

## Tourism & Hospitality Education and Career Fair

### Event Summary

**Date:** Wednesday, March 4<sup>th</sup>, 2009

**Time:** 9:30am to 4:30pm

**Venue:** Vancouver Island Conference Centre

Stakeholders and educational institutions were invited to participate in a one day Tourism and Hospitality Education and Career Fair. The intention of this event was to bring together tourism and hospitality educational programs and potential students as well as industry stakeholders and potential employees.

The first component of this event involved inviting secondary students throughout the Island and the general public to attend a two hour session where five Vancouver Island educational institutions presented their tourism and hospitality programs and invited questions from the audience.

The second component to the event was the career fair portion where stakeholders were invited to participate and set up a booth to attract potential employees and showcase the various employment opportunities available in Tourism and Hospitality. The career fair portion of the event was meant to target post secondary students, secondary students and the general public. Stakeholders were also provided with a lunch and educational session presented by Lynne Henshaw from Go2 on "Managing Employees in Economic Downturns".

The goal of this event was to have a stakeholder participation of 30 booths, however due to the short planning timeline, cost to participate and the present state of the economy only 60% of this goal was met. Attendance numbers were also very poor, much lower than anyone had expected considering the state of unemployment in the area. That being said, stakeholders were very supportive of the initiative and indicated that it was a beneficial event which would only get better with time and some "tweaking".

## Marketing Avenues

1. "A" British Columbia Sponsorship
  - a. Community Calendar – 2 weeks, February 14<sup>th</sup> to 27<sup>th</sup> (24 occasions minimum)
  - b. News Event Mentions – 'A' News at 5 during weather
  - c. Morning Show – on air mentions by host during the week prior to the event
  - d. News Editorial – on air mentions- same day coverage
2. Public Service Announcement (PSA) sent to all Vancouver Island media contacts in TVI database
3. Public Service Announcement (PSA) to these radio stations: CBC Victoria, CBC Vancouver, CFX 1070, CFUV (UVIC), CJAV 99.3 The Peak, CKAY 97.1, CKNW 980, 100.3 The Q, Shaw (the daily), The Beach 88.5, The Eagle 97.3, The Jet – vista radio, The Ride 1490, The Wave 1023, The Wolf 106.9
4. Event listings on HarbourLiving.ca, Craigslist, Kijiji, and Eventful
5. Event advertised on Twitter and Facebook via Tourism Vancouver Island Facebook page
6. 5.5' x 7.25" ad space booked in The NAV (The Navigator, the Vancouver Island University student run newspaper)(Bi-Weekly)
7. Classified featured ad in Black Press papers
  - a. One edition in each of the 24 newspapers under "Employment->Careers"
  - b. Schedule: Friday, Feb. 20<sup>th</sup> 2009 thru Thursday, Feb. 26<sup>th</sup> 2009
8. Classified featured ad with the Vancouver Island Newspaper Group
  - a. 4 insertions in the Nanaimo Daily News, 3 insertions in the Harbour City Star and an online ad on Canada.com
  - b. Schedule: Saturday, February 21<sup>st</sup> to Tuesday, March 3<sup>rd</sup>.
9. Informational poster submitted to:
  - a. Vancouver Island Career and employment assistance centres
  - b. Vancouver Island post secondary institutions and career centres
  - c. Tourism Vancouver Island stakeholders

A copy of the PSA, The NAV ad, classified ad and informational poster are included in the next few pages.

## PUBLIC SERVICE ANNOUNCEMENT

**Air dates:** February 13, 2009 - March 4, 2009

Please air as often as possible

**Free Tourism & Hospitality Education and Career Fair  
Wednesday, March 4, 2009  
Vancouver Island Conference Centre, 101 Gordon Street, Nanaimo**

This free Tourism & Hospitality Education and Career Fair is for anyone interested in a Tourism and Hospitality career. This one day event sponsored by **go2** and **'A' British Columbia**, will bring together Vancouver Island educational institutions, tourism industry stakeholders, pre and post secondary students, graduates and the general public to foster potential working relationships. Attendees will have the opportunity to network with potential employers and see presentations on Tourism career and education opportunities from *Go2: The Resource for People in Tourism*, and from five Vancouver Island educational institutions.

### Event schedule

9:30 am - 12:00 pm	Career Fair
10:00 am – 12:00 pm	Educational Institution Presentations
1:00 pm – 4:30 pm	Career Fair

For details, visit the Vancouver Island Tourism Careers website at [www.vitourismcareers.ca](http://www.vitourismcareers.ca) or contact:



Tamara Hutchinson  
Industry Services Coordinator  
Tourism Vancouver Island  
[tamara@tourismvi.ca](mailto:tamara@tourismvi.ca)  
Phone: 250-754-3500, ext. 311

### Additional information:

In a 2007 survey of Vancouver Island residents, 63% cited tourism as the most significant source of growth over the next 10 years. The Tourism Education and Career Event is the first of its kind to be offered by Tourism Vancouver Island to the public, stakeholders and the industry.

Educational Institutions include Camosun College, North Island College, Royal Roads University, University of Victoria, and Vancouver Island University.

Ad in The NAV (The Navigator)



**Tourism & Hospitality Career Fair**

**Wednesday, March 4th, 2009**



**9:30am to 4:30pm**

**Vancouver Island Conference Centre**

**FREE** **FREE**

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**For more information visit:**  
**[www.vitourismcareers.ca](http://www.vitourismcareers.ca)**

Proudly supported by:  

**Classified Ad**

FREE Tourism & Hospitality Education and Career Fair!

Sponsored by 'A' British Columbia and Go2. Tourism Vancouver Island is pleased to invite anyone interested in a Tourism or Hospitality career and/or education to attend this free, one day event. Attendees will have the opportunity to network with potential employers and see presentations on Tourism career and education opportunities from Go2 and five Vancouver Island educational institutions.

For more information please visit [www.vitourismcareers.ca](http://www.vitourismcareers.ca)

## Informational Poster



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Vancouver Island Conference Centre



#### Did you know...

- In a 2007 survey of Vancouver Island residents 63% cited tourism as the most significant source of growth over the next 10 years.
- 1 in 8 people are employed in a tourism-related occupation?
- That 9.98 billion dollars were generated by tourism in 2006?
- That 23 million people visit BC each year from around the world?

Tourism Vancouver Island is pleased to invite those interested in a Tourism and Hospitality career and/or education to attend this free one day event. Attendees will have the opportunity to network with potential employers and see presentations on Tourism career and education opportunities from Go2: The Resource for People in Tourism and from five Vancouver Island educational institutions.

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For more information visit [www.vitourismcareers.ca](http://www.vitourismcareers.ca)

#### Educational Institutions



*The world looks different from here.*

NORTH ISLAND COLLEGE



VANCOUVER ISLAND UNIVERSITY  
EXPLORE. DISCOVER. EXCEL.



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