

BUSINESS PARTNER PACKAGE

EPIC DAY

Exploring Possible Industries & Careers

2023

CONNECT WITH YOUTH AND BUILD YOUR
FUTURE TALENT PIPELINE



CAREER
TRANSITIONS

CAREER TRANSITIONS - YOUR YOUTH CONNECTION

Career Transitions is a not-for-profit, community organization that partners with regional *school divisions*, *post-secondary institutions* and *business & industry* to deliver high quality, experiential career exploration programs and events. Together we will inspire today's youth to become tomorrow's productive and skilled work force and introduce them to the wide range of opportunities that exist here in Southwestern Alberta. Our services are available to over **12,000** students from 70 schools across the region.



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CAREER TRANSITIONS IMPACT OVER LAST 5 YEARS

9733

of students who participated in a Career Transitions event or program

1839

of Business & Industry reps involved with Career Transitions

2139

of students who participated in EPIC DAY

729

of Business & Industry EPIC DAY partners



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WHAT IS EPIC DAY?

EPIC DAY is a large-scale, 2-part, career exploration event that features a variety of career pathways for students to explore. With your participation, we will introduce 1200 high school students to these pathways in a meaningful and impactful manner. Industry partners can be involved in 3 different ways:



These opportunities allow you to showcase your business and connect with your future workforce. Your business is welcome and encouraged to participate in all these opportunities if possible!

EVENT DETAILS

Date: Wednesday, April 5, 2023

Time: 9:00am – 2:30pm

Target: Southern AB students, primarily those in Grades 9-10 who are in full exploration mode



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OPTION 1 – CAREER CONFERENCE EXHIBITOR

Option 1: Host a booth at EPIC DAY Career Conference at Exhibition Park and showcase your occupation.

Hosting a booth involves:

- **Meeting** with us by phone to discuss your booth and interactive idea,
- **Developing** a 20-minute interactive, hands-on session for groups of 6 students,
- **Delivering** your session to a total of 10 groups of 6 students assigned to your "Exploration Zone" on the day of the event,
- **Inspiring** youth to consider future careers by sharing important information about your occupation/business/ industry, and
- **Building** your future talent pipeline!
- **More specific details about your role at the Career Conference can be found by clicking [HERE](#)**

POTENTIAL IMPACT

- Maximum student capacity at the event will be 1200
- Each Exploration Zone will consist of 5 exhibitors who will interact with 60 students throughout the day

REGISTER NOW: [EPIC DAY Career Conference Registration Form](#)
DEADLINE: January 31, 2023



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OPTION 2 – BUSINESS TOUR HOST

Option 2: Educate youth and showcase your business by providing an on-site tour.

Hosting a business tour involves:

- **Meeting** with us by phone to discuss your tour ideas,
- **Developing** a 1 to 2 hour tour, ensuring that the different roles in your business are included,
- **Delivering** the tour to a group of students assigned to your business on the day of the event,
- **Inspiring** youth to consider future careers by sharing important information about your occupation/business/ industry, and
- **Building** your future talent pipeline!
- **More specific details about your role as a Business Tour Host can be found by clicking [HERE](#)**

POTENTIAL IMPACT

- You decide how many students you would like during your business tour! Schools will be registering students in cohorts of 6 so tour group sizes will be in multiples of 6.
- Business tours can be offered in the morning and/or the afternoon – it's your choice!

REGISTER NOW: [EPIC DAY Business Tour Registration Form](#)

DEADLINE : December 16, 2022



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OPTION 3 - SPONSOR

Option 3: Sponsor EPIC DAY

1. Event Sponsor – \$5000 – only 5 available
 - Your logo will appear on ALL event signage and promotional material,
 - The option to include promotional materials and/or swag in ALL pre-stuffed participant bags.
2. Exploration Zone Sponsor – \$600 – only 20 available
 - Your logo will appear on your zone's signage,
 - The option to include promotional materials and/or swag in your zone's pre-stuffed participant bags.

All sponsors will:

- Be added to the Career Transitions website, including your company logo and a link directly to your website.
- Get social media blasts leading up to the event, the day of the event, and post event, letting everyone know about your sponsorship!
- Be recognized in a ½ page, 2 day Lethbridge Herald thank you ad following the event

POTENTIAL IMPACT

- Event sponsors will reach all 1200 students in attendance
- Exploration Zone sponsors will reach 60 students

SPONSOR NOW: [EPIC DAY Sponsorship Form Link](#)

DEADLINE: January 31, 2023



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SPONSORSHIP SUMMARY

	Event Sponsor (1200 students)	Exploration Zone Sponsor (60 students)	Conference Exhibitor or tour host
Added to CT website as sponsor of event/zone	★	★	
Logo on all signage	★		
Logo on zone signage		★	
Promotional material in all participant bags	★		
Promotional material in specific zone bags		★	
Thank you in Lethbridge Herald	★	★	
General social media blasts	★	★	★
Additional social media blasts	★	★	
COST	\$5000	\$600	No charge

FREQUENTLY ASKED QUESTIONS

Q: *Can I host a tour in the morning and attend the Career Conference in the afternoon?*

A: No – the Career Conference is a full day commitment. If you attend the Conference, we need you there all day for both the morning and afternoon sessions.

With the tours, you do have the option to offer tours in just the morning or afternoon, or both.

If you have available staffing, your business can attend the Career Conference and host tours.

Q: *Will there be an open time at the Career Conference for students to freely wander between Exploration Zones?*

A: No – there isn't time in the day for this to happen. Also, our experience in conducting an open career fair has taught us that this format does not add to the value of the experience for the students as they tend to just do a “fly-by” of booths, and do not engage in a productive manner.

Q: *What happens if I register now but cannot make it in the end?*

A: Due to the structure of the event, we do require your commitment! At the Career Conference, each Zone is set up with 5 exhibitors and 5 groups of 6 students in attendance. If an exhibitor were to back out at the last minute, 60 students would miss out on the opportunity to learn about a 5th career and would be totally unengaged for 20% of the event.

With the Business Tours, schools develop their transportation plan based on the tour that we set up for them. If a business can no longer accommodate a tour, the school is left trying to fill half their fieldtrip day.



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A FINAL NOTE FROM STUDENTS...

Here are some comments from students who attended the Career Conference last year:

- *I liked that the exhibitors could explain what they do, they were very interactive with us and answered any questions we had.*
- *It was a super fun experience. I had the opportunity to put PPE on and try something that I had never tried before, or even thought of trying, so it was a cool. I liked that we could be very hands on and not just listen to them talk.*
- *It was very interesting to learn about careers that I had never considered or even heard of.*
- *The people showing us the displays were very nice and explained things clearly. The display was also a lot of fun and actually made me consider what the job would be like.*
- *I liked how I was able to gather information about different occupations, even if I knew I wouldn't pursue them. In my opinion, it's just as important to learn that you won't like something as it is to learn that you do. Either way, you are gathering more information about the career you would like to pursue and getting closer to figuring out what that career is.*
- *I liked that there were demonstrations and experiments we could do.*
- *Even if you don't do one of the occupations, you still learn a lot and opens your mind to way more things.*
- *I liked that they gave us things to do so that we didn't just have to listen.*
- *I learned exactly what career I would like to have!! I had no idea what I wanted to do after high school, but now I do!*
- *Basically, if you have an interest or passion, there is almost always a career that can occupy your passion for that certain thing.*

Here are some comments from students who attended Business Tours last year:

- *It helped me see that there is a lot of jobs within a single business.*
- *It was fun and you see that there are a lot of different things you can do in one workspace.*
- *Many people who work there have little to no experience when they start.*
- *I learned how many people it takes to run a business like that is a lot, and there are a lot of different divisions.*



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READY TO PARTICIPATE?

Are you ready to inspire your future workforce?

Register: [EPIC DAY Career Conference Registration Form](#)
[EPIC DAY Business Tour Registration Form](#)

Sponsor: [EPIC DAY Sponsorship Form](#)

Thank you for your interest and support!



CONTACT INFORMATION



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