



Tidbits of Practical Advice...

Before Your Meeting

«It was a wonderful experience... We have to motivate them and recognize them. It's just the elevator returning for the next lift.»

Speaker's remark

Discuss

with the school representative so as to:

- Know their expectations;
- Know the students' expectations and main concerns;
- Know the students' degree of preparation and level of awareness to your visit;
- Know the socio-demographics and cultural characteristics of the group (neighbourhood, poverty, ethnicity...).

Prepare

your presentation so as to ensure your messages will be well received.

- Define your objectives;
- Prepare an outline of your presentation;
- Prepare cards and notes which are simple, concise and easy to read;
- Identify key messages with colours, for example;
- Clearly identify all material so as to efficiently use it during the presentation;
- Practice your presentation so as to be more comfortable.

During Your Presentation

Establish

initial contact with the group.

- Briefly present yourself to the students;
- Explain why you are with them today;
- Explain the involvement of business people and companies in the **Promotional Tour for TechnoScientific Careers**;
- Remember, when possible, the names of a few students to call upon them later during your presentation.

Maintain

a dynamic visual contact with the group.

- Speak directly to the youth clearly and simply;
- It is recommended that your presentation be spoken while standing;
- Make direct links between the school subjects being taught to the students and the purpose of your visit;
- Make links, when possible, with their studies, their preoccupations, their interests...

Question

and call upon the group.

- Check that they understand you;
- Check that they are interested about what you are saying;
- Question them on their preoccupations and interests;
- Don't lose track of the essence of your message.

Demystify

Vulgarize

Encourage

Frequently Asked Questions (FAQs)

How much do you make?
What did you study?

Don't be surprised...

...if they ask direct and personal questions, such as what your salary is, your lifestyle, your financial situation...

...if they don't seem very responsive or they lack questions for you: try maintaining eye contact with them.

Will there still be jobs available for us?
Is there a future in this field for us?

Doesn't the development of science and technology bring about:

1. An important loss of jobs?
2. The degradation of the environment?

Is it still worth it to study if there aren't many jobs left anymore?

...Ensuring That Your Conference Will Be a Success



Three Key Messages

Key Elements

- Youth - especially girls - are losing interest in TechnoScientific careers and the new economy
- Your personal and professional road track will be your most poignant testimony
- Your intervention could have considerable impact on these youth and their future choices
- Your successes - and the difficulties you have overcome - may encourage them
- You are a role-model to them, a reference, an example
- It is essential that your message be clear and simple to understand

1. Personal Testimony

- Your interests, your choices, your hesitations
- Your aptitudes, your school track record, your difficulties, your successes
- Your family background. Problems or other that you may have overcome?
- Needed to confide to someone outside the family circle? Where did you find this encouragement?

Talk about the work you do, your working environment, your career

- The nature of the work you do, your tasks and responsibilities
- The work environment, the type of company, the industrial sector
- The challenges associated with your work, the advantages, the inconveniences
- The encountered difficulties, your professional successes and failures
- Your job seeking: easy or not? In your field of study?
- Your qualities, aptitudes and competencies appreciated by your employers

Explain your track record - speak about yourself, your studies...

2. School Perseverance

Stress the importance of developing qualities, abilities, potential, aptitudes, know-how and professional competencies

- The actual situation in your field of work: changes, new technologies
- Emergence of a new economy based on know-how and competencies
- Increased demands on behalf of clients, consumers and users - and their impact on the companies
- Increased demands on employers for more competent, qualified and specialized employees
- New jobs exclusively offered to graduates who have acquired special skills (refer to the graph: "Jobs vs diplomas")

Professional High-school Technical College University

- The lack of openings for those who do not have a high-school degree
- The encouraging perspectives for the youth, the social advancements, their future
- The qualities, values, attitudes and behaviours to develop to succeed
- Competencies sought after by potential employers (refer to the graph: "Core Competencies")

Encourage them to take action, to be confident in their potential to make it

3. TechnoScientific Careers

Stress the importance of identifying employment sectors with growth potential, to aim for dynamic companies, to take part in the new knowledge-based economy

- The high-achieving sectors, in Quebec and North America (refer to the graph: "Jobs in the new economy")
- The new tendencies in the workplace
- Challenges, openings, perspectives
- The importance of choosing carefully, according to their aptitudes and own interests

Stress the importance of acquiring competencies greatly sought after by potential employers

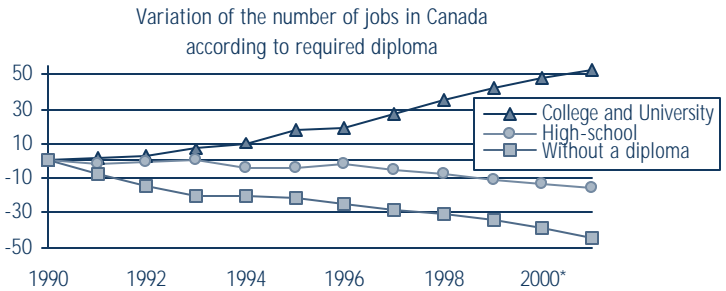
Perseverance

Jobs
VS
Diplomas

Did you know that 90% of all youth who don't have a high-school diploma will end up unemployed? This unemployment rate doubles when it comes to girls which don't finish high-school.

Since 1990, the number of jobs not requiring a high-school diploma has been steadily decreasing, while the number of jobs requiring specific skills - such as professional training, technical skills, and university diplomas - has been steadily increasing.

The number of jobs in urban regions decreases and they are more and more demanding in terms of training.



Source : Statistique Canada, Education Indicators, MEQ
* Forecast

Core Competencies

...are what companies look for in their employees to better face the challenges of the new economy



From "The Transformation of Employment" of the Board of Trade of Metropolitan Montreal

TechnoScientific Careers

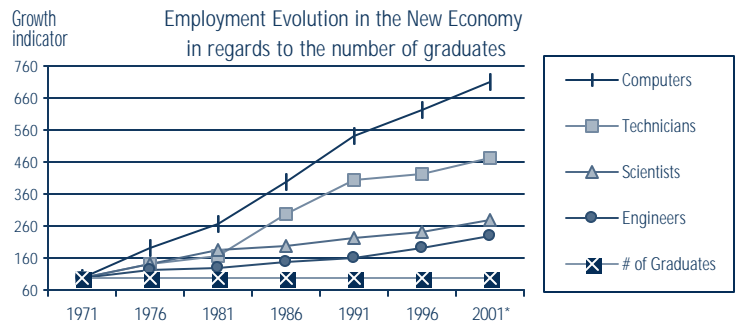
Stimulating Challenges...

A Future...
Where the Sky's the Limit

The fast growing industrial sectors:

- Computer / Software
- Biotechnology / Pharmaceutical
- Telecommunications
- Aeronautical / Aerospace

are presently having difficulties recruiting qualified specialists in sufficient numbers for their present and foreseeable needs.



Source : Statistique Canada, Census - Compilation of the CST
* Forecast

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