



**SKILLEDTRADES**  
A CAREER YOU CAN BUILD ON.

## **REGIONAL CHAMPION PROGRAM**

Developing and  
Implementing a  
Speaker's Bureau  
2006



# TABLE OF CONTENTS

<b>1. INTRODUCTION</b>	<b>2</b>
<b>2. A STEP-BY-STEP GUIDE TO BUILDING YOUR SPEAKER'S BUREAU</b>	<b>4</b>
<b>A. Identifying Speaking Venues</b>	<b>5</b>
<b>B. Identifying Regional Champions</b>	<b>6</b>
<b>C. Recruiting Regional Champions</b>	<b>8</b>
<b>D. Promoting Your Speaker's Bureau</b>	<b>10</b>
<b>E. Managing Your Speaker's Bureau</b>	<b>14</b>
<b>3. TEMPLATES</b>	
<b>A. Sample "teaser" of Speaker's Bureau to help attract Regional Champions</b>	<b>24</b>
<b>B. Sample letter to be sent to potential Regional Champions</b>	<b>25</b>
<b>C. Sample Q&amp;A for pitches to prospective Regional Champions</b>	<b>26</b>
<b>D. Sample questionnaire to be filled out by Regional Champions</b>	<b>27</b>
<b>E. Sample generic letter of introduction to potential audiences</b>	<b>29</b>
<b>F. Sample Q&amp;A for pitches to potential audiences</b>	<b>30</b>
<b>G. Sample "Request for Regional Champion" form for audiences</b>	<b>31</b>
<b>H. Sample rationale/background for promotional materials or website</b>	<b>32</b>
<b>I. Sample participant feedback form</b>	<b>33</b>
<b>J. Sample Regional Champion biography</b>	<b>34</b>
<b>K. Summary planning document</b>	<b>35</b>



## 1. INTRODUCTION

The Skilled Trades: A Career You Can Build On campaign is pleased to offer you this Regional Champion Program Guide. This guide was conceived and developed subsequent to our pan-Canadian tour and grassroots consultations with partners in 2005. These consultations identified the need to use local skilled trades spokespersons during presentations to high schools, parents, educators and other audiences.

Our goal was to translate this need into a resource that could be used by all of our partners. The Regional Champion Program Guide will provide you with enough information on how to get volunteer speakers, how to reach out to those you are trying to influence, and walk you through the logistics of getting organized. This guide will help you build a Speaker's Bureau from the bottom up by providing you with turn-key resources such as letters of introduction, calls for volunteers, telephone pitches, as well as resources necessary to build and maintain an on-line presence. This guide has been designed so that after reading it, you will be ready to start building!

### What is a Regional Champion Speaker's Bureau?

A Regional Champion Speaker's Bureau is a volunteer-based group of professionals within the skilled trades industry that become spokespersons within their communities. Through the Bureau, Regional Champions can tell students, parents, and educators about the industry, as well as career options from their own experiences. These Regional Champions can also speak to employers regarding the advantages of apprenticeship.

### What is the objective of a Regional Champion Speaker's Bureau?

The main objective of the Regional Champions Speaker's Bureau is to identify and recruit local skilled trades spokespersons to speak about the opportunities and advantages of becoming involved in the skilled trades. The idea is that by highlighting positive experiences within the trades, you will encourage young people and their influencers to begin considering apprenticeship as a viable post-secondary option.

### Why consider building a Regional Champion Speaker's Bureau?

- **The skilled trades community needs to promote their trade**

Skilled trades careers offer respect, opportunity and good pay, but still remains one of Canada's best kept secrets. Speaker's Bureaus are an effective and powerful way to educate others about the opportunity for a great career in skilled trades. By building and promoting Speaker's Bureaus, the skilled trades community will provide a "human face" to these professions and generate interest among a variety of audiences.



- **Profiling real people gets attention**

Given that Speaker's Bureaus profile real people with concrete experience in the industry, they are an effective and popular way to get apprenticeship messages out to various audiences. There really is no better way to get a person interested in the trades than by having them meet with someone who has had positive experiences and who is passionate about their career in the skilled trades!

- **Speaker's Bureaus are cost-effective**

In addition to reaching a wide-range of audiences, Speaker's Bureau spokespersons are volunteer advocates who are passionate about what they do and what they represent. This, respectively, makes the Speaker's Bureau a particularly cost-effective resource.

*"The implementation of a Speaker's Bureau for the Automotive Industries Association (AIA) has significantly increased the impact of our messaging to young people and other key audiences across Canada. Nothing is more effective than hearing from somebody who is actually working in our industry. Their honesty about the industry and excitement for what they do has made our volunteer speakers a hit with youth across the country - ensuring that careers in the automotive aftermarket are seen not just as options but preferred choices!"*

**Ray Datt, AIA President**

The bottom line is that the Speaker's Bureau is an effective and cost-efficient way to "put a face to the trade" and get people excited about skilled trades careers. Judging by the number of organizations who currently have one, it would be a positive resource to implement anywhere!

**The following guide will give you a step-by-step explanation on how to approach this project for your organization. We have divided the kit into the following sections:**

- **A Step-by-Step Guide to Building Your Speaker's Bureau**
- **Templates**

**So get started now!**



## 2. A STEP-BY-STEP GUIDE TO BUILDING YOUR SPEAKER'S BUREAU

The following table suggests concrete steps, collateral materials, and a 12-week timeline to assist you in building your Speaker's Bureau. Each of the steps outlined below will be further explained in each of the subsequent sections.

Activity	Corresponding Template	Page # in guide	Timeline
<b>Identifying Speaking Venues</b> <ul style="list-style-type: none"> <li>• Youth, Educators, and Education</li> <li>• Administrators</li> <li>• Parents</li> <li>• Business Groups</li> <li>• Social and Cultural Organizations</li> <li>• Trade &amp; Organized Labour</li> </ul>		<b>5</b>	<b>Week 1-2</b>
<b>Identifying Regional Champions</b> <ul style="list-style-type: none"> <li>• Determine the needs of your audience</li> <li>• Tips on identifying Regional Champions</li> <li>• Where to find Regional Champions</li> <li>• Making a list</li> </ul>		<b>6</b>	<b>Week 1-2</b>
<b>Recruiting Regional Champions</b> <ul style="list-style-type: none"> <li>• How to approach potential Regional Champions</li> <li>• What to highlight when approaching potential Regional Champions</li> <li>• Collecting Regional Champion information</li> <li>• Making a list of confirmed Regional Champions</li> </ul>	<b>Template A,B,C,D</b>	<b>8</b>	<b>Week 3 and ongoing</b>
<b>Promoting Your Speaker's Bureau</b> <ul style="list-style-type: none"> <li>• How to approach potential audiences</li> <li>• What to highlight when approaching audiences</li> <li>• Things to keep in mind when approaching audiences</li> <li>• Collecting audience/venue information</li> <li>• Making a list of confirmed audiences/venues</li> </ul>	<b>Template E,F,G</b>	<b>10</b>	<b>Week 5-12</b>
<b>Managing Your Speaker's Bureau</b> <ul style="list-style-type: none"> <li>• Maintain Regional Champion and venue databases</li> <li>• Prepare Regional Champions</li> <li>• Create communications and promotional tools</li> <li>• Promote your Speaker's Bureau</li> </ul>	<b>Template H,I,J</b>	<b>14</b>	<b>Week 5-12</b>
<b>Summary Planning Document</b>	<b>Template K</b>	<b>35</b>	<b>Ongoing</b>



## A. Identifying Speaking Venues

There are many groups in your community who regularly seek outside speakers, including schools, service clubs, parent-teacher organizations and chambers of commerce. We have identified the following potential target audiences for your Speaker's Bureau:

### Youth, Educators and Education Administrators

Youth and members of the educational community are the most important audience to target through your Speaker's Bureau. Young people making education and career decisions can be positively impacted by someone visiting and speaking to them about apprenticeship and the opportunities in skilled trades. Equally, educators and administrators are key influencers and must be aware of and able to communicate to youth a positive message about the opportunities, challenges, and respect that can be achieved through skilled trades careers.

### Parents

Parents are also primary influencers in the education and career decisions of their children. With this target audience, the Speaker's Bureau will be critical in helping to shift perceptions and attitudes of skilled trades and ultimately encourage parents to support their children in choosing a career in the skilled trades.

### Business Groups

Developing a targeted approach for employers is very important as this audience is responsible for creating and sustaining apprenticeship positions and job opportunities for youth. Employers must be educated as to the needs, benefits and return on investment of apprenticeship programs, as they will create future jobs for our youth. Given their vested interest in the skilled trades sector, employers should become natural advocates, ambassadors and spokespeople for the campaign. Presentations to this group must focus on the impact and benefits of hiring an apprentice for the business in general as well as the economic benefits on the bottom line.

### Social and Cultural Organizations

Social and cultural organizations within your community have a broad membership base, and are good targets to speak with and present to. Within these groups, your Speaker's Bureau can reach out to the unemployed or underemployed, as well as equity seeking groups. Members of social and cultural organizations also include employers that you can approach to promote the advantages of apprenticeship. Ensure that you approach these groups with your message of respect, opportunity and good pay.

### Trade Groups and Organized Labour

This group consists of both employers and employees already involved within the trades. It is important to reach out to this community in order to communicate the message, and to recruit potential volunteers for your Regional Champions Program – Speaker's Bureau. Tradespeople are the best ambassadors, and trade groups as well as organized labour groups have them a plenty!

#### To do list 1

- Start thinking about who you would like to approach*
- Make a list of groups you would like to approach*



## B. Identifying Regional Champions

Getting and holding the attention of your audience regarding the importance of skilled trades and apprenticeship, as well as the enormous opportunity that exists for good pay and respect within these fields, is the goal of these presentations. Ensuring that you have a dynamic person to present this message will be essential in ensuring your success!

The most important things to remember when recruiting your speakers are: Who do you want to reach? Can this person reach them?

Tips for identifying speakers that would make excellent spokespersons for your Speaker's Bureau include the following:

### Determine the needs of your audience

Thorough knowledge of the needs of your target audience is essential in selecting the right speaker. For example, if you are going to send someone to speak with young people in a school, make sure that the speaker is very enthusiastic and can easily relate to this group. If you are sending someone to meet with employer groups, make sure the speaker has extensive personal experience with apprenticeship given that your audience might require more specific knowledge.

### Tips on identifying Regional Champions

When recruiting your Speaker's Bureau volunteers, try to recruit those who possess the qualities necessary to make good presentations. Remember that public speaking is an art and not everyone is comfortable speaking before a group.

Look for some of the following qualities in your Speaker's Bureau volunteers:

- Passion for their career in the skilled trades
- Interesting and relevant experiences within the trades
- Interest and willingness to devote time and energy to the Speaker's Bureau
- Self-confidence, friendly personality and great interpersonal skills
- Some speaking experience if possible – the ideal background includes previous speakers training, active membership in local organizations, leadership role within their organization, and public speaking experience



## Where to find Regional Champions

Skilled Trades Regional Champions are all around you, you just have to look! We suggest that, in addition to making a general call for volunteers within your newsletters, various advertising materials, or through websites, approach some of the following groups and people to become volunteer speakers for your Speaker's Bureau:

- Look no further than the **members of your offices:** Your colleagues have a passion for skilled trades and would make excellent volunteer speakers.
- **Your Board of Directors:** These are real life representatives of the skilled trades community; talk to them about the Speaker's Bureau and your goal of promoting skilled trades to see if they are interested.
- **Personal referrals are a great way to narrow your search:** Ask colleagues within your Regional Apprenticeship or Skills Canada offices for recommendations on potential speakers.
- **Employers in your region:** Look for those who love what they do and ask them if they would like to share their experiences with others!
- **Local unions:** Union leaders and members work in the trades everyday and are strong proponents for their respective skilled trade fields.
- **Members of trade associations, educators within your community, etc.:** Tradespeople are not the only ones who are passionate about skilled trades. Some of your local community members strongly support skilled trades among their own constituencies – you should try to identify and engage them as champions!

## Making a list

Determine who can best represent skilled trades and apprenticeship in your community, and make a list. Now, you are ready to **RECRUIT!**

### To do list 2

- Make a list of Regional Champions you know who would make good spokespeople for skilled trades*



## C. Recruiting Regional Champions

You have now identified your venues and potential audiences, as well as potential speakers. You are well on your way! The next step will be to recruit speakers, and how your recruiting is handled will be a deciding factor in the success of your program. There are two things to keep in mind at this junction: correctly identifying the way in which you want to approach potential speakers, and ensuring that you know exactly what to highlight when approaching a potential speaker.

### How to approach potential Regional Champions

#### General Call for Regional Champion Speakers

A great way to recruit volunteers for your Regional Champion Speaker's Bureau is by placing a general announcement or call for volunteer speakers. Excellent ways through which to reach out to these potential volunteer speakers include:

- Your organization's newsletter
- Article in an industry publication highlighting your Speaker's Bureau initiative
- Posters, brochures and other promotional material put out by your organization
- Bulletin board announcements at local community and recreation centers
- Word of mouth! The more interest you generate up front, the more successful you will be in recruiting speakers

#### Sample "teaser" of Speaker's Bureau to help attract Regional Champions

(See Template A and the enclosed CD-Rom)

#### Approaching Regional Champion speakers of interest

As mentioned above, there are many potential Regional Champions within reach! They are in your organization, sit on your Board, or might even be a friend or an acquaintance. In any case, once you have determined who would be excellent Regional Champions, it is important to initiate and maintain open communication with them regarding your Speaker's Bureau initiative.

To approach people on your "wish list" of speakers, you can:

- Call them and ask for a one-on-one meeting to talk about the Speaker's Bureau and their potential role in this initiative.
- Call their organization/company to get information on the date of their next general meeting and ask if you can make a presentation on the Regional Champion Speaker's Bureau initiative.
- Send them a letter or e-mail to personally invite them to be a speaker.



### **Sample letter to be sent to potential Regional Champions**

(See Template B and the enclosed CD-Rom)

## **What to highlight when approaching potential Regional Champions**

Once you have identified the way in which you will try to recruit your Regional Champion Speakers, make sure that your messaging is ready! These potential speakers will have a lot of questions for which you must be prepared to answer. These questions could include some of the following:

- Why are you developing a Speaker's Bureau?
- What are the expectations for the Regional Champions involved?
- How will the Speaker's Bureau work?
- What are the benefits of becoming a Regional Champion for the Speaker's Bureau?
- How do Regional Champions get started?

In order to help you prepare for these important meetings with potential Regional Champions, we have prepared a sample script and helpful hints to guide you in your responses to each of the questions highlighted above. Take a look – and add your specific information as you see fit!

### **Sample Q&A for pitches to prospective Regional Champions**

(See Template C and the enclosed CD-Rom)

## **Collecting Regional Champion information**

Now that you have recruited, it is important to take stock of what you have. Make sure that you are aware of the specific skill set and background of each of your Regional Champions as this information will be critical in helping you to promote your service offering within your community.

Have your Regional Champions fill out a form to collect pertinent information for your files (e.g., contact information, availability, trades experience, etc.).

### **Sample questionnaire to be filled out by Regional Champions**

(See Template D and the enclosed CD-Rom)



### Making a list of confirmed Regional Champions

A table similar to the one below will help you identify the bases you have covered – and namely, the areas of expertise, availability, and type of audience to whom each of your Regional Champions can speak.

Last Name	First Name	Organization	Type of Audience	Language	Area of Expertise	Ability to Travel	Availability	Previous Speaking Experience

### To do list 3

- Make a general call for volunteers in any of your organization's publications*
- Approach the Regional Champions you previously identified*
- Collect consistent background information on all of your Regional Champions*
- Make a list of people that have accepted to be Regional Champions for your Speaker's Bureau*

## D. Promoting Your Speaker's Bureau

### How to approach potential audiences

Once you've identified who you want to speak to, and who will speak to them, you are prepared to approach potential audiences. The following table outlines who to reach out to within each target audience group, what message to convey and how to reach them.



Audience	Examples of groups to contact within this audience	Message to convey	How to reach them
<b>Youth</b>	<ul style="list-style-type: none"> <li>- High schools (gr. 9-12) and middle schools (gr. 7-8)</li> <li>- Public and private schools</li> <li>- Adult high schools</li> <li>- Vocational schools</li> <li>- School boards &amp; boards of education</li> <li>- Various extracurricular clubs and youth-centric groups including the Boy Scouts/Girl Guides, church groups, RCMP/Police sponsored youth club</li> <li>- Municipal sports/community centres and associations</li> <li>- Principal and/or guidance counsellors, co-op program administrators</li> <li>- After school clubs</li> <li>- Tutoring schools</li> </ul>	<ul style="list-style-type: none"> <li>- Skilled trades careers are an excellent post-secondary education option comparable to university</li> <li>- Skilled trades careers offer opportunity, challenge, respect, good pay</li> <li>- Youth should consider a skilled trades career</li> </ul>	<ul style="list-style-type: none"> <li>- Send generic letter of introduction</li> <li>- Call to set up meeting</li> <li>- Distribute generic promotional material for bulletin boards</li> </ul>
<b>Educators &amp; Administrators of Educational Programs</b>	<ul style="list-style-type: none"> <li>- Ministry of Education</li> <li>- Teacher associations</li> <li>- School boards &amp; boards of education</li> <li>- Guidance counsellors</li> <li>- Local community colleges</li> <li>- Existing partner networks</li> </ul>	<ul style="list-style-type: none"> <li>- Skilled trades careers are an excellent post-secondary education option</li> <li>- Skilled trades careers offer opportunity, challenge, respect, good pay</li> <li>- Educators should encourage students to consider skilled trades training as a viable post-secondary option</li> </ul>	<ul style="list-style-type: none"> <li>- Send generic letter of introduction</li> <li>- Call to set up an appointment</li> </ul>
<b>Parents</b>	<ul style="list-style-type: none"> <li>- High schools and middle schools to identify "parent nights"</li> <li>- Parent advisory councils</li> <li>- Youth-oriented community clubs in which parents may be involved (i.e. Scouts, Church, Sports, etc.)</li> <li>- Municipal sports/community centres and associations</li> <li>- Libraries</li> </ul>	<ul style="list-style-type: none"> <li>- Skilled trades careers are an excellent post-secondary education option</li> <li>- Skilled trades careers offer opportunity, challenge, respect, good pay</li> <li>- Parents should encourage their children to consider skilled trades training as a viable post-secondary option</li> </ul>	<ul style="list-style-type: none"> <li>- Send generic letter of introduction</li> <li>- Informal one-on-one discussions</li> <li>- Advertisement in local newspaper</li> </ul>
<b>Business Groups</b>	<ul style="list-style-type: none"> <li>- Local Chamber of Commerce or Board of Trade</li> <li>- Various business associations such as downtown revitalization associations, business improvement associations</li> <li>- Look on your city's website to identify other target groups or community initiatives that you feel may be good to speak to</li> </ul>	<ul style="list-style-type: none"> <li>- Training apprentices will enhance your business profitability and competitiveness</li> <li>- Training apprentices will allow you to train future employees to your specifications</li> <li>- Better trained workforce in place means better quality work, productivity, fewer skills shortages in the future</li> <li>- Tools and resources are readily available to get your company started on an apprenticeship program</li> <li>- The Speaker's Bureau is looking for volunteers to get a positive skilled trades message out</li> </ul>	<ul style="list-style-type: none"> <li>- Send generic letter of introduction</li> <li>- Informal one-on-one discussions</li> </ul>
<b>Trade Groups &amp; Organized Labour</b>	<ul style="list-style-type: none"> <li>- Trade unions in your area</li> <li>- Local human resource/sector councils</li> </ul>	<ul style="list-style-type: none"> <li>- The Speaker's Bureau is looking for volunteers to get a positive skilled trades message out</li> </ul>	<ul style="list-style-type: none"> <li>- Send generic letter of introduction</li> <li>- Informal one-on-one discussions</li> </ul>
<b>Community Groups</b>	<ul style="list-style-type: none"> <li>- Various community groups such as Kiwanis, Lions, Rotary clubs</li> <li>- Equity seeking groups like Aboriginal, Women, Visible Minorities and Persons with Disabilities</li> <li>- Cultural organizations</li> </ul>	<ul style="list-style-type: none"> <li>- Skilled trades careers are an excellent post-secondary education option</li> <li>- Skilled trades careers offer opportunity, challenge, respect, good pay</li> <li>- Parents should encourage children to consider skilled trades training as a viable post-secondary option</li> <li>- Training apprentices will enhance your business profitability and competitiveness</li> <li>- The Speaker's Bureau is looking for volunteers to get a positive skilled trades message out</li> </ul>	<ul style="list-style-type: none"> <li>- Send generic letter of introduction</li> <li>- Informal one-on-one discussions</li> </ul>



## **Sample generic letter of introduction to potential audiences (youth & educators)**

(See Template E and the enclosed CD-Rom)

### **What to highlight when approaching audiences**

In approaching potential audiences, be sure to highlight the following:

- The importance of discussing skilled trades
- The benefits of having a Regional Champion speak to the group
- The wealth of experience and expertise that your Regional Champions have to offer
- The availability of your Regional Champions to speak with various groups
- Logistics, including time, place, and length of presentation, etc.

We have included a sample Q&A that includes answers to the questions listed above to help prepare you for your meeting/telephone conversations with potential audiences.

## **Sample Q&A for pitches to potential audiences**

(See Template F and the enclosed CD-Rom)

### **Things to keep in mind when approaching audiences**

- Remember that your Regional Champions of the Speaker's Bureau are ambassadors: Regional Champions can promote the Speaker's Bureau at all times, including and especially in their one-on-one discussions with youth, parents, educators, and business leaders within the community.
- Believe in your service offering: while you are approaching potential audiences, remember that you are calling a group that can benefit from hearing from your Regional Champions. In making the phone pitch, have an introduction as well as answers to the "who", "what", "when", "where", and "why" prepared.
- Always tailor your letter of introduction and phone pitch to the audience that you are trying to reach: Research your audience to show them that you understand their mission, and link it to how it fits in with your Speaker's Bureau offering.
- Reach out to as many groups as possible: Not all the groups that you approach will take you up on your offer to send a Regional Champion from the Speaker's Bureau to speak with their group. Therefore, focus on your promotional efforts and send out as many letters as possible in order to ensure an adequate response.



- Ensure that you have the appropriate Regional Champions to fulfill the needs of your target audiences: For example, if you are reaching out to a French-speaking group, ensure that you have a French-speaking Regional Champion available to make the presentation. Similarly, if you have been asked to present to a youth group, ensure that your speaker is dynamic and has the ability to effectively reach them.
- Make sure your audience knows how to get in touch: Ensure that you highlight how to contact your Speaker's Bureau in all of your material including letters, brochures, bulletin board information, as well as after informal discussions.

### Collecting audience/venue information

Once you have spoken with potential audiences and generated interest for your Speaker's Bureau, try to firm up dates and venues for which your Regional Champions can speak.

We have designed a sample "Request for Regional Champion" form to be filled out by your primary audience contact once they have indicated that they would like a Regional Champion come speak at their venue.

#### Sample "Request for Regional Champion" form for audiences

(See Template G and the enclosed CD-Rom)

### Making a list of confirmed audiences/venues

Once you have collected this information, make sure you record it. Below, we have provided you with a sample table in which to input the information of your speaking venues and specific audience. It will help you establish a clear picture of who you are speaking to, when, and what the logistics of the presentation will be. This will subsequently become an important tool in managing your speaking engagements.

Organization	Name of Primary Contact	Coordinates of Primary Contact	Audience Details (age, number, etc.)	Presentation Details (age, number, etc.)	Date of Presentation	Appropriate Speaker

### To do list 4

- Identify who exactly you want to approach within each of your target audiences
- Consider and tailor your messaging for each audience
- Approach your audiences for speaking engagements
- Collect audiences information
- Make a list of audiences, presentation dates, and other details



## E. Managing Your Speaker's Bureau

You have now identified and recruited speakers and confirmed venues at which to speak. Now comes the preparation and the continuous management of your Regional Champions and the Speaker's Bureau program.

There are several activities to be undertaken to manage a Speaker's Bureau, including:

- Maintaining Regional Champion and venue databases
- Preparing Regional Champions
- Creating communications and promotional tools
- Promoting your Speaker's Bureau
  - OPTION 1 – Building an on-line presence
  - OPTION 2 – Promoting through traditional methods

### Maintain Regional Champion and venue databases

Front and center in managing the Speaker's Bureau are two activities: managing speakers and managing audiences. Up-to-date databases will be critical in assisting you with both activities.

An organized database is a powerful management tool! For instance, if a school calls wanting a speaker, you need only look in the "type of audience" column to determine what Regional Champions would be best suited for this speaking engagement. Furthermore, the list can provide Regional Champions with the information necessary to be well prepared for their speaking engagements, including a contact person and details of the presentation.

While we have encouraged you to create lists above for both speakers and audiences, carefully maintaining these lists will be critical in ensuring that they are relevant to your organization. Consider these databases as inventories of information related to the service you are offering to the community – and make sure that your inventory/database is continuously updated to reflect:

- New Regional Champions, additional fields of expertise, changing availability, etc.
- Upcoming speaking venues, and associated logistical information, etc.

As presented in previous sections, below are the two tables that will include the information that will be central to keeping stock and managing your Speaker's Bureau.



### Database for Regional Champions

Last Name	First Name	Organization	Type of Audience	Language	Area of Expertise	Ability to Travel	Availability	Previous Speaking Experience

### Database for Audiences/Speaking Venue

Organization	Name of Primary Contact	Coordinates of Primary Contact	Audience Details (age, number, etc.)	Presentation Details (length, type of presentation, etc.)	Date of Presentation	Appropriate Speaker

### Prepare Regional Champions

A happy customer/group builds your reputation. Inversely, a bad experience can harm the reputation of your Speaker's Bureau – and ultimately, your ability to recruit new audiences and get your message out! Good quality presenters will ensure a positive experience. Always remember that your Speaker's Bureau is only as good as the Regional Champions that speak on its behalf!

To make sure your Regional Champions are “presentation ready”, here is a sample “checklist” to go through:

- **Make sure that your Regional Champions are comfortable with public speaking:** While some people are “naturals” at presenting to an audience, the majority of people need a little bit of practice and some helpful presentation tips. If you offer presentation training, great! If not, make sure that they practice at least once in front of an internal audience in order to make sure that they have a comfort level with the information they are presenting.
- **Provide Regional Champions with a list of local contacts and resources:** Given that most Champions will want to tailor their presentations and include additional information, it will be important to provide them with a list of credible information sources.
- **Inform your Regional Champions of audience expectations:** Tell them who their audience will be, what the venue is, what the expectations are, etc. Give them as much information as possible to ensure that they arrive at the presentation prepared.
- **Pay careful attention to logistics:** Do not send your Regional Champions anywhere without making sure that they know where they are going, and who they are meeting. Remember that these Regional Champions are ambassadors of the Speaker's Bureau – and their level of organization reflects yours.



## **Create communications and promotional tools**

To promote your Speaker's Bureau, we suggest that various communications tools be developed that will highlight your reasons for starting the initiative, as well as the Regional Champions involved. In all of this material, we suggest the following:

The name and coordinates of your organization and contact person be front and center on all promotional materials. The Speaker's Bureau is an outreach activity, and should therefore be driven by ease of communication. Personalize all of the promotional materials to reflect your specific regional needs. While we have provided you with templates and generic material, it will be important to add information to these materials that reflects your regional needs. Make sure that there is a consistent "look and feel" in all of your promotional initiatives.

Communications tools to be developed include the following:

- Personalized PowerPoint Presentation
- Background/Rationale for the Speaker's Bureau
- Testimonials
- Regional Champion Biographies

## **Personalized PowerPoint Presentation**

This Guide to developing a Speaker's Bureau includes a generic PowerPoint presentation that has been professionally formatted and designed for use by your Regional Champions during their presentations.

This PowerPoint presentation can be found on the CD in the front inside cover of this Regional Champion Program Guide. The PowerPoint presentation contains the following information:

- How skilled trades careers offers respect, opportunity and good pay
- How skilled trades people impact our daily lives
- About skilled trades careers
- Defining skilled trades and the variety of careers involved
- Benefits of a skilled trades career
- Myths and realities about skilled trades
- Quotes from tradespeople
- About apprenticeship
- Advantages of apprenticeship as a post-secondary option
- Benefits of apprenticeship
- Quotes from employers who hire apprentices
- How to become an apprentice



This is a generic presentation that can be customized to fit your region, sector and audience. It will be very important that you work with your Regional Champions to personalize this resource. Suggested additions to the presentation could include:

- Specific contact information for the skilled trades network in your region
- Information on skilled trades in demand in your region
- Information on employers in your region
- Information about apprenticeship opportunities in your region
- Post-secondary schools in your region that offer skilled trades programs
- Personal experiences and anecdotes as a tradesperson

**Make sure to go through the contents of the presentation with your Regional Champions. This will be an important step in preparing them to use this resource during their presentations and give them a comfort level with the material.**

## Background/Rationale

Providing a background for your project allows people to understand the importance as well as the impetus behind your initiative. This background can serve as a “teaser” to draw interest from various potential audiences. Essentially, it should highlight that skilled trade careers are great careers that are in demand – and that a passionate skilled trades spokesperson is available to come speak to them!

### Sample rationale/background for promotional materials or website

(See Template H and the enclosed CD-Rom)

## Testimonials

The best way to promote your Speaker's Bureau is by highlighting your successes. Therefore, be sure to post the positive comments on all of your promotional materials!

The only way to obtain these testimonials is to solicit feedback from your audiences. It would be important to get the following questions answered:

- What did your audience think of the Speaker?
- What was your audience's perception of the overall quality of the presentation?
- Did the presentation change perceptions? If so, how?



There are many ways to get this feedback, including:

- Encouraging your Regional Champion to engage in an informal discussion with his/her audience after the presentation to understand their impressions of the presentation, and how it can be improved upon.
- Contacting the teacher, administrator, or group leader after the presentation and ask them what the impressions of the presentation were. Did it generate subsequent discussions?
- Hand out a formal feedback/evaluation form for participants to complete.

While all methods of soliciting participant feedback are valid, a combination is encouraged. The informal discussions will provide feedback, but participants tend to be more honest, open, and thoughtful if guided through an anonymous feedback process.

Within this process, also remember to highlight that you are looking for testimonials from people willing to speak positively on your behalf.

### Sample participant feedback form

(See Template I and the enclosed CD-Rom)

## Regional Champion Biographies

How will you get people excited about having a speaker come to their school or organization? By profiling the Regional Champions that will act as skilled trades spokespeople for your Speaker's Bureau.

Developing biographies that make audiences want to meet your Regional Champions will be critical in getting your audience's attention – and ultimately further invitations to speak.

We suggest that you obtain the following information from your Regional Champions in advance to develop their Speaker's Bios:

- Existing resume or biography
- (OPTIONAL) Letter of recommendation from someone who has seen them present
- Contact, presentation information, as well as background information, and information on interests and specific areas of knowledge as outlined in the attached questionnaire guide for Regional Champions
- Recent photo

**See Template D for guidance on what information to collect from your Regional Champions in order to craft their biographies.**



Once you have collected all the necessary information, start crafting biographies that speak to the careers and expertise as well as the passions and interests of your Regional Champions. A strong bio communicates the value of the individual and their experiences in an engaging manner. In order to ensure that you appropriately “sell” the wealth of skills, experience and expertise that your speakers have, we have highlighted some general guidelines in developing Speaker's bios:

- Make sure that you have “catchy” speaker bios: Regional Champions are invited to speak because they have interesting experiences and highlighting these in a biographical note is critical.
- Include pictures – most people are visual, and like to put a face to the name.
- Ensure that all speakers have a picture accompanying their bio.
- Bios should be brief – not exceeding two paragraphs.
- Bios are generally written in the third person.
- Bios should have a positive tone, and convey enthusiasm for a given trade and the experiences and opportunities it has afforded.

### Sample Regional Champion Biography

(See Template J and the enclosed CD-Rom)

## Promote your Speaker's Bureau

### OPTION 1 – Promoting your Speaker's Bureau through an on-line presence

Your website is an effective communication tool. Constructing and adding new web pages (content) dedicated to promoting your Speaker's Bureau is a great way to get the message out. But how do you do so, and what do you include? The options outlined below are basic, general suggestions for navigating the process.



## How to build an on-line presence

There are several ways to go about integrating the Speaker's Bureau content into your website, including:

- Assess your existing capacity to build your on-line presence: Utilize your internal IT department or webmaster to enhance/update your website by adding tabs/pages/links that contain the new Speaker's Bureau content.
- As this is a volunteer community outreach effort, try to leverage any IT knowledge or contacts in your community to provide complimentary input and/or services.
  - Visit local community colleges or youth groups with your project to generate interest among these groups in helping out.
- Use a contractor – a web design company or individual - to enhance and/or develop a new website.

If you choose a contractor, the options, costs and time associated with website design and development are as follows (time/cost/service estimates may change depending on your vendor). Note that this can also provide a guideline of what you will need if you decide to build your on-line presence internally.

Option	Content	Price	Time	Notes
Basic 5 page website that can stand alone or be linked to your existing website	Includes: <ul style="list-style-type: none"> <li>• Text, images, graphics</li> <li>• Domain name, hosting (server), and e-mail address</li> <li>• Monthly updates with website designer</li> </ul>	\$500-600	1 month*	Including audio or video on the site will increase the price significantly

- \* Time to develop a website from initial consultations to launch, a process that includes:
- Initial consultation with designer to discuss the content and look of the website. Any images, logos, etc. can be sent to the designer for inclusion on the site.
  - 1-2 weeks for designer to roll-out a draft site to be sent to you for review/input.
  - Once the website has been approved it will then be published (go live).



## Sample content outline for the Speaker's Bureau website

We suggest that the following information be considered when building the Speaker's Bureau on-line presence:

- Homepage
  - *Background/Rationale for Speaker's Bureau*
- Regional Champions involved with the Speaker's Bureau
  - *Regional Champion Biographies*
- Testimonials from past audiences
- Contact information for Speaker's Bureau
- How to get involved
  - *Interested in inviting a Speaker? Online request form.*
  - *Interested in becoming a speaker? How to contact us.*

### OPTION 2 – Promoting your Speaker's Bureau through traditional methods

If you do not have the resources to build your on-line presence or do not believe that it is the most effective way to reach your audiences, there are other more traditional methods through which to promote your the Speaker's Bureau, including:

- Advertisements in the newspaper (including regional and trades papers)
- Community board announcements
- Interviews with television, newspaper and radio broadcasters
- Brochures
- Radio announcements
- Television announcements

### To do list 5

- Maintain and continuously build on list*
- Develop promotional materials including background / rationale, Regional Champion biographies and testimonials*
- Personalize the PowerPoint presentation to reflect specific regional realities*
- Continuously reach out to recruit new speakers or engage more audiences through an on-line presence or traditional promotional methods*





## Regional Champion Program

### Templates



## Template A - Sample “teaser” of Speaker's Bureau to help attract Regional Champions

Insert your company logo here



Skilled tradespeople play an important role in Canada's economy and society. However, a negative perception exists among youth and their influencers towards careers in skilled trades in Canada. This negative attitude, compounded by the expected retirement of many tradespeople within the next few decades will lead to a skilled tradespeople shortage if not addressed immediately.

To increase the awareness of skilled trades as a first-choice career option, the **(enter name of your organization)** is looking for dynamic and passionate volunteer Skilled Trades Regional Champions to be participate in our Speaker's Bureau. If you are enjoying, or have previously enjoyed, a fantastic career in the trades, we need you! Help us get the message out to youth, educators and employers that skilled trades careers offer respect, opportunity and good pay!

Join us today.

Contact **(enter contact name and coordinates here)**



## Template B - Sample letter to be sent to potential Regional Champions

Insert your company logo here



(DATE)

Name of Potential Champion  
Address of Potential Champion

*Subject: Participation in the Skilled Trades Regional Champion Speaker's Bureau*

Dear **(Potential Champion)**:

We are writing to request your participation as a volunteer Skilled Trades Regional Champion for our local Speaker's Bureau. The main objective of the Speaker's Bureau is to engage tradespeople like yourself to share their passion for their trade with others to encourage them to consider careers in skilled trades.

The Skilled Trades Regional Champion Speaker's Bureau is an integral component to delivering positive messages about skilled trades to all regions of Canada. As a skilled trades leader within the community, your participation in this initiative is critical to its success. Your time and energy will certainly be appreciated and worthwhile, and go a long way towards helping to change negative perceptions of skilled trades that seem to exist within our community. Given the voluntary nature of your participation, please be assured that we will organize your speaking engagements according to your schedule and availability.

We will be in contact with you shortly to arrange a meeting. In the meantime, please feel free to contact us with any questions or to set up a time to meet. We can be reached at \_\_\_\_\_.

Sincerely,

Contact **(enter contact name and coordinates here)**



## Template C - Sample Q&A for pitches to prospective Regional Champions

### Why are you developing a Speaker's Bureau?

The Speaker's Bureau is being developed in order to reach out to all youth and their influencers such as parents and educators, with a positive message regarding skilled trades. By highlighting the opportunity for interesting work, and good pay, as well as the looming skills shortage, the outreach objectives of the Speaker's Bureau are to encourage audiences to consider careers in this field.

Furthermore, the Speaker's Bureau hopes to reach out to employers and potential employers in order to highlight the benefits and excellent return on investment that result from hiring an apprentice.

### What do you expect from the Regional Champions?

First and foremost, the Speaker's Bureau appreciates the opportunity to work with volunteer advocates and will certainly work around schedules as needed. Getting positive messages from people passionate about the trades is so important, and the Speaker's Bureau will strive to respect the schedules of all speakers at all times.

### How will the Speaker's Bureau work?

Your Regional Champions will want to know how the Speaker's Bureau will work – make sure that you can show her/him that details of this initiative have been well thought out, and prepare the following information before you speak with them:

- Highlight targets for the year, including how many speakers you anticipate, as well as how many speaking venues you have planned and to which audiences.
- Explain how the Speaker's Bureau will operate, including speakers' training (if any will be provided), booking speaking engagements, on-site speaking, the form of the presentation, and following up after the presentations.
- Highlight a designated contact person within your Speaker's Bureau – complete with a name, telephone number and email address that they can reach at any time with any questions, comments or logistical questions.
- Indicate if there is or is not any financial compensation for their involvement, just to make sure that the details of the program are clear.

### What are the benefits of becoming a Regional Champion for the Speaker's Bureau?

There are many benefits of becoming a Regional Champion for the Speaker's Bureau - it is truly a win-win situation for all parties involved. While Regional Champions donate their time and energy to the Bureau, they receive innumerable rewards including personal satisfaction and the feeling of supporting and promoting a worthwhile cause. Other compelling reasons to get involved in a Speaker's Bureau include:

- The industry needs Regional Champions to get new people on board: There is currently a shortage of skilled tradespeople that is anticipated to continue in the future, and across a range of industries.
- The “pros” of choosing a skilled trades career are many, but youth and their influencers aren't always getting the message: Skilled trades careers offer young people opportunity, challenge, respect and good pay.
- An opportunity to showcase your experience and expertise among youth and your industry peers: By participating in the Speaker's Bureau, Regional Champions will have the opportunity to share their personal experiences with captive audiences in the region.
- This is an excellent opportunity to help shape and inspire young people and ultimately contribute to the future of your industry.

### How do Regional Champions get started?

The Speaker's Bureau will provide Regional Champions with a form asking for personal and professional information that can be used to construct the Speaker's Bio as well as identify audiences that will best suit each speaker's background.



## Template D - Sample questionnaire to be filled out by Regional Champions

Please complete the information below so that we may develop your on-line Regional Champion Speaker's Bureau profile. Once it is complete, please send it to **(insert coordinates of your organization)**.

Please complement this form with any additional information you might have, such as a resume or an existing biography. *Also, please ensure that you attach a recent photo of yourself with this form.*

**DISCLOSURE: I accept to allow (insert name of your organization) to use the information provided in this questionnaire in public materials.**

### Contact Information

First Name(s): \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

### Presentation Information

What is your availability to make presentations?

*(Check the days that are applicable):*

I can present on \_\_\_ Monday \_\_\_ Tuesday \_\_\_ Wednesday \_\_\_ Thursday \_\_\_ Friday \_\_\_ Saturday \_\_\_ Sunday

*(Check & indicate specific times if you wish):*

Time preference \_\_\_ Morning \_\_\_ Noon \_\_\_ Afternoon \_\_\_ Evening \_\_\_ Any

Distance Willing to Travel? \_\_\_\_\_

Language:

Can you present in English? \_\_\_ No \_\_\_ Yes Can you present in French? \_\_\_ No \_\_\_ Yes

In which language do you prefer to make your presentations? \_\_\_\_\_

Audience Preferences:

Are there any limits to the size of the groups to which you will speak? \_\_\_ No \_\_\_ Yes (specify): \_\_\_\_\_

Do you have a preference with regard to the type of audience you would like to speak to? \_\_\_ No \_\_\_ Yes

If yes, please specify the audience type you prefer to speak to (i.e. youth, educators, and employers)?

### Background & Experience

Occupational Title: \_\_\_\_\_ Current Employment: \_\_\_\_\_

Trade Sector: \_\_\_ Construction \_\_\_ Industrial \_\_\_ Transportation \_\_\_ Services \_\_\_ Other - Please specify: \_\_\_\_\_

Areas of Expertise: \_\_\_\_\_

How many years have you worked in the skilled trades? \_\_\_\_\_



## Template D (part2) - Sample questionnaire to be filled out by Regional Champion

Why did you choose to be a skilled tradesperson?

---

---

---

Biographical highlights:

---

---

---

Interests/hobbies:

---

---

---

Additional information:

---

---

---

Briefly describe your experience in making presentations:

---

---

---

Briefly describe your background (*i.e. how you obtained knowledge about the topics on which you are available to speak*):

---

---

---

**Thank You!**



## Template E - Sample generic letter of introduction to potential audiences

Insert your company logo here



Date

Name

Business

Address

City, province, Postal code

Dear Mr. Doe:

To increase the awareness of skilled trades as a first-choice career option, the **(enter name of your organization)** offers a Speaker's Bureau to our community. Our Speaker's Bureau has recruited credible and experienced Skilled Trades Champions that are willing to come speak to your group regarding the realities and opportunity involved in choosing a skilled trades career path.

Skilled tradespeople play an important role in Canada's economy and society. However, government and private sector studies show that Canada is beginning to feel the effects of a shortage of skilled tradespeople, varying by region and trade. The reasons behind this shortage are many, and can be mainly attributed to persistent negative perceptions among youth and their influencers towards careers in skilled trades in Canada, and the expected retirement of many tradespeople within the next few decades.

There are very compelling reasons to consider a career in the trades. Considering apprenticeship as a post-secondary option gives youth the opportunity to earn while they learn, and work with experienced tradespeople. And anyone who has chosen this career path will attest to the fact that skilled trades positions offer respect, opportunity, challenge, and good pay - all very appealing to any career.

*We would appreciate the opportunity to make a presentation to your group. The presentation requires 30 minutes of your time, and provides young people with the opportunity to meet with and listen to the experiences of one of our Regional Skilled Trades Champions.*

We will be in contact with you shortly to discuss a potential meeting. In the meantime, we are available to answer any questions or comments you may have in regards to the Skilled Trades Regional Champions Speaker's Bureau. Please feel free to contact us at \_\_\_\_\_.

Sincerely,

Contact **(enter contact name and coordinates here)**



## Template F - Sample Q&A for pitches to potential audiences

### What is the Speaker's Bureau?

The Speaker's Bureau brings together Regional Skilled Trades Champions who want to share with others their first hand experience in the skilled trades sector. In particular, these people want to share their experience and expertise with people who might potentially be interested in pursuing a future in this line of work.

### Who is in the Speaker's Bureau?

The Speaker's Bureau has recruited Regional Champions with very interesting and diverse backgrounds, experience and skills sets. We have young people as well as seasoned skilled trades veterans, and will definitely be able to send a Regional Champion who meets the needs of your audience. Specifically, our Speaker's Bureau includes:

- X number of industries: Focus on the industries in which your Regional Champions have worked.
- Variety of backgrounds: Highlight the background of your Regional Champions, their motivations for entering the trades, and the educational path they followed.
- Talk about the variety of ages, languages and the number of years they have worked in their respective industries, etc.

### Why do skilled trades need to be discussed?

#### 1. Skilled trades play an important role in Canada's economy and society and offer careers that command respect, present opportunity and reward with good pay.

- With more than 200 designated trades in Canada, there is a skilled trade for every interest and aptitude.
- A journeyman certificate can lead to employment that provides an income level that is 3% higher than the average income for all educational levels.
- Although there are varying wage rates among the trades, more than 20 trades provide earnings substantially above average. For example, tool and die makers earn about 23% more than the average. Machinists can earn wages about 6% above the average. Electricians earn 16.5% above the average.

#### 2. Canada is beginning to feel the effect of a shortage of skilled tradespeople.

- Almost 50% of businesses surveyed in 2003 said a shortage of qualified labour was one of the most important issues they face.
- The Canadian Federation of Independent Business said the existing skills shortage among smaller businesses was already as high as 300,000 in 2001.

#### 3. The shortage of skilled tradespeople will worsen in the future if not immediately addressed.

- By 2020, it is estimated that Canada could be short about 1 million workers due to an ageing population and declining birth rates.
- In the steel industry, 45% of all tradespeople are expected to retire by 2006.
- In the manufacturing sector, there is an estimated 400,000 workers required in the next 15 years due to retirement.
- Canada's automotive industry will need 30,000 new skilled workers by 2005, due to retirements.

### What are the benefits of having a Regional Champion come speak to our group?

Our skilled trades Regional Champions will raise the awareness of the need for skilled tradespeople and highlight that a skilled trades career offers respect, opportunity and good pay. In particular, a presentation by our Regional Champion can:

- Complement school curriculum;
- Help students make informed post-secondary education choices;
- Highlight the benefits and return on investment (ROI) of apprenticeship to employers.

### When would a Regional Champion be available to come speak to our group?

A Regional Champion can come speak to your group at your convenience.

### Where would this presentation take place?

The Regional Champion will speak to your group at your facility or other arranged location.

### How much does it cost?

This service is free of charge. Our Regional Champions are all volunteers who believe that it is important to highlight the many positive attributes associated with choosing a career in the skilled trades.



## Template G - Sample "Request for Regional Champion" form for audiences

### Primary Contact Information

Name of your Organization: \_\_\_\_\_

First Name(s): \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

### Presentation Information

What is our role at your event? (*keynote, workshop, class, etc.*)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is the date and time of your event? \_\_\_\_\_

Where is the event located? (*Specify address and room number.*) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Do you have a particular focus or audience need? \_\_\_ No \_\_\_ Yes -Specify: \_\_\_\_\_

Do you require multiple speakers or speakers for specific trades? \_\_\_ No \_\_\_ Yes - Specify: \_\_\_\_\_

Please describe audience: \_\_\_\_\_ Size \_\_\_\_\_ Age \_\_\_\_\_

Are you available to speak to the media: \_\_\_ No \_\_\_ Yes

Other comments and questions?

\_\_\_\_\_  
\_\_\_\_\_

### Please send to:

**Name**

**Title**

**Organization**

**Contact info**



## Template H - Sample rationale/background for promotional materials or website

Insert your company logo here



To increase the awareness of skilled trades as a first-choice career option, the **(enter name of your organization)** offers a Speaker's Bureau to our community. Our Speaker's Bureau has recruited credible, dynamic and experienced Skilled Trades Champions that want to speak to youth, educators, and employers alike regarding the realities and opportunity involved in choosing a skilled trades career path.

Skilled tradespeople play an important role in Canada's economy and society. However, government and private sector studies show that Canada is beginning to feel the effects of a shortage of skilled tradespeople, varying by region and trade. The reasons behind this shortage are many, front and center of which are persistent negative perceptions among youth and their influencers towards careers in skilled trades, and the expected retirement of many tradespeople within the next few decades.

There are very compelling reasons to consider a career in the trades. Considering apprenticeship as a post-secondary option gives youth the opportunity to earn while they learn, working alongside experienced tradespeople. And anyone who has chosen this career path will attest to the fact that skilled trades positions offer respect, opportunity, challenge, and good pay - all very appealing to any career.

This Speaker's Bureau encompasses experienced and dynamic Skilled Trades Regional Champions in our community who are willing to share their experiences and insights into these careers. Learn more about what skilled trades careers have to offer today!

### **Interested in inviting a speaker to your venue?**

If you are interested in having one of our Skilled Trade Regional Champions address your group, please refer to our database for contact information as well as information on the specific field of expertise of each of our Champions.



# Template I - Sample participant feedback form

## Presentation Information

Date of presentation: \_\_\_\_\_

Location of presentation: \_\_\_\_\_

Speaker: \_\_\_\_\_

**Our Speaker's Bureau would appreciate your comments on the presentation that you just attended.**

After viewing the presentation, please indicate your response to the following statements:

*(Please circle the number that best corresponds to your response, and add comments wherever possible)*

## Your Feedback

	Strongly Disagree	Disagree	Don't Know	Agree	Strongly Agree	Comments
My overall impression about skilled trades careers has changed for the better	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
I would now consider a skilled trades career	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
I think that skilled trades and apprenticeship training offer a viable post-secondary option	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
Going to school to study a trade is comparable to going to university	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	

Overall, how has your impression of skilled trades careers changed after viewing this presentation? \_\_\_\_\_

Is there any information that you would like to know that was not addressed by the Regional Champion? If yes, please specify what information you are looking for. \_\_\_\_\_

	Poor		Good		Excellent	Comments
Quality of speaker	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
Length of the presentation	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
Visual quality of the presentation	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
Overall impression	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	

How would you improve the presentation? What could the presenter work on? \_\_\_\_\_

Overall comments? \_\_\_\_\_

## Your Information (Optional)

Your Name: \_\_\_\_\_

I would like to provide a testimonial! (Y/N) \_\_\_\_\_

Your contact information \_\_\_\_\_

**Thank-you for your participation!**





## Template K - Summary planning document

To Do List	Activity	Person Responsible	Timeline
<b>Identifying Speaking Venues</b>			
<input type="checkbox"/>	Start thinking about who you would like to approach		
<input type="checkbox"/>	Make a list of groups you would like to approach		
<b>Identifying Regional Champions</b>			
<input type="checkbox"/>	Make a list of Regional Champions you know who would make good spokespeople for skilled trades		
<b>Recruiting Regional Champions</b>			
<input type="checkbox"/>	Make a general call for volunteers in any of your organization's publications		
<input type="checkbox"/>	Approach the Regional Champions you previously identified		
<input type="checkbox"/>	Collect consistent background information on all of your Regional Champions		
<input type="checkbox"/>	Make a list of people that have accepted to be Regional Champions for your Speaker's Bureau		
<b>Promoting the Speaker's Bureau</b>			
<input type="checkbox"/>	Identify who exactly you want to approach within each of your target audiences		
<input type="checkbox"/>	Consider and tailor your messaging for each audience		
<input type="checkbox"/>	Approach your audiences for speaking engagements		
<input type="checkbox"/>	Collect audience information		
<input type="checkbox"/>	Make a list of audiences, presentation dates, and other details		
<b>Managing Your Speaker's Bureau</b>			
<input type="checkbox"/>	Maintain and continuously build on lists		
<input type="checkbox"/>	Develop promotional materials including background/rationale, Regional Champion biographies, and testimonials		
<input type="checkbox"/>	Personalize the PowerPoint presentation to reflect specific regional realities		
<input type="checkbox"/>	Continuously reach out to recruit new speakers or engage more audiences through an online presence or traditional promotional methods		





Canada

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