

**IEP CONFERENCE ASSESSMENT**  
**March 16, 2005**  
**Metro Toronto Convention Centre,**  
**South Building**



**EXECUTIVE OVERVIEW**

The 3<sup>rd</sup> Annual IEP Conference was held on March 16 2006 at the Metro Toronto Convention Centre, South Building from 8:30 a.m. – 4:30 p.m. This event’s target market was the Internationally Educated Professional (IEP) in the Toronto region looking to advance his/her career.

Many newcomers find it difficult to access the job market even after living in Canada for several years or more. Having the necessary skills is only the first step – connecting with employers who are hiring, gaining Canadian experience, and adapting to Canadian business culture are necessary steps for anyone trying to get a job – or a better job – in Canada .

This conference provided information and strategies to create and identify career opportunities within the Toronto region, while providing opportunities to share experiences, ideas and insights with other internationally educated professionals and tradespeople.

**ATTENDANCE**

Online registration for the event was capped at 1,031 registrants – which was achieved 1 week prior to the event. However, as there was no registration fee for attendance and the event was held during the week of March Break for the surrounding area, approximately 550 of pre-registered delegates attended. In addition to pre-registered guests, we registered approximately 250 guests “at the door”, which resulted in an overall attendance of approximately 800 delegates. In addition almost 70 presenters, 80 volunteers were on site as well as over 100 exhibitors in the Marketplace.

The Marketplace, or Trade Show element of the event, was sold out also 1 week prior to the event. Exhibitors represented government agencies, support services, associations and other related business organizations

## **DEMOGRAPHICS**

The following data was collected relating to the demographics of delegates:

<b>GENDER</b>	
Female	36%
Male	64%

<b>AGE</b>	
19-29	18%
30-39	43%
40-49	30%
50-59	8%
60+	1%

<b>EMPLOYMENT STATUS</b>	
Employed	41%
Unemployed	59%

<b>EMPLOYED IN FIELD OF CHOICE?</b>	
Yes	44%
No	56%

<b>EMPLOYMENT POSITION</b>	
Supervisory	11%
Non-Supervisory	89%

<b>Number of Years In Canada</b>	
1 or less	42%
3 or Less	34%
5 or Less	7%
10 or Less	4%
11+	4%
Not indicated	9%

<b>Industry Sector</b>	
Engineering	38%
Information Communications & Technology	20%
Accounting/Finance	16%
Healthcare and Related Professions	14%
Teaching	11%

**Country of Origin:**

Afghanistan  
Africa  
Albania  
Argentina  
Armenia  
Azerbaijan  
Bangladesh  
Belarus  
Belgium  
Bolivia  
Brazil  
Bulgaria  
Burma  
Burundi  
Cameroon  
China  
Colombia  
Cuba  
Ecuador  
Egypt  
England  
Eritrea  
Ethiopia  
Ghana  
Great Britain  
Guyana  
Hong Kong  
India

Indonesia  
Iran  
Iraq  
Ireland  
Italy  
Jamaica  
Japan  
Jordan  
Kazakhstan  
Kenya  
Kenya  
Korea  
Lebanon  
Libya  
Lithuania  
Malaysia  
Mauritius  
Mexico  
Moldova  
Nepal  
Nicaragua  
Nigeria  
Ozbekistan  
P. R. China  
Pakistan  
Peru  
Phillipines  
Poland

Romania  
Russia  
Rwanda  
Sangali  
Singapore  
Slovakia  
Somalia  
Somaliland  
South Africa  
South Korea  
Soviet Union  
Sri Lanka  
Sudan  
Sweden  
Syria  
Taiwan  
Tanzania  
Thailand  
Trinidad Tobago  
Turkey  
U.S.  
Ukraine  
USA  
USSR  
Venezuela  
Vietnam  
Yugoslavia-Kosovo  
Zimbabwe

## **EVENT FLOW**

The event began with opening remarks from Betty Carr, Publisher, Toronto Community News, a Video Presentation of children singing O'Canada titled *With Glowing Hearts*, a welcome from David Miller, Mayor, City of Toronto and David Zimmer, Parliamentary Assistant to the Hon. Michael Bryant.

Following this, delegates participated in a networking orientation session with Donna Messer with her session titled *The Power of One*. It taught participants to act effectively, and to be first when it comes to maximizing their networking skills. They recognized that they have within their own power, the ability to network and get work.

Delegates then proceeded to different rooms, to discuss job search strategies specific to their industry sector. The sectors addressed included:

- Engineering and related professions;
- Teaching;
- Finance/Accounting;
- Information and Communications Technologies (ICT); and
- Healthcare and related professions (regulated and non-regulated)

The format of the sector discussions was a new and innovative approach whereby panelists circulated to the various groups of participants to answer questions, as opposed to the typical "head table" panel-type discussions held in prior years. This unique approach provided more opportunity for interaction and created a relaxed and sharing atmosphere for all involved.

Scribes in each session recorded the questions and answers posed, and these results are posted on the website for those who were unable to attend the event.

Following a brief lunch break where delegates were encouraged to visit the marketplace, delegates were invited to choose between two concurrent sessions: "Employer Tips for Success" and "Success Stories of IEP Entrepreneurs". Most delegates chose to attend the Employer Tips session as the session was geared towards providing insights into what employers are looking for in the hiring process. While these sessions were not evaluated, the feedback received verbally and from panelists indicated that both sessions were lively and well-received.

Delegates were then offered an opportunity to choose from 5 skill-building concurrent sessions:

- The Bridge Game – Bridging the Gap In Your Communication: which was a team-building exercise
- Networking and Job Hunting Etiquette
- The 3R's: Relevance, Relevance, Relevance: Resumes that Get You
- Age Is an Asset: The Wisdom of Emotional Intelligence in Professional
- Personal Values in the Canadian

All sessions were well attended and feedback received was very positive.

As an overall trend, we noticed that overall attendance dwindled during the day which we feel can be attributed to delegates being most interested in the industry sector hubs.

## **DELEGATE EVALUATION OF EVENT**

Delegates were asked to complete an evaluation of the event as a whole, as well as specific sessions. 219 delegates completed these evaluations, which represents 31% of those in attendance. The results of these evaluations appear on the pages that follow.

<b>Evaluation Question</b>	<b>Agree</b>	<b>Disagree</b>
Donna Messer's keynote presentation was informative.	99%	1%
The information provided by the Sector Hub Panel was helpful	98%	3%
The Marketplace was a good resource for gathering information.	94%	6%
I had sufficient opportunities to network with others.	82%	18%
The Conference was well organized.	97%	3%
The schedule allowed sufficient time for all elements of the conference.	89%	11%
The facilities at the Convention Centre were satisfactory.	95%	5%
I will apply what I have learned.	96%	4%
Overall, this was a worthwhile event that provided me with the tools to further my career and/or job search.	95%	5%

## **CONCURRENT SESSION EVALUATIONS**

### **The Bridge Game – Bridging the Gap In Your Communication**

<b>Evaluation Question</b>	<b>Agree</b>	<b>Disagree</b>
The presentation was easy to understand and kept me interested.	100%	0%
The presenter was knowledgeable and professional.	100%	0%
I have learned about the Canadian Business Culture.	100%	0%
This exercise taught me about my leadership traits.	100%	0%
This interactive session was a great networking opportunity.	100%	0%
Overall, this was an educational and entertaining session.	100%	0%

Comments:

- Awesome - Stimulating and Challenging
- Team Work, Communication and leadership are a must

## Networking and Job Hunting Etiquette

Evaluation Question	Agree	Disagree
The presentation was easy to understand and kept me interested.	100%	0%
The presenter was knowledgeable and professional.	100%	0%
I now know how to present myself.	100%	0%
I have learned how to present my business in 10 seconds.	100%	0%
I will be more comfortable in a job interview.	100%	0%
Overall, this was an educational and entertaining session.	100%	0%

### Comments:

- I was hoping more.
- It is better if there is more than one such IEP conference a year. It is really useful
- Important for newcomers to know what the employers think
- Should cover networking more effectively
- Great, Thank you!

## The 3R's: Relevance, Relevance, Relevance: Resumes that Get You

Evaluation Question	Agree	Disagree
The presentation was easy to understand and kept me interested.	100%	0%
The presenter was knowledgeable and professional.	100%	0%
My confidence and morale have been boosted.	100%	0%
I understand the Canadian job market and employment requirements.	100%	0%
I have learned how to write a powerful resume and cover letter.	100%	0%
Overall, this was an educational and entertaining session.	100%	0%

### Comments:

- The 3R's has given me more relevance in this new home, Canada. I have more confidence and Moral to show that 2 hits as an IEP
- Excellent!
- Examples or a section relevant to medicine would have been helpful to me.
- Good Energy - Can Focus on other areas too.
- Very good and professional
- I have sat through a number of sessions on resume preparation but I have just learned how and why.
- Thank you for helping us to help newcomers
- It was wonderful to have Ms. Dias as a speaker & the session was very informative.
- Very valuable and practical.
- The best advice I have ever had in Canada

### Age Is an Asset: The Wisdom of Emotional Intelligence in Professional

<b>Evaluation Question</b>	<b>Agree</b>	<b>Disagree</b>
The presentation was easy to understand and kept me interested.	100%	0%
The presenter was knowledgeable and professional.	100%	0%
I learned about the New Employee Algorithm and market changes.	100%	0%
I have learned how to use age as an asset in career planning.	100%	0%
I understand the concepts of Emotional Intelligence.	100%	0%
Overall, this was an educational and entertaining session.	100%	0%

Comments:

- Great session!

### Personal Values in the Canadian Workplace

<b>Evaluation Question</b>	<b>Agree</b>	<b>Disagree</b>
The presentation was easy to understand and kept me interested.	100%	0%
The presenter was knowledgeable and professional.	100%	0%
This session has helped to improve my interpersonal skills.	87%	13%
This session has helped me to understand how to market myself better.	100%	0%
This session will help me to advance my career.	100%	0%
Overall, this was an educational and entertaining session.	100%	0%

Comments:

- Excellent - Useful - Straight Forward - Every new immigrant should have this information
- Excellent Presentation: I strongly believe that all the information I learned from this session will guide me fully in my job search and interviews. NOW I KNOW. Thanks.
- Excellent and Useful.

## General Comments

- Excellent Presentation
- This is a very interesting conference about to get a job.
- This is a very helpful meeting for the newcomers . I wish I could give more help
- It was informative
- Very useful information for newcomers, clear and consistent
- Very well organized and executed. All the very best
- In general it was a very good opportunity to participate in the conference
- Very good
- I will attend again next year for more information on opportunities
- good conference
- Marketing of this session can be improved. Some more people who have been through the process is good but some employer should also be called to tell us what they need.
- This conference provide me with a lot of information
- This is a good way to get information about how to get a job.
- I am thankful for all the staff who contributed to this conference
- Interesting conference- informative but more coffee was needed
- It helped me to have some experiences from the executives.
- If I have knowledge (studies) in my country, I want to know how I can translate my experience into Canadian experience, if your area is the same, like IT
- I am quite benefiting from the conference
- very well organized and presented. All the planning has paid off. I will implement many aspects
- Very nice conference
- Informative, Skills enhancement and self motivation, to be recognized internationally trained professionals
- good start for an initiative. Needs to get focused along the time
- We need this conference to be more result-oriented
- Thanks for good organization
- If some guidance/tips are given to get work with It application in any industry even on volunteer based may help to enter in Canadian experience and strengthen up oneself in IT
- Excellent Presentation
- It is a great event that newcomers can get more information
- **VERY GOOD CONFERENCE, EXCELLENT PRESENTERS - I AM MOTIVATED**
- Overall conference is very informative and interesting
- It's beneficial for newcomers to hunt for job opportunities
- Good job. Thanks
- More focused, soft skills required interviewing techniques, motivators
- Was a a very good experience for me to come.
- IEP Conference has boosted my courage and confidence in many credentials and skills obtained from my country of origin.
- Everything is OK, Thanks
- Excellent
- Thank you very much!!!
- Well executed
- Better provide contact persons to make contacts
- More opportunity to communicate with each other and establish network
- Curious to know more about opportunities in the fields of dentistry And agricultural professions and did not any room for my questions
- The evaluation is being done too early ion the days activity
- Enlarge Market Place



- Teaching should include other boards(Catholic, French, etc.) University, Private school teaching, etc. Otherwise it is incomplete
- Next year, information should be sent earlier
- Business Etiquette in the workplace.
- "Donna: replaying cards, not all participants know what a ""spade: is or a ""club""
- Ideally have visible minority represented in Open Address- Welcome- etc."
- More "success" stories need to be helpful for IEP's
- helpful and effective
- Computer Networking
- I have migrated to Canada 14 years ago, had worked in research at Toronto Western Hospital as a research fellow. But was unable to practice my profession because of the systematic artificial barriers. Panelist should give out business cards when they join the group

### **Suggestions for Future Topics**

#### **EMPLOYERS**

- More participation from employers
- Initiation towards employer engagement in amalgamation the skills and foreign trained professionals into the market place
- "successful stories, Employers' perspective about hiring people
- Agency's perspective about helping people to get jobs"
- more participation and real employers who wish to hire
- More expanded companies representation

#### **GOVERNMENT**

- "How to overcome the artificial barrier against foreign medical graduate
- a) preference for coming from Canada second to the graduates coming from Commonwealth countries confine at the fall"
- What will Government do for us effectively
- Government representatives ( Ministry of Health) in order to explain current status of policies regarding access of doctors to the job market

#### **JOBS**

- Get involved in the red job research
- offered more information for newcomers
- The real employment-oriented program, including training, job search and employment placement
- Some session about how employers choose people from their resume
- How to get Canadian experience
- Volunteer resource
- More suggestions which can be provided to new immigrants will be offered next time
- I to I about looking for a professional job.
- Changing Careers, How to keep relevant/reliable references

#### **MENTORING**

- Food? More in Internship
- Some programs offering accounting/financial coop. I hope to see some organization reps from companies
- Newcomers integration into the Canadian job market

#### **SECTOR**

- Divide financial sector into small fields to get more specific information
- How to quick move into local culture and establish network? Could add Marketing area hub.
- No Administration and bookkeeping field
- Tools to improve communication Skills
- How can I work like paralegal if I am a newcomer

- Law
- Media market
- To Include administration in the topic
- Sub field and other profession also get preference like researcher, environmentalist
- Add topics in Administration and Management
- Oil and petrochemicals
- "Energy awareness programs
- Property management professional recognition"
- Aerospace industry
- I would like to see more on the topic of Human Resources and what programs are currently running, would have liked to see more employers.
- Arts, Communication, Media hub
- Hospitality ( Travel Agent)
- International Trade
- "Dentistry
- Agriculture"
- Labour market trend program
- Management related professions (HR and Supply Chain Management)
- Quality control or something like that
- Marketing

#### OTHER

- I wish I could have attended more than just one career skills presentation
- Specific places to look for volunteering and improve English skills
- There is no organization to provide assistance to foreign trained engineers
- Opportunities for adult women. There is tremendous difficulty for adult women to enter the work force
- I would like to know more about ERP systems. I think it would be nice to know the most common ones used by Canadian Companies
- The same as above
- More general topics- less specific areas 9 or less time spent on them
- how can I finance my upgrades? My new studies
- Trends of the Canadian economy
- More career based companies coming up with ideas that can help non Canadians to get into the market`
- More information about graduate studies
- Transferable Skills
- If UT recruiters are more on the panel, it will be more helpful directly to understand strategies and opportunities in their companies
- More networking opportunities
- Most newcomers are expecting possible job opportunity. How do we overcome this
- Practical things have to move
- The same topics!
- Need more possible employers at the Market Place