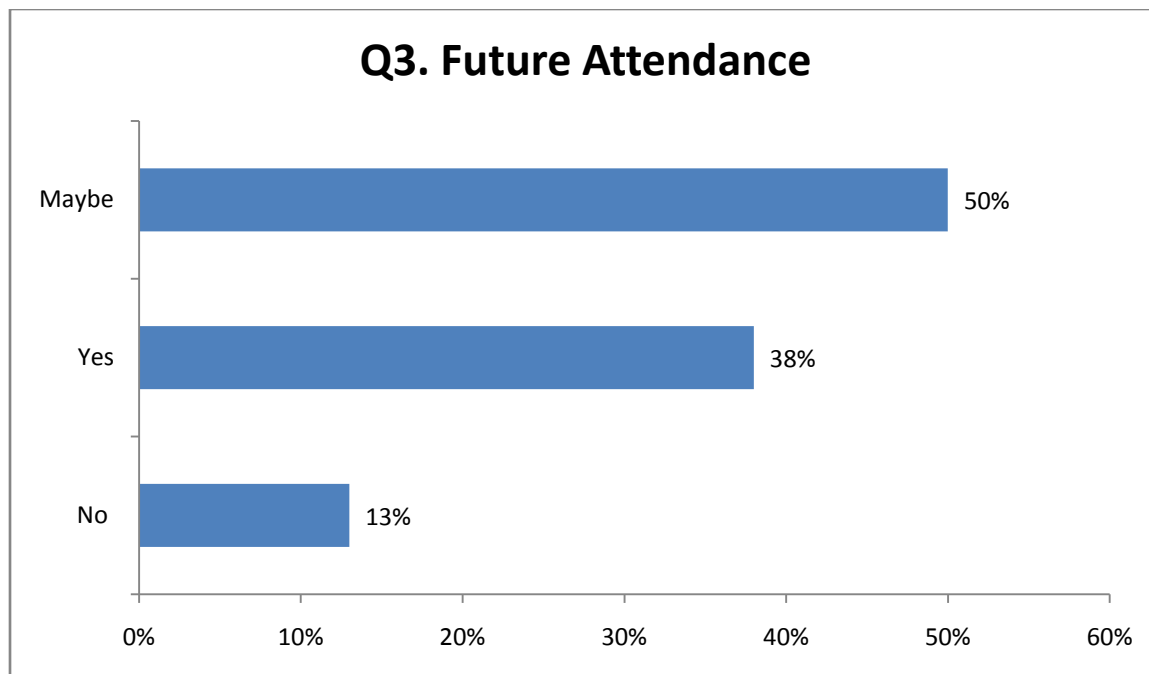
*Q1. What was your primary motivation to participate in Tourism Vancouver Islands Career Fair?*

Of the participants who responded to the survey primary motivation to participate in the Fair were somewhat evenly distributed between wanting to support Tourism Vancouver Island initiatives; networking with other organizations; and the opportunity to recruit employees and/or students. ‘Other’ open-text responses were related to student and employee recruitment and should be included in ‘Employee/Student Recruitment’ data.



Q2. How satisfied are you with the following aspects of the Career Fair.

Respondents were generally satisfied with the operational and organization aspects of the events such as VICC and Tourism Vancouver Island event organization; quality of catering; and quality of the venue. Event challenges centered on value for money; the level of student and/or jobseeker participation; and the perceived degree of marketing.



*Q3. Would you attend this event again in the future?*

Almost 40% of participants said they would attend future similar events and a relatively small proportion saying they would not. One-half of participants were ambivalent in stating they may participate in the future.

The following statements were taken verbatim—other than spelling and grammatical errors, which were corrected for readability—from the questionnaire open-text responses.

*Q4. Please take a moment to let us know why you would not attend this event if it were offered in the future.*

- I understand this was the 1st one but I only spoke with approx. 20 people and it was an eclectic mix of lookie lou's, parents looking on behalf of their children or co-op students who only wanted summer only work.*
- Labour market info is telling us that the unemployment numbers are high and increasing more so every day but where were they? Nanaimo and some other areas of the island have been hit hard but those candidates are not out there looking for work as of yet. I have seen an increase of applications looking for work from the Rockies and Ontario but not many from BC as of yet. I would have expected to be more students, wonder if the teachers spoke to Hospitality classes about attending etc.? I am not aware of the marketing efforts. Thank you.*

Q5. Please take a moment to let us know how we could enhance this event in the future. Your opinions are important to us!

- *Perhaps having a different marketing approach to different segments of the employment market.*
- *I think that the marketing and involvement with the local secondary and post secondary education facilities were lacking. I recognize that this may have been due to the shorter window prior to the event, and the fact that the event was in its first year.*
- *Since this is not a hiring time for us, it was a good opportunity to talk to the other vendors and network. I think there also could have been more vendors as well.*
- *The venue was excellent, but could be seen as intimidating the average person. The layout was a little overwhelming as well, and it was not well signed where we were upon arrival, which means that it would have been difficult for other people to find us.*
- *The event and organization of the event was great - we just need to get more traffic there!*
- *Very low attendance so marketing should be more targeted.*
- *I understand that it was the first year for the job fair, but attendance was less than poor. Marketing it to the right venues is very important. Was the Employment Agency notified so that it became mandatory for people receiving benefits had to attend? Things of that nature.*
- *Perhaps having a different marketing approach to different segments of the employment market.*
- *More students from High Schools. Everything else was great!*
- *Local area job fairs*
- *Lower cost*
- *Better advertising in the local area*
- *No need to close for a lunch break. Most are used to working while at a job fair.*
- *Does not require such a nice venue (cost?)*

Q6. Now you have had time to think about your satisfaction of this event, please take a moment to share any further comments you may have with us.

- *Getting into the high school system is difficult and seems to be almost an adhoc or by-chance event! It would be great to work with TVI, Go2, and University/Colleges to come up with a strategy to break into this market more.*
- *Thank you for coordinating this.*
- *Keep building this event.*
- *Since this is not a hiring time for us, it was a good opportunity to talk to the other vendors and network. I think there also could have been more vendors as well.*

- *The venue was excellent, but could be seen as intimidating the average person. The layout was a little overwhelming as well, and it was not well signed where we were upon arrival, which means that it would have been difficult for other people to find us.*