

ONTARIO

BUILD A DREAM<sup>®</sup>

**CAREER  
DISCOVERY** **EXPO** 

MAY 19 & 20 2021

6:00 PM – 8:30 PM

TRADES WEEK

# IMPACT REPORT

# A MESSAGE TO ONTARIO STUDENTS FROM BUILD A DREAM'S PRESIDENT AND FOUNDER

*"You are our future. You are bright. You are smart. The future is all yours for the taking. I want you to believe in the power of your dreams. I want you to believe that YOU can help create, design and build a beautiful world."*

**NOUR HACHEM-FAWAZ**



# TRADES WEEK BY DESIGN

On May 19 and 20, Build a Dream successfully delivered Trades Week - an engaging two-day virtual event designed to promote careers in the skilled trades to thousands of high school students, parents and educators across Ontario.

Trades Week included thoughtfully crafted panels with a diverse group of speakers, opportunities to engage with employers and pathways, and several ways for attendees to win amazing prizes. The event was held on an intuitive platform which enabled participants to explore the virtual space and curate their own experience.

In addition to key presentations offered on the Main Stage, other events elements included: side stages for focused conversation and branded virtual booths and interactive breakout rooms for our industry partners.

To integrate experiential learning, Build a Dream partnered with Domino's Canada to host Ontario's largest virtual pizza

party to parallel a live pizza demo illustrating how the skilled trades impact our lives and how careers in this field keep the world moving.

We would like to thank our corporate sponsors, partners, school board contacts and the government of Canada for helping us achieve tremendous success in hosting Ontario's largest virtual skilled trades event.



# ACHIEVEMENTS

## #1

Over 2700 families across Ontario registered for our two-evening event.



## #2

Students from 260 Ontario high schools in attendance.



## 2700

## #3

We held Ontario's largest virtual pizza party with 2700 pizza vouchers offered to families across Ontario.



## #4

Provided students, parents and educators with a platform to connect with representatives from Ontario colleges, associations and organizations that support the trades journey and potential employers.

## #5

A robust 2-day program filled with content to help attendees learn about the different sectors within the skilled trades and next steps.



## #6

Officially announced the launch of the year-long Milwaukee Tool and WFS Ltd. #HerPower Tools program! Gave away a set of Milwaukee power tools and 4 tool bags to women entering the skilled trades.



# HIGHLIGHTS BY THE NUMBERS

STUDENTS FROM  
**260**  
HIGH SCHOOL'S  
ACROSS ONTARIO  
IN ATTENDANCE

**39**  
SPEAKERS  
SHOWCASING  
CAREER PATHWAYS  
ACROSS THE  
SKILLED TRADES,  
INDUSTRY ETC.

**29**  
VIRTUAL BOOTHS  
FILLED WITH  
DOWNLOADABLE  
RESOURCES, LINKS  
TO AVAILABLE  
OPPORTUNITIES  
AND INFORMATION  
ON PATHWAYS AND  
EMPLOYERS.

**25** INTERACTIVE  
BREAKOUT ROOMS  
WITH **85** PATHWAY  
AND INDUSTRY  
REPRESENTATIVES  
TO ENGAGE AND HELP  
ANSWER ATTENDEE  
QUESTIONS

OVER  
**41**  
COMPANIES AND  
ORGANIZATIONS  
INVOLVED

ONTARIO'S  
LARGEST VIRTUAL  
PIZZA PARTY!

**~2700**

DOMINO'S PIZZA  
VOUCHERS OFFERED  
TO FAMILIES  
ACROSS ONTARIO

**100K+**  
IMPRESSIONS ACROSS  
FACEBOOK, INSTAGRAM AND  
TWITTER WITH OVER



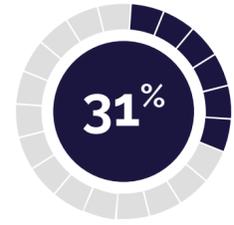
**800+**  
SOCIAL POSTS AND COMMENTS  
ON EVENT DAYS!

**2753**  
TOTAL FAMILIES  
REGISTERED

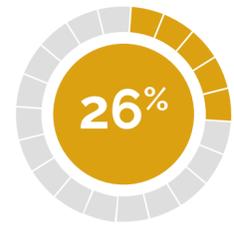
VIRTUAL SCAVENGER  
HUNT WITH  
**6181**  
CHALLENGES  
COMPLETED

**76%**  
OF REGISTRANTS  
STATED THEY  
WERE GOING TO  
PARTICIPATE WITH  
MORE THAN ONE  
PERSON

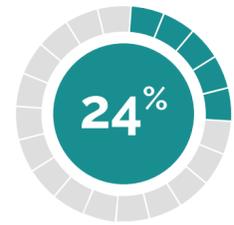
# AUDIENCE SNAPSHOT



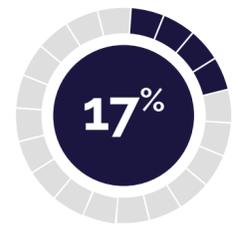
GRADE 9



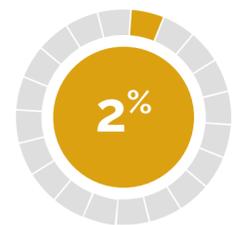
GRADE 10



GRADE 11



GRADE 12



OTHER

(Grade 13, NEET, Gap Year)

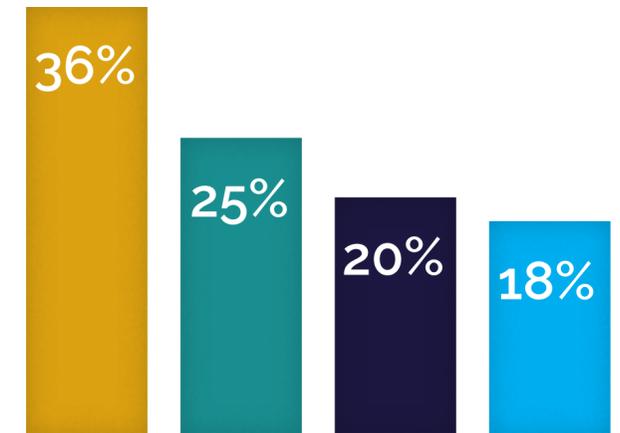
# SESSION TRACKS

Attendees had the opportunity to select session tracks for a customized experience.

## Day 1

A deeper dive on a pillar of the skilled trades that interested them the most of the 4 Sectors:

- Construction - 773 unique users
- Industrial - 524 unique users
- Motive Power - 429 unique users
- Service - 383 unique users



## Day 2

Focused on becoming "job ready" and NEXT STEPS in student's career journeys led by LEADERS in the SKILLED TRADES:

- Resume & Interviewing
- Making Connections
- Safety for Every Body
- Life Skills

# SURVEY SAYS

Why students, families and educators decided to spend two inspirational evenings with us:

- To learn more about careers in the skilled trades
- To learn about apprenticeship opportunities available to me
- To have my questions answered by industry professionals



would consider a career in the skilled trades after attending

We asked our audience what types of tools and resources would help them with career planning.

**#1 Online resources**

**#2 Mentorship programs**

**#3 Navigating Your Career Guide**

**#4 Professional development workshops**

**#5 Networking events**

# SOCIAL ENGAGEMENT

Over the course of Trades Week, the event was promoted across all social channels and received an incredible response. Not only was social media used as a vehicle to communicate with Build a Dream followers, it was integrated with the event itself to keep students engaged.

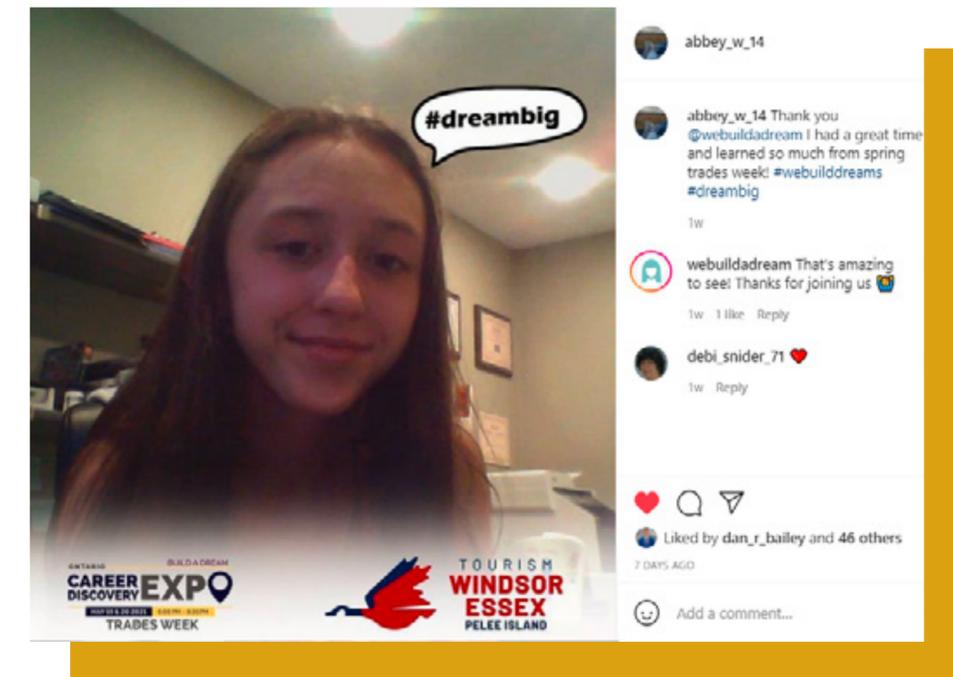
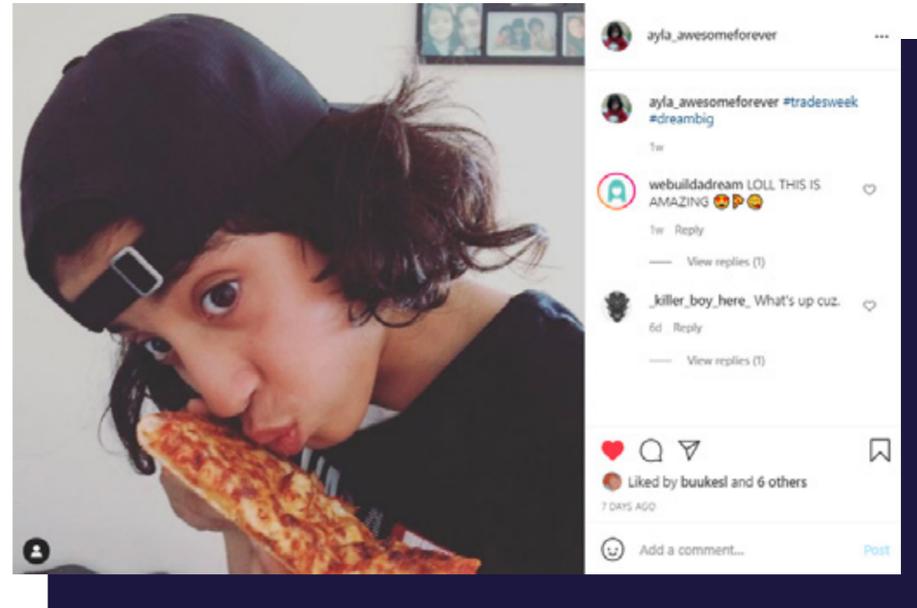
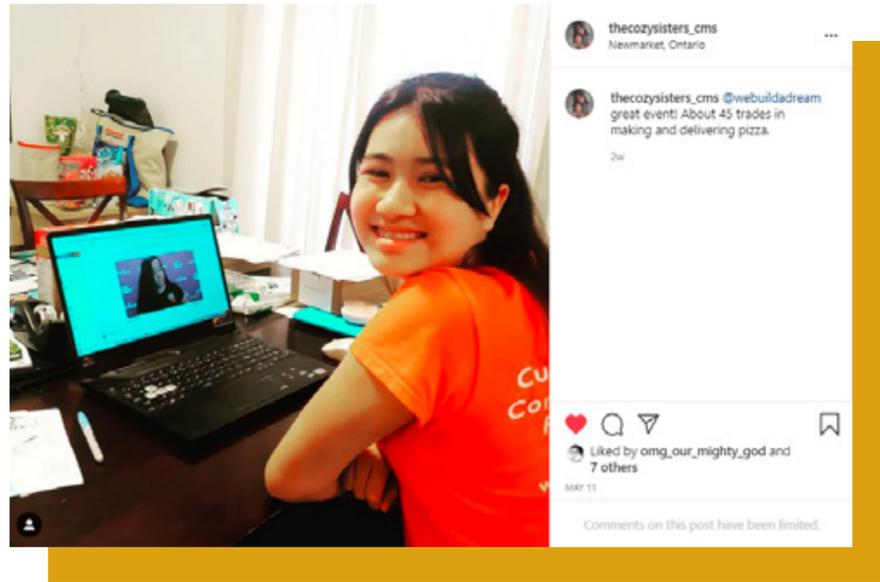
## TRADES WEEK METRICS

100k+ impressions across Facebook, Instagram and Twitter

Attendees engaged with Build a Dream with over 800+ posts and comments on May 19/20!



# SOCIAL ENGAGEMENT



# SOCIAL ENGAGEMENT



Christa Ray @christaray22 · May 20

Enjoying a virtual pizza evening tonight thanks to @WeBuildADream and @dominos...here's hoping there are lots of @ALCDSB students enjoying their free pizzas too!! #tradesweek #dreambig #skilledtrades How many skilled trades does it take to make a pizza? LOTS!!



1 2 14



# SPEAKER SHOWCASE

All panels featured a diverse group of speakers with various breadths of experience among all pillars of the skilled trades. This was intentional as each speaker shared their unique career journey and offered insight from a different lens.



TRADES WEEK

# INTERACTIVE ELEMENTS

Trades Week was delivered on an interactive user-friendly platform that enabled attendees to curate their own experience.

## MAIN STAGE PRESENTATIONS

Featured speakers with live Q&A and up-voting

## SESSION TRACKS

Side stages for specialized discussions for attendees to choose from based on their interests

## VIRTUAL BOOTHS

Packed with information and resources from pathways and employers for self-guided exploration

## INTERACTIVE BREAKOUT ROOMS

Opportunities to speak and connect with pathway representatives and employers

## VIRTUAL SCAVENGER HUNT

Gamification for attendees to move throughout the virtual space, earn points and win prizes!

## LEADERBOARD AND CHALLENGE HUB

A real-time ranking of prize contenders!

## VIRTUAL PHOTO BOOTH AND MOSAIC

A way for families and attendees to capture their Trades Week experience along with a real-time participant collage!



# KEYNOTE ADDRESS

*"We teach girls that jobs don't have genders. That you can do this. And for all the young men who are in the classes with our sisters, I want you to be her hero and stand up for her, and support her when she is part of your class. And you'll be the next generation of men that help us, as women, change the number of women in construction. We can't do it ourselves. We need allies.*

*... we have to help each other and let people know to not be filled by the myth. The trades are a viable, lucrative career option."*

**JUDALINE CASSIDY  
TOOLS & TIARAS INC.**





# KEYNOTE ADDRESS

*"Curiosity is the desire to acquire knowledge and experience. It creates an active mind rather than a passive mind which is why I think using curiosity when deciding your education path and career choices is so important and so powerful.*

*... curiosity awakens interests, drives your motivation and ambition to find the answer. But you almost can't speak about curiosity without first talking about fear and anxiety because curiosity pushes people towards the uncertainty and the unknown, and the path not travelled - and this for anyone is always scary. However, when you're curious you're open and willing to meet the challenges along your path, broadening your horizons. So fear starts changing for you and it starts looking like challenges that are surmountable and achievable"*

**CARA GRANT  
ELLISDON**

# AUDIENCE EXPERIENCE

I never really considered trades until now, but maybe I'll pursue either a career or hobby in trades for my future.

*Ksenya K.*

I love how enthusiastic and empowering the speakers are. Hearing Ms. Judaline Cassidy speak really empowered me as a woman of colour. Seeing another fellow woc thriving in her area of work really makes me feel excited for my future.

*Oluwatise S.*

I have three sons and two are interested in the skilled trades. They aren't sure which one yet but I'm trying to learn as much as possible to help guide them. Great job.

Thank you.

*David M.*

It was really fun and informative. And it was nice to be able to win prizes.

*Ayjah F.*

# AUDIENCE EXPERIENCE

It was super well made and very informational. I really enjoyed this but I would love to do one in real life (I've already done one but doing another would be helpful).

*Alexa A.*

I loved all the guest speakers and hearing their stories and career paths and how I got to learn more about all the trades.

*Paige H.*

This event was very helpful to understand what all the trades do and how to get started with them.

*Jayson A.*

We are thankful that these types of events exist. It's a fantastic way to learn about the various options and how to get involved with the trades.

*Matthew P.*

# AUDIENCE EXPERIENCE

I am kinda surprised about some aspects of the trades and knowing this info might actually steer me into the trades. Thanks so much!

*Kristen L*

Glad that my teacher encouraged this. I had no idea.

*Julie F*

I really enjoyed attending Trades Week and all I would say is keep on doing what you're doing. It's inspiring to see young girls like myself pursuing a career in skilled trades.

*Zarah N.*

I really liked this event. It taught me more about all trades and opened up my mind to different career paths.

*Colton C.*

Everyone was amazing tonight! Thank you for taking the time and sharing your passion and positive experiences. It was very encouraging, informative and eye opening!

*Crystal W.*

# AUDIENCE EXPERIENCE

Signed up to help my daughter to plan how to go forward as she is graduating this year. Wish we had seen something like this in grade ten. Have learned many things tonight.

*Teri O.*

It was good to hear from recent high-school graduates and their experiences and career choices in the trades field.

*Brandon D.*

This is my first time ever hearing about trades and now I'm fully invested!

*Jacob L.*

You did a great job. I liked how you incorporated pizza into demonstrating all the trades involved.

*Tess A.*

# AUDIENCE EXPERIENCE

I thought that the event was very helpful and I intend to use the information I have learned and go into the skilled trades as a career.

*Riley A.*

Although the free pizza was very intriguing and I will be honest the main reason I joined - it was a very engaging event and was well worth it. It was like a good book. The pizza was the hook and the information sessions were the even better story to follow.

*Tyler R.*

It was very informative. Wish I had known about apprenticeship earlier in my son's high school career.

*Nathalie L.*

# THANK YOU

## SPONSORS



This project is funded by the  
Government of Canada's  
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and Readiness Program

Ce projet est financé par le  
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et de préparation aux métiers

Canada 