

# **HireMeHalifax Networking Event**

Logo

Description automatically generatedPresented by:

**#HireMeHalifax Pitch Competition**  
**Get Noticed by Halifax Employers**

**Are you a current post-secondary student or recent graduate (within the past two years)? Want a chance to win $1,000 and get noticed by Halifax employers?**

From February 4 to March 4, submit your best elevator pitch telling Halifax employers why they need you on their team. What makes you stand out from the crowd? How are you can your skillset benefit a business?

Your pitch should highlight your search for either full-time employment or experiential learning opportunities, such as co-ops, internships, or apprenticeships.

A panel of business leaders will select the top 10 pitches and those contestants will pitch live at the #HireMeHalifax networking event in March.  
  
There, you will meet and network with 100+ Halifax employers. Anyone who submits a pitch will receive an invitation to this exclusive event!

**Three winners will be awarded $1,000, $300 and $200 cash prizes!**

**How to Submit a Pitch**

**1. Shoot a 30 second video**

Grab your smartphone and shoot a quick 30 second video telling Halifax employers why you should be their next hire.   
  
Think of it this way. If you met the CEO of your dream company and had only 30 seconds to introduce yourself, what would you say and how would you say it? What do you want them to remember about you?

**Your pitch should include:**

1. Your name
2. Your degree and field of work
3. Whether you’re in search of a full-time or experiential learning opportunity
4. Your career ambitions
5. The type of company you want to work with
6. What makes you stand out (relevant experience, soft and hard skills)

**Pitch Criteria:**

* No more than 30 seconds long
* Highlights your skills and what you can offer a business
* Professional language and presentation
* Business attire

In other words, BE YOURSELF, but keep it professional.

**2. Submit it!**

Upload your video to YouTube and submit the link here (link to Woobox). Select videos that meet the criteria will be posted on the Partnership's social media platforms. This is your opportunity to pitch your skills to over 20,000+ people.

**3. Attend the #HireMeHalifax Networking Event**

Save the date for the #HireMeHalifax networking event in March for your chance to meet some of the top youth employers in Halifax. The best way to find a job is to get out there and meet people in your industry!  
  
In previous years, many attendees have landed interviews and some were even hired as a result of connections made at this event!

**Need to brush up on your networking skills?**

Attend the Networking Workshop, hosted by the Partnership’s Connector team, just prior to the main event. This workshop will teach you how to make a great first impression, successfully network, and set yourself up for future success. 

To attend the Networking Workshop or to learn more about the Halifax Partnership's [Connector Program](http://www.halifaxpartnership.com/en/home/get-connected/connector-program/default.aspx), contact **Nada Halaweh at** [**nhalaweh@halifaxpartnership.com**](mailto:nhalaweh@halifaxpartnership.com)**.**

**Click here to read the Contest Rules & Submission Guidelines »**

# #HireMeHalifax Pitch Contest: Official Rules

Please read these contest rules (“Contest Rules”) in their entirety before entering the Halifax Partnership’s Game Changer #HireMeHalifax Pitch Contest (further known as “the Contest”). Do not enter the Contest unless you agree to these Contest Rules. Participation in the Contest constitutes unconditional agreement and acceptance of these Contest Rules which are final in all matters relating to the Contest. By entering this Contest you agree to be bound by the decisions of contest judges which are final and binding in all respects.

#### 1. CONTEST PERIOD:

The Game Changers #HireMeHalifax Pitch Contest runs from February 4 to March 4, 2019 (the “Contest Period”). There are two phases to the Contest. The first phase is the Video Entry Phase which will run from February 4 to March 4, 2019 via online and through social media. The second phase is the Video Judging phase which will run from March 5, 2019 until March 25, 2019 with a panel of judges selected by the Halifax Partnership.

#### 2. ELIGIBILITY:

This contest is open to all local and international students in search of experiential learning opportunities and all local and international recent graduates (who have graduated within the past two years) in search of full-time employment who are eligible for work in Canada before the start of the Contest Period. Limit one entry per person. Employees of the Halifax Partnership and those with whom they are domiciled, its subsidiaries, affiliates, agents, advertising or promotional agencies or the independent contest organization are not eligible.

#### 3. HOW TO ENTER: NO PURCHASE NECESSARY. To enter, contestants must: **A)** Log on to HalifaxPartnership.com/HireMeHalifax during the Video Entry Phase and follow the online instructions. Using your smartphone, record your video and upload your video (the “Submission”) to YouTube. Before entering the Contest, participants agree to these Contest Rules. All video submissions must comply with these Contest Rules and the SUBMISSION GUIDELINES stated in section 4. **B)** In your video, tell us why a Halifax employer should hire you. The maximum length of each Video Entry is 30 seconds. Contestants will have a maximum one (1) opportunity to complete the challenge.

**Your pitch should include:**

* Your name
* Your degree and field of work
* Whether you’re in search of a full-time or experiential learning opportunity
* Your career ambitions
* The type of company you want to work with
* What makes you stand out (relevant experience, soft and hard skills)

**Pitch Criteria:**

* 30 seconds max video
* Highlights your skills and what you can offer a business
* Professional language and presentation
* Business attire

**C)** Fill out the contest form at http://woobox.com/d7t9sg and submit your video by copying and pasting the YouTube link to your video. 

**D)** A panel of judges selected by the Halifax Partnership will select, in their sole and absolute discretion, a maximum of 10 videos (“Finalists”), from the Video Entry Phase based on the pitch criteria above and the following video qualities: Professionalism, Clarity, Poise, Imagination and Creativity. The Finalists will be invited to perform their pitch live at the #HireMeHalifax networking event in front of a panel of live judges. Three (3) prizes in the Contest will be awarded to the pitches, as deemed by the scores of the live judges PLUS the scores of the video judging.

#### 4. SUBMISSION GUIDELINES:

Submissions cannot defame, misrepresent, or contain disparaging remarks about Halifax or the Halifax Partnership and its services, products, or other people, products or companies or communicate messages or images inconsistent with the positive images and/or goodwill to which the Halifax Partnership wishes to associate. The Halifax Partnership reserves the right to and will screen submissions prior to posting them to the Halifax Partnership website and its social media channels. Submissions that are not in accordance with the guidelines as stated herein or are not received during the Video Entry Phase will be ineligible. Submissions cannot: (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain nudity or any materially dangerous activity; (b) promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (c) be obscene or offensive, endorse any form of hate or hate group; (d) contain trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind without permission, or contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses without permission; (e) contain copyrighted materials owned by third parties other than the submitters' photographs, sculptures, paintings, music, and other works of art or images published on or in websites, television, movies or other media) without permission; (f) contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission; and (g) depict, and cannot itself be in, a violation of any law. By submitting a submission, you warrant and represent that it: (a) does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (b) that publication of the submission via various media including online posting, will not infringe on the rights of any third party. Any such submitter will indemnify and hold harmless the Halifax Partnership and parties donating prizes from any claims to the contrary. Any submitter whose submission includes likenesses of third parties or contains elements not owned by the submitter (such as, but not limited to, depictions of persons, buildings, trademarks, or logos) must be able to provide legal releases for such use, in the model/image release form provided on the contest website or another form satisfactory to the Halifax Partnership, upon request, prior to award of prize and/or naming of submitter as a finalist. Any submission that, in the sole opinion of the Halifax Partnership, is deemed to be inappropriate for publication is ineligible.

#### 5. ASSIGNMENT OF RIGHTS IN VIDEO SUBMISSION AND USE OF VIDEO ENTRIES:

All Video Entries shall become the property of the Halifax Partnership and will not be returned nor copy provided to the contestant. By agreeing to submit a Video Entry, the entrant grants to the Halifax Partnership and/or its subsidiaries, and/or any of their licensees, agents and promotional agencies, the right to use the Video Entry including an entrant’s name, image, likeness or voice or any part thereof, for any purpose whatsoever, whether for internal or external communications in any marketing material whether in print, radio, television, interactive media, or any other media throughout the world in all languages, in perpetuity in connection with this contest.

Contestants agree that all rights to the Video Entry or other submissions, including copyright and moral rights, will be irrevocably assigned to the Halifax Partnership, to be used by the Halifax Partnership for any purpose it deems appropriate.

#### 6. PRIZE(S):

Three (3) prizes will be awarded, consisting of cheques for $1,000, $300 and $200 CDN. These prizes will be awarded to the top three videos, as deemed by the panel of judges, submitted by the individuals.

#### 7. WINNING VIDEO SELECTION:

A panel of Halifax Partnership staff will select from all Video Entries received and which meet the submission guideline, the top 20 video submissions. A panel of external judges selected by the Halifax Partnership will select, from the top 20 video submissions, the top 10 Finalists. three (3) prizes in the Contest will be awarded to the pitches, as deemed by the scores of the live judges PLUS the scores of the video judging.

Judging of the Video Entries will be based on the candidate’s professional 30 second “elevator pitch” on why a company should hire them. The candidate is encouraged to speak to their educational and professional background and skills. Judges will be looking for professionalism, clarity, poise, imagination, and creativity used in the video; as well as the "pitch criteria" stated in section 3.

Select videos will be visible online at the Halifax Partnership's website and on its YouTube channel. The viewing of these videos will be facilitated and hosted on behalf of the Halifax Partnership and posted on Facebook and Twitter.

#### 8. CONSENT TO MARKET TO ENTRANTS:

By entering this Contest, each entrant permits the Halifax Partnership, its agents, promotional agencies, representatives and contest judges to collect the information submitted with your entry and to use it to administer the Contest. The Halifax Partnership may communicate with you through various channels, including telephone, computer or mail, using the contact information you have provided. You acknowledge that as a result of such sharing they may advise us of those products or services provided. We will respect your preferences otherwise recorded with us.

#### 9. ADDITIONAL TERMS:

All entries become the property of the Halifax Partnership who assumes no responsibility for garbled, inaudible, lost, late, delayed, destroyed or misdirected mail, voice messages, e-mail or any computer errors or malfunctions. The Halifax Partnership does not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, effect or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Entry materials/data that have been tampered with or altered are void. In the event of a dispute over email entries, the winner will be deemed to be the holder of the email account.

*10.* If for any reason, in the opinion of the Halifax Partnership, in its/their sole discretion, the Contest, and/or the Woobox functionality is not capable of running as originally planned, or if the administration, security, fairness, integrity or the property conduct of the Contest is corrupted or adversely affected, including but not limited to, by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes, the Halifax Partnership reserves its/their right, without need of individual notice, to cancel, terminate, modify, amend, extend or suspend the Contest in whole or in part, including, without limitation, canceling any method of entry, and/or selecting a winner from previously received eligible entries. Halifax Partnership reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest, Woobox or to be acting in violation of the Contest Rules or otherwise in a disruptive manner. Any attempts to deliberately damage any website, video or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such attempt be made the Halifax Partnership reserves its right to seek remedies and damages to the fullest extent of the law. The Halifax Partnership shall not be held responsible for any errors, malfunction, interruption, deletion or negligence that may arise or occur in connection with the Contest and Woobox including any damage to an entrant’s computer equipment, system software or any combination thereof, as a result of their participation in this Contest or from downloading any material from the Contest website, where applicable.

Contestants acknowledge and agree that the Woobox website is not owned or operated by the Halifax Partnership. The Halifax Partnership does not make any express or implied warranties or representations with respect to Woobox, Facebook, Facebook’s “Like” functionality, Twitter, YouTube, and/or to comments or postings made on Facebook, Twitter, and YouTube through this Contest, as applicable. The Halifax Partnership shall not be held liable or responsible for any modification, tampering or management of the video entries and/or on any outcomes that this may have on the Contest. The Halifax Partnership does not endorse and is not responsible or liable for damages relating to Woobox, its respective privacy policies or practices, links or any other content.

*11.* This contest is subject to all Federal, Provincial and Municipal laws and regulations applicable in Canada. This contest is void where prohibited or otherwise restricted by law.

Agenda

**#HireMeHalifax Networking Event & Pitch Competition***March 25, 2019**Pier 21  
  
Emcee: Julie Weir, Experiential Learning Coordinator*

**2:30 pm:** Dress rehearsal for pitch finalists  
**3:00 pm:** Networking workshop for students, recent graduates and Connectees

**3:30 pm:** Registration, networking, appetizers and cash bar

**3:55 pm:** Start presentation slides, ask attendees to take their seats – *Julie Weir*

**4:00 pm:** Welcome, housekeeping –*Julie Weir*

**4:02 pm:** Remarks, introduce panelists – *John Rogers, Interim CEO*

**4:05 pm:** Experiential learning panel discussion – *moderated by John Rogers*

Panelists: TBD

**4:30 pm:** Remarks – *Premier McNeil or Minister of LAE*

**4:35 pm:** Announce beginning of pitch competition, introduce judges, invite finalists to

the stage – *Julie Weir*

After each pitch, Julie will share a DYK with the audience to allow time for live

judging

**5:05 pm:** Announce break for judges to convene – *Julie Weir*

**5:20 pm:** Winner announcement and presentation – *Judges (TBD)*

**5:25 pm:** Closing remarks – *John Rogers*

**5:30 pm:** Networking resumes

**6:00 pm:** Event closes

Judging Criteria

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Name** | | | |
|  |  |  |  |
| **Submission Criteria (4 points)** | | | | |
| Name **(1 point)** |  |  |  |  |
| Degree and field of work **(2 points)** |  |  |  |  |
| Under 30 sec. **(1 point)** or 31-35 sec. **(0.5 point)** |  |  |  |  |
| **Content (8 points)** | | | | |
| Was it a well-formed and structured pitch? **(1 point)** |  |  |  |  |
| Did they talk about their career ambitions and explain what type of company they want to work for? **(2 points)** |  |  |  |  |
| Did they mention specific experience, soft and hard skills? **(3 points)** |  |  |  |  |
| Did they explain why they should be hired?  **(2 points)** |  |  |  |  |
| **Presentation (3 points)** | | | | |
| Did they speak confidently? **(1 point)** |  |  |  |  |
| Did they show energy and enthusiasm? **(1 point)** |  |  |  |  |
| Were they dressed professionally? **(1 point)** |  |  |  |  |
| **Creativity (4 points)** | | | | |
| Did they show their personality? **(2 points)** |  |  |  |  |
| Did they take a new or different approach?  **(2 points)** |  |  |  |  |
| **Bonus: Overall Impression (1 point)** | | | | |
| Were they memorable?  **(1 point)** |  |  |  |  |
|  |  |  |  |  |
| **Total (out of 20 points)** |  |  |  |  |

|  |  |  |
| --- | --- | --- |
| **Name** | **Contact** | **Confirmed?** |
| **Internal (judge all submissions and narrow to Top 20)** |  |  |
| Brittany Warren, Halifax Partnership | N/A | Yes |
| Allie Davis, Halifax Partnership | Brittany | Yes |
| Saad Zora, Halifax Partnership | Brittany | Yes |
| Clara Heroux Rhymes, Halifax Partnership | Brittany | Yes |
| Julie Weir, Halifax Partnership | Brittany | Yes |
| Sasha Sears, Halifax Partnership | Brittany | Yes |
| AJ Simmonds, Halifax Partnership | Brittany | Unable to attend |
| Luz Lima-Upham, Halifax Partnership | Brittany | Yes |
| **External (judge Top 20 and narrow to Top 10)** |  |  |
| Robyn Webb, Halifax Partnership | Brittany | Yes |
| Anna McBeth, ISANS | Brittany | Yes |
| Lynn Buckley, Agenda Managers | Brittany | Yes |
| Bernard Mills, Ultra Electronics | Nathan |  |
| Anna Naylor, COVE | Robyn | Yes |
| Jamie Mills, Lindsay Construction | Clara | Yes |
| The Chronicle Herald representative | Clara |  |
| **Live (judge Top 10 and choose three winners at event)** |  |  |
| Nada Halaweh, Halifax Partnership | Brittany | Yes |
| Josh Gallant, Foundation Inc. | Brittany | Yes |
| RBC representative | Clara | Yes |
| Jim Rennie, Irving Shipbuilding | Clara | Yes |

Full-page Ad Scan – The Chronicle Herald



Booth Email

Booths invited include partner organizations, funders, the Chamber of Commerce and universities in the province.

**Subject line:** Booth Opportunity: #HireMeHalifax Networking Event  
  
  
Hello \_\_\_\_\_,

The Halifax Partnership is please to offer \_\_\_\_\_\_\_(org name)\_\_\_\_\_\_ the opportunity to set up an informational booth at our #HireMeHalifax pitch competition and networking event. We feel that your presence at the event would be valuable for attendees. This is an opportunity for you to connect with over 200 students, recent graduates and businesses to explain your role in making Halifax a great place to live, work and play.   
  
The event will take place on March 26 from 4:00pm to 6:00pm at the Atlantica Hotel. It will be an evening of networking, live pitches, and youth hiring resources, and we will award the winners of the #HireMeHalifax video pitch competition live at the events.   
  
Booths will open for the networking and registration portion of the event (3:30pm-4:30pm) and reopen after the winning pitch is announced (5:30pm-6:00pm).

For more information on the event, [click here](http://www.halifaxpartnership.com/en/home/about-us/events.aspx/hiremehalifax/519?ec=bW9kZT0zJmlkeD0yJnN0PTAwMDEwMTAxJmVkPTk5OTkxMjMxJmNhdD0ma2V5PSZwZz0xJnBzPTEw).   
  
**Due to limited space, the first nine organizations to confirm their interest will reserve their booths.** If you are interested, please email Allie Davis (co-op student) at [communications@halifaxpartnership.com](mailto:communications@halifaxpartnership.com) as soon as possible to reserve your booth and coordinate further.

Thank you!

Email Invite to Students

Hello,

The Halifax Partnership is excited to be bringing back **#HireMeHalifax!** If you’re a current student or recent graduate, this is a great opportunity to tap into the hidden job market in Halifax. You could also win up to $1,000!

**#HireMeHalifax** is a video pitch competition where students and recent grads (having graduated within the past two years) to record and submit their best elevator pitch. Why should Halifax employers hire you? What makes you stand out? We want to know! You can be as creative as you’d like, just keep it under 30 seconds.

Ten finalists will be chosen to perform their pitches live at our **#HireMeHalifax** event in March. It’s one of our largest networking events of the year, and a great chance to impress some of the top youth employers in the HRM! In previous years, we have seen students and graduates land interviews and even jobs from this event.

Applications are open now and close on March 4. I encourage you all to enter – **#HireMeHalifax** could give you the exposure you need to land your dream job in Halifax, and the cash prize doesn’t hurt either! Learn more and submit your pitch [here.](http://www.halifaxpartnership.com/en/home/hiremehalifax/default.aspx)

Email Invite to Connectees

Are you a current post-secondary student or recent graduate (within the past two years)? Want a chance to win $1,000 and get noticed by Halifax employers?   
  
The [**#HireMeHalifax pitch competition**](http://www.halifaxpartnership.com/en/home/hiremehalifax/default.aspx) is now open until March 4! Submit your best elevator pitch telling Halifax employers why they need you on their team. **The top three pitches will be awarded $1,000, $300 and $200 cash prizes!**  
  
#HireMeHalifax is great way for students and recent grads to get noticed by Halifax employers. **In previous years we have seen participants land interviews and even jobs!**You don’t have to be a graduate of a Halifax school to be eligible – any post-secondary graduate can enter as long as they have graduated in the past two years, and are looking for employment in Halifax.  
To enter or learn more, visit:[**halifaxpartnership.com/hiremehalifax**](http://www.halifaxpartnership.com/en/home/hiremehalifax/default.aspx)Thanks,

Nathan

Email Signatures under <Name, Position>

[#HireMeHalifax](http://www.halifaxpartnership.com/en/home/hiremehalifax/default.aspx) is back! Students and recent graduates: record and submit your best elevator pitch **for a chance to get noticed by Halifax employers and win $1,000!**

**Event:**

**Don’t miss the #HireMeHalifax networking event on March 26!** Meet and connect with more than 100 students and recent graduates to see what the best young talent in Halifax has to offer. [Tickets available now!](http://www.halifaxpartnership.com/en/home/about-us/events.aspx/hiremehalifax/519?ec=bW9kZT0zJmlkeD0yJnN0PTAwMDEwMTAxJmVkPTk5OTkxMjMxJmNhdD0ma2V5PSZwZz0xJnBzPTEw)

Emails to Participants

**Top Ten**

Hello,

**Congratulations! You are a top ten finalist in the #HireMeHalifax pitch competition.** On March 26th, you will get to pitch yourself live to an audience of Halifax employers and industry professionals for the chance to win one of three cash prizes! You were selected through two rounds of judging by members of our team at the Halifax Partnership, and a panel of external business leaders in Halifax. Your pitch stood out as enthusiastic, memorable, and professional, so great work!

**Please send me a headshot and a short biography of yourself (35 words maximum) by \_\_\_\_\_\_.** Your picture and biography will be featured on the Halifax Partnership’s website and in an advertisement in the Chronicle Herald! [Click here](http://www.halifaxpartnership.com/en/home/about-us/events/-pitch-it-video-contest.aspx) to see some examples of biographies.

At the #HireMeHalifax event on March 26th you will have 45 seconds, rather than 30, to pitch yourself. You and ten other finalists will be competing for three cash prizes of $1000, $300 or $200. You will be scored by a panel of judges based on both your video submission and your live pitch. You do not have to keep your pitch the same as your video – you can alter it however you like. Prior to the event we will practise your live pitch with you and provide feedback – **please arrive at the Atlantica Hotel at 2:30pm for the dress rehearsal.** If you have someone you would like to bring with you to the event, please ensure that they register. [Click here](https://reg.agendamanagers.ca/Registrant/Register/3677016) for the event registration page.

Thank you for submitting a pitch, and congratulations for making it to the final round. In previous years, attendees have landed interviews and even jobs from this event. So practise your pitch and dress to impress!

If you have any questions or concerns, feel free to contact me.

**Everyone Else**

Hello,

Thank you for taking the time to submit your pitch in the #HireMeHalifax video competition. Unfortunately, you have not made it to the final live pitch round.

**We would still love to see you attend the #HireMeHalifax live pitch event! It’s on March 26th at the Atlantica Hotel from 4pm to 6pm.** This event is free for students and recent graduates, and it’s a fantastic opportunity to connect with fellow students, local employers and industry professionals. We play all of the submitted pitches during the event, giving you fantastic exposure to the Halifax business community. If you’re looking to build your network, #HireMeHalifax is a great way to start. [Click here to register!](https://reg.agendamanagers.ca/Registrant/Register/3677016)

Thank you again for your participation, and we hope to see you there on March 26th.

**Event Promo Email**

**Email to Connectees**

Hello there,

The Halifax Partnership is excited to once again be hosting [**#HireMeHalifax**](http://www.halifaxpartnership.com/en/home/about-us/events/default.aspx/hiremehalifax/519?ec=bW9kZT0zJmlkeD0yJnN0PTAwMDEwMTAxJmVkPTk5OTkxMjMxJmNhdD0ma2V5PSZwZz0xJnBzPTEw)**!** If you are a current student or recent graduate, this event is a great opportunity to build connections and tap into the hidden job market in Halifax.

On **March 26th** join us at the Atlantica Hotel for one of our largest networking events of the year. Watch as our top ten #HireMeHalifax finalists perform elevator pitches live for the chance to win $1,000! #HireMeHalifax is a fantastic opportunity to connect with leaders in your industry and network with some of the top youth employers in Halifax. Over 100 local businesses and employers attend every year, and many are actively looking to hire youth. **In previous years, attendees have landed interviews and even jobs from this event!**

You can also brush up on your networking skills before the event at our networking workshop, run by our Connector Team. Learn how to effectively build connections, and then put your new knowledge to the test with real employers at the event!

[Click here to register.](https://bit.ly/2XDiUjf) Event details are below – we hope to see you there!

*Event details*

Date: March 26, 2019

Location: Atlantica Hotel, 1980 Robie Street

Networking Workshop: 3:30pm – 4:00pm

#HireMeHalifax: 4:00pm to 6:00pm

Appetizers will be served

**Email to Business Partners**

In Nova Scotia, youth retention is an issue that affects us all. As businesses in Halifax, we all have a part to play in retaining young talent and helping them thrive. On March 26, join the Halifax Partnership at the Atlantica Hotel for #HireMeHalifax, and show that you are a leader in youth retention!

#HireMeHalifax is a pitch competition and networking event like no other. It bridges the gap between young talent and employers in Halifax. Connect with over 100 students and recent graduates at one of our largest networking events of the year. Watch as some of the top emerging talent in the city pitch themselves live for the chance to win $1,000!

If you are currently hiring, this event is a great way to get ahead of the curve and meet some of the best young talent the city has to offer. If you’re not now, it’s still a great opportunity to network with Halifax’s emerging talent.

Please help us promote this event by sharing with your network and on your social channels. Attached is a package of images and social suggestions to post on your social media accounts. If you can’t make it out on March 26, helping to spread the word is another great way to show your support.

[Click here to register](https://reg.agendamanagers.ca/Registrant/Register/3677016)

*Event details*

Date: March 26, 2019

Location: Atlantica Hotel, 1980 Robie Street

#HireMeHalifax: 4:00pm to 6:00pm

Appetizers will be served

**Email to University Contacts**

Hello,

The Halifax Partnership is so excited to be once again hosting [**#HireMeHalifax**](http://www.halifaxpartnership.com/en/home/about-us/events/default.aspx/hiremehalifax/519?ec=bW9kZT0zJmlkeD0yJnN0PTAwMDEwMTAxJmVkPTk5OTkxMjMxJmNhdD0ma2V5PSZwZz0xJnBzPTEw)**!** This event helps bridge the gap between young talent and employers in Halifax. It’s a great opportunity for students and recent graduates to network with industry leaders and meet some of Halifax’s top youth employers! We were hoping that you could help share this event with your students and alumni. I have attached some promotional photos, and below I have some social suggestions you can use for sharing.

On March 26th, join the Halifax Partnership at the Atlantica Hotel for #HireMeHalifax. This event brings out more than 100 local businesses and employers, many of whom are actively looking to hire youth for full-time and experiential learning positions. In past years, attendees have landed interviews and even jobs from this event! <https://bit.ly/2XDiUjf>

Are you a student or a recent graduate in Halifax? Are you looking to start your career here? At #HireMeHalifax, you can meet some of the top youth employers in the city and network with leaders in your industry. Register today! <https://bit.ly/2XDiUjf>

#HireMeHalifax is a great opportunity to connect with employers in your field. If you’re looking to build your professional network here in #Halifax, register today! <https://bit.ly/2XDiUjf>

Thank you for your help. If you have any questions regarding the event, you can reach out to Allie Davis at [communications@halifaxpartnership.com](mailto:communications@halifaxpartnership.com)

Save the Date Emails

**Businesses**

Hello,

On **March 26, 2019,** The Halifax Partnership invites you to join us at the Atlantica for the #HireMeHalifax pitch competition and networking event!

At #HireMeHalifax, you will be among more than 200 students, young professionals, and members of the business community at one of our largest networking events of the year. Watch as ten of the most promising students and young professionals in Halifax perform live elevator pitches, showing what they have to offer to employers!

Retaining youth in our province is critical to economic growth. In order to do this, we need to bridge the gap between employers and young talent. Our #HireMeHalifax event connects students and recent graduates with local businesses to help them grow their network. Attending this event is a wonderful way to support youth retention, while also getting to meet some of the best young talent in the city.

Our #HireMeHalifax video contest will be running until March 4. You can learn more about the contest [here,](http://www.halifaxpartnership.com/en/home/hiremehalifax/default.aspx) and help us promote by sharing it on your social channels!

Details on the agenda will be coming closer to the date. ***Reserve your spot today!***

**Connectors**

Good afternoon,

As Connectors, you have proven your commitment to retaining young talent in the province. That’s why we invite you to join us on **March 26th 2019** at the Atlantica for our #HireMeHalifax pitch competition and networking event!

#HireMeHalifax is an event that seeks to bridge the gap between young talent and employers. It’s one of our largest networking events of the year, with over 200 students, young professionals, and members of the business community in attendance. You will get to see 10 of the most promising students and young professionals in the city perform live elevator pitches, showing Halifax what they have to offer!

Our #HireMeHalifax video pitch competition for students and recent graduates is running until March 4. You can learn more about the contest [here,](http://www.halifaxpartnership.com/en/home/hiremehalifax/default.aspx) and help us promote by sharing it on your social channels!

We hope to see you there. More details on the agenda will be coming closer to the event. ***Reserve your spot today!***

# #HireMeHalifax Nametag Networking Prompts

**Student/Graduate/Connectee:**Need something to help get the conversation started? Try using these networking prompts when speaking to the employers in the room! They are wearing blue name tags.

* Ask an employer: What would you have done differently when you were starting out in your career?
* Ask an employer: How did you get your first job?
* Ask an employer: Did you have someone who connected you to an opportunity when you were starting out? How did you meet them?
* Ask an employer: How did you build your professional network?
* Ask an employer: What is your favourite thing about your job?
* Ask an employer: What steps did you take to get to your current position?
* Ask an employer: What advice do you have for a young person/job searcher like me?
* Ask an employer: What can a young person/job searcher do to stand out?
* Ask an employer: What should a young person/job searcher avoid so they don’t stand out for the wrong reasons?
* Ask an employer: How would you describe your workplace culture?
* Ask an employer: What makes your company a great place to work?
* Ask an employer: What brings you here today?
* Ask an employer: Do you use LinkedIn? What do you find most valuable about it?
* Ask an employer: How do you brand yourself on LinkedIn?
* Ask an employer: How do I reach out to professionals in my field?
* Ask an employer: How do you prefer young people/job searchers to reach out to you? Do you prefer cold calls or messages, networking, or something else?
* Ask an employer: What are your organization’s plans for growth?
* Ask an employer: Are there many opportunities in your industry in Halifax?
* Ask an employer: Can you suggest any other networking events/programs/opportunities coming up in Halifax to build my professional network?
* Ask an employer: What are you most passionate about?
* Find an employer who graduated from a university or college in Halifax.
* Find an employer who graduated from a university or college outside Halifax.
* Find an employer who has lived in another province.
* Find an employer who has lived in another country.
* Find an employer who has worked with their company for more than 20 years.
* Find an employer who hires students in experiential learning opportunities (co-ops, internships, apprenticeships, etc.)
* Find an employer who attended the Halifax Partnership Investor Briefing “The Value of Experiential Learning” before this event.
* Find an employer who is working in a field very different from what they studied at university or college.
* Find an employer who is working in the same field they studied at university or college.
* Find an employer who attended #HireMeHalifax in a previous year.
* Find an employer who is attending #HireMeHalifax for the first time.
* Find an employer who works in a company of more than 100 people.
* Find an employer who works in a company of less than 100 people.
* Find an employer who is involved in the Halifax Partnership’s Connector Program.
* Find an employer who has worked with their company for less than 5 years.
* Find an employer who works in the private sector.
* Find an employer who works in the public sector.
* Find an employer who works in the not-for-profit sector.
* Find an employer who works for a company that has been in business for more than 20 years.
* Find an employer who works for a company that has been in business for less than 5 years.

**Employer**

Need something to help get the conversation started? Try using these networking prompts when speaking to the talented students, graduates, and Connectees in the room! They are wearing white name tags.

* Ask a student/graduate/Connectee: What brings you here today?
* Ask a student/graduate/Connectee: What draws you to build your career in Halifax?
* Ask a student/graduate/Connectee: What kind of career are you interested in?
* Ask a student/graduate/Connectee: Why did you choose your field of study?
* Ask a student/graduate/Connectee: What kind of work culture or environment do you see yourself in?
* Ask a student/graduate/Connectee: Have you started making post-grad plans?
* Ask a student/graduate/Connectee: What are your short and long term goals?
* Ask a student/graduate/Connectee: What are some volunteer experiences you’ve done that you really enjoyed?
* Ask a student/graduate/Connectee: Do you have any work experience relevant to your field of study?
* Ask a student/graduate/Connectee: Have you used Career Services at your university or college? If so, what has your experience been with it?
* Ask a student/graduate/Connectee: What are your job search strategies?
* Ask a student/graduate/Connectee: Have you worked on any interesting projects lately?
* Ask a student/graduate/Connectee: What’s your favourite thing about Halifax?
* Ask a student/graduate/Connectee: How long have you lived in Halifax?
* Ask a student/graduate/Connectee: Did you submit a pitch? If not, how did you hear about this event?
* Ask a student/graduate/Connectee: Have you visited the information booths?
* Ask a student/graduate/Connectee: How is your networking going? How many people have you met so far?
* Ask a student/graduate/Connectee: Who are you looking to meet today?
* Ask a student/graduate/Connectee: Is this your first time networking? How is it going?
* Ask a student/graduate/Connectee: What are you passionate about?
* Ask a student/graduate/Connectee: What are you most excited about right now?
* Find a student/graduate/Connectee who attended the networking workshop before this event.
* Find a student/graduate/Connectee who submitted a pitch.
* Find a student/graduate/Connectee who is involved in the Halifax Partnership’s Connector Program.
* Find a student/graduate/Connectee who is looking for an experiential learning opportunity (co-op, internship, apprenticeship, etc.)
* Find a student/graduate/Connectee who is looking for full-time employment.
* Find a student/graduate/Connectee who is attending or graduated from a university or college in Halifax.
* Find a student/graduate/Connectee who is attending or graduated from a university or college in Nova Scotia.
* Find a student/graduate/Connectee who is attending or graduated from a university or college outside Nova Scotia.
* Find a student/graduate/Connectee who is from Nova Scotia.
* Find a student/graduate/Connectee who is from another province.
* Find a student/graduate/Connectee who is from another country.
* Find a student/graduate/Connectee who moved to Nova Scotia in the past five years.
* Find a student/graduate/Connectee who has lived in Nova Scotia for more than five years.
* Find a student/graduate/Connectee who is graduating in 2019.
* Find a student/graduate/Connectee who graduated in 2018 or earlier.
* Find a student/graduate/Connectee whose field of study is very different from your own.
* Find a student/graduate/Connectee who can speak more than one language.
* Find a student/graduate/Connectee who has or is currently pursuing a Master’s degree.
* Find a student/graduate/Connectee who has or is currently pursuing a Bachelor’s degree.

# #HireMeHalifax Finalist Bios

**Isaac Bezanson**

As a current accounting co-op student-athlete at St. Francis Xavier University, Isaac is looking to learn all of the technical and soft skills he can in order to be a key business leader in his future full-time career.

**Laura Johnson**

This photo and travel enthusiast, also known as the “idea gal”, is currently finishing her advanced diploma of public relations with a previous honours degree in psychology. Laura is looking to work in a creative marketing communications position.

**Tony Poirier**

Tony is a management student at NSCC with a love for leading teams and project management. He prides himself on his interpersonal skills and his ability to inspire people to reach their fullest potential.

**Kanaar Bell**

Kanaar is in his final year as a psychology student at Saint Mary’s University. He is driven by his pride in being a second-generation Canadian, and is actively involved in community development initiatives, youth engagement trainings, and event planning.

**Joanne Hsu**

Joanne will graduate from NSCC’s business administration program with an accounting concentration this April. She is fluent in English and Mandarin, and is actively involved as VP Finance for Enactus Ivany Campus. She is hard working and easygoing.

**Jared Piercey**

Currently an NSCC accounting student, Jared will continue working towards his goal of becoming a CPA this fall. He is eager to begin his career in business with an innovative company that values results and has room to grow.

**Melissa Loder**

Melissa will be graduating from the NSCC accounting program this spring. As a military veteran, she is no stranger to hard work. She aspires to find a career with a respectable company that shares her values.

**Aayoosh Sapra**

Aayoosh is a passionate leader with experience in healthcare, real estate and software technology. Armed with a background in engineering and industrial-organizational psychology, Aayoosh wants to solve your company's hardest problems.

**Nicolas Takushi**

A Venture For Canada Fellow and soon-to-be business graduate from Saint Mary’s University (where started his own business), Nic is a jack-of-all-trades. He loves creative work and has experienced storytelling, web design, photo, and video at his marketing internships.

**Christopher Gooding**

Christopher is a soon-to-be marketing graduate who is excited to learn new skills from the everchanging marketing field while honing his talents. He enjoys networking with diverse groups of people and cultivating personal relationships.

Sample Headshots





\*HireMeHalifax video submissions can be found on YouTube\*

MEDIA ADVISORY

**Halifax students and recent graduates pitch for opportunities at #HireMeHalifax**

HALIFAX, NS – March 20 – Ten ambitious students and recent graduates in Halifax will pitch live to local employers on March 26 at #HireMeHalifax. This pitch competition gives emerging talent a chance to showcase their skills and career ambitions to local employers while competing for cash prizes.

During the month of March, students and recent graduates looking to build their careers in Halifax submitted their best elevator pitch videos to the #HireMeHalifax contest. Ten finalists were selected to pitch live to a panel of judges and an audience of business leaders. Over 150 students, recent graduates and employers are expected to attend the event. #HireMeHalifax supports talent retention by connecting those looking for experiential learning and career opportunities with Halifax employers.

**When:** March 26, 2019, 4:00-6:00 pm

**Where:** The Atlantica Hotel, 1980 Robie Street, Halifax

**Agenda:**

4:00 pm: Registration and networking

4:30 pm: Remarks

4:40 pm: Pitch competition

5:00 pm: Judging

5:15 pm: Announcement of winners and presentation of prizes

5:25 pm: Networking

6:00 pm: Event closes

**For more information or to arrange an interview, please contact:**

Brittany Warren   
Communications Specialist   
Halifax Partnership   
902-490-8928

Add cell number for day of calls[bwarren@halifaxpartnership.com](mailto:bwarren@halifaxpartnership.com)

**About the Halifax Partnership:**

The Halifax Partnership is Halifax’s public-private economic development organization. The Partnership drives and accelerates economic growth by selling and marketing Halifax to the world, helping businesses reach their full potential and tracking Halifax’s economic progress. The Partnership’s network of over 115 influential and globally connected partners are committed to building a thriving, prosperous Halifax. Learn more at [www.halifaxpartnership.com](http://www.halifaxpartnership.com).

MEDIA RELEASE

**NSCC student wins $1,000 in #HireMeHalifax Pitch Competition**

HALIFAX, NS – March 27, 2019 – The Halifax Partnership is excited to announce that Melissa Loder has won the #HireMeHalifax pitch competition, taking home the grand prize of $1,000. Melissa is an accounting student at Nova Scotia Community College and was selected out of 10 finalists who pitched themselves live to local employers and industry professionals at the #HireMeHalifax event on March 26th. Kanaar Bell won second place with a prize of $300, and Aayoosh Sapra won third place with a prize of $200.

“The #HireMeHalifax campaign, in particular the pitch competition, aims to have students and graduates practice and be ready to articulate what they have to offer employers for that day when opportunity knocks, whether that is in an elevator, at an event, or in a job interview.” said John Rogers, Interim President & CEO of the Halifax Partnership. “It also serves as a way to show the business community what Halifax’s well educated and motivated talent can offer their company.”

In February, 45 ambitious students and recent graduates submitted their best video elevator pitch for the #HireMeHalifax competition. Through two rounds of judging, 10 young professionals were selected to deliver their pitches live at the #HireMeHalifax event. Close to 200 students, recent graduates, community leaders and employers attended the event, held yesterday at the Atlantica Hotel. The winners’ and finalists’ pitches will be posted on the Halifax Partnership’s YouTube channel this week.

**#HireMeHalifax Winner and Finalist Profiles  
  
Winners  
  
Melissa Loder**Melissa will be graduating from the NSCC accounting program this spring. As a military veteran, she is no stranger to hard work. She aspires to find a career with a respectable company that shares her values.

**Kanaar Bell**Kanaar is in his final year as a psychology student at Saint Mary’s University. He is driven by his pride in being a second-generation Canadian, and is actively involved in community development initiatives, youth engagement trainings, and event planning.

**Aayoosh Sapra**Aayoosh is a passionate leader with experience in healthcare, real estate and software technology. Armed with a background in engineering and industrial-organizational psychology, Aayoosh wants to solve companies’ challenges.

**Additional Finalists**

**Isaac Bezanson**As a current accounting co-op student-athlete at St. Francis Xavier University, Isaac is looking to learn all of the technical and soft skills he can in order to be a key business leader in his future full-time career.

**Laura Johnson**This photo and travel enthusiast, also known as the “idea gal”, is currently finishing her advanced diploma of public relations with a previous honours degree in psychology. Laura is looking to work in a creative marketing communications position.

**Tony Poirier**Tony is a management student at NSCC with a love for leading teams and project management. He prides himself on his interpersonal skills and his ability to inspire people to reach their fullest potential.

**Joanne Hsu**Joanne will graduate from NSCC’s business administration program with an accounting concentration this April. She is fluent in English and Mandarin, and is actively involved as VP Finance for Enactus Ivany Campus. She is hard working and easygoing.

**Jared Piercey**Currently an NSCC accounting student, Jared will continue working towards his goal of becoming a CPA this fall. He is eager to begin his career in business with an innovative company that values results and has room to grow.

**Nicolas Takushi**A Venture For Canada Fellow and soon-to-be business graduate from Saint Mary’s University (where started his own business), Nic is a jack-of-all-trades. He loves creative work and has experienced storytelling, web design, photo, and video at his marketing internships.

**Christopher Gooding**Christopher is a soon-to-be marketing graduate who is excited to learn new skills from the everchanging marketing field while honing his talents. He enjoys networking with diverse groups of people and cultivating personal relationships.

**For additional information, contact:**

Brittany Warren   
Communications Specialist   
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902-490-8928[bwarren@halifaxpartnership.com](mailto:bwarren@halifaxpartnership.com)

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Investor Briefing: The Value of Experiential LearningMarch 26, 2019  
3:30 p.m. – 4:10 p.m.  
Guild Hall, Atlantica Hotel Halifax

**3:00 pm – 3:30 pm: Investors and speakers arrive, registration**

**3:30 pm – 3:32 pm: Brief welcome and introduce Don Bureaux, *John Rogers, Halifax Partnership***

Hello everyone. My name is John Rogers, and I am the Interim President & CEO of the Halifax Partnership. Thank you for coming to our investor briefing, ***“The Value of Experiential Learning.”***   
  
At the Partnership, we know that youth retention is one of Halifax’s and Nova Scotia’s greatest opportunities for long-term economic and population growth.

One way to tap into this tremendous potential is by offering our post-secondary students opportunities to apply what they have learned in real business settings through experiential learning.

Our city has a wealth of young talent: local and international students with drive and enthusiasm who can make an incredible impact on your business. Our Experiential Learning Initiative, funded by the Province of Nova Scotia, connects local businesses and organizations with post-secondary students studying in Nova Scotia who are looking for work experience.   
  
It is my pleasure to introduce Don Bureaux, who will be leading our session. As President of the Nova Scotia Community College, Don truly believes in the power of experiential learning and how it can transform both your business and a student's learning.

Don is joined by Rick Alexander, Director of Youth Employment and Strategic Initiatives at Nova Scotia’s Department of Labour and Advanced Education and Robyn Webb, Director of Labour Market Development at the Halifax Partnership.

They will cover the topics of what experiential learning is, how it can benefit your business, and what resources are available to help you tap into this opportunity, including funding.   
  
I invite you to join in the discussion. This is an opportunity not just to hear from these experts, but also to ask questions and share our own experiences around hiring youth in Halifax. Please just raise your hand and a mic will be brought to you.  
  
Thank you.

**3:33 pm – 3:35 pm: Remarks, *Don Bureaux, NSCC*   
3:35 pm – 3:55 pm: Facilitated discussion with *Robyn Webb, and Rick Alexander, Department of LAE,* *facilitated by Don Bureaux***

*Benefit to Business*

1. Why should businesses here today engage in EL?

* It allows businesses to drive innovation and create new growth while increasing productivity and efficiency.
* There are resources at your fingertips here.
* The Federal Government’s Student Work Placement program gives post-secondary students in science, technology, engineering, math and business programs across Canada paid work experience related to their field of study.
* Employment and Social Development Canada works with Employer Delivery Partners, a group of recognized associations and organizations that represent the interests of employers in industries. They work with businesses to provide wage subsidies to employers that offer quality student work placements. Your business could receive up to $5,000 for every student you hire through the program or up to $7,000 for every student you hire that is in their first year or is from an under-represented group including women in STEM, persons with disabilities, newcomers and Indigenous students. These wage subsidies are delivered through 10 employer delivery partners including Venture for Canada, Information Technology Association of Canada, Biotalent Canada and more. For help navigating this funding program and more please contact Julie Weir, our Experiential Learning Coordinator.
* The Partnership is also here to help. Through our Experiential Learning Initiative, funded by the Province, we assist businesses with identifying and filling EL opportunities that support their organizational goals and growth plans. We support businesses, especially small-to-medium sized enterprises, who do not have the time or resources to hire a student, but have the desire and need, to offer EL opportunities. **We are just wrapping up the second year of this pilot program which has assisted over 260 students attending our province’s educational institutions. Over the course of these two years 176 different experiential learning opportunities have been created in Halifax.** Please talk to Julie if you would like to learn more.

1. What are the benefits to a business to engage in EL?

* Assess students as potential employees
* Bring new energy, enthusiasm and creative ideas to their business
* Mentor and learn from students
* Accelerate innovation and tackle ‘on the shelf’ or wish list ideas and projects.
* Provide post-secondary institutions with feedback on relevancy of training programs to the needs of industry
* Help students gain experience and grow the local talent pool for their industry
* Fill labour gaps during busy or vacation times without long-term commitment
* Gain year-round access to the student talent pool, increasing awareness of the best upcoming talent and reduce future recruitment costs
* Groom the best talent for positions in their company
* Access provincial and federal youth hiring incentive programs
* Increase their profile as a leader in youth employment and retention

1. How does this impact the NS economy?

* Population, GDP, and business growth
* Retention of local and international students
* Increased labour force participation rate
* Increased youth employment
* Making Nova Scotia the best place to start and grow a career

*Funding*

1. What programs are available for businesses to ease the financial burden of hiring a student?
2. What information do businesses need to know when applying for this funding
3. What businesses are eligible?
4. What type of students can they hire?
5. How much funding can they receive?
6. Any other important information (deadlines, etc) you would like to share?

**3:55 pm – 4:05 pm: Q&A session, *facilitated by Don Bureaux*  
4:05 pm – 4:10 pm: Closing remarks and transition to #HireMeHalifax, *John Rogers, Halifax Partnership***

Thank you Don, Rick, and Robyn for your insights. *[Comment on 1-2 key takeaways discussed].*  
  
Now, it is time to take your new knowledge and inspiration about bringing young talented people into your organization and put it into action.   
  
The Hire Me Halifax pitch competition and networking event begins at 4:30. Hire Me Halifax encourages students and recent grads to be ready to pitch themselves to potential employers.

We want to show the business community what Halifax’s educated and motivated talent can offer to your company.  
  
I encourage you all to stay, and meet some of the talented students and recent graduates in attendance. You may just meet your next hire.   
  
Feel free to move back out into the foyer to visit the information booths and start networking. Hire Me Halifax will begin back in this room at 4:30.

March 26, 2019  
4:00 p.m. – 6:00 p.m.  
Guild Hall, Atlantica Hotel Halifax

**2:30 pm – 3:30 pm: Dress rehearsal for pitch finalists and booth set-up  
3:30 pm – 4:00 pm: Networking workshop for students, recent graduates, and Connectees**

**4:00 pm – 4:30 pm: Registration, networking, and booths. Appetizers and cash bar.**

**4:30 pm – 4:32 pm: Welcome, housekeeping, *Julie Weir***

Good afternoon. My name is Julie Weir. I’m the Project Coordinator for the Experiential Learning Initiative at the Halifax Partnership, and I will be your emcee this evening.   
  
I want to thank you all for coming. This event is all about showcasing the amazing talent Halifax has to offer.

It’s great to see so many students, recent grads, and Connectees here to connect to professionals in their industry, and to see so many businesses showing your support!

I would like to start by giving an overview of this evening’s schedule. The top 10 finalists from the Hire Me Halifax video pitch competition will perform their pitches live.

After the pitches, we will break to allow the judges to deliberate. Our panel of judges representing the local business community will then choose the top three winners, who will receive cash prizes of $200, $300, and $1,000.

And, for the first time ever, we also have a people’s choice award with a prize of a $100 Visa gift card! Everyone here tonight will vote on your phones for your favourite pitch.

After the winners are announced, the booths in the foyer will reopen and there will be more time for networking, so please stick around. If you haven’t noticed yet, there are networking prompts on the back of your nametags. Also, washrooms are located in the foyer outside of this room. And, parking is complimentary for event attendees, so after the event closes, please take your ticket to the front desk for validation.

Finally, for those who like to engage on social media, please use the hashtag #HireMeHalifax when posting about this event. We will be retweeting and sharing your tweets on the Halifax Partnership’s account!

I would now like to welcome John Rogers, Interim President & CEO of the Halifax Partnership, to the stage to give opening remarks.

**4:32 pm – 4:37 pm: Remarks, *John Rogers***

Thank you Julie. And thank you to all of you for coming to Hire Me Halifax. I am looking forward to hearing the pitches and meeting the emerging talent in the room.   
  
The Halifax Partnership is Halifax’s public-private economic development organization. We drive economic growth by selling and marketing Halifax to the world, helping businesses reach their full potential, and tracking Halifax’s economic progress.   
  
We know that youth retention is one of Halifax’s and Nova Scotia’s greatest opportunities for long-term economic and population growth.   
  
In fact, achieving the long-term vision set out in Halifax’s five-year Economic Growth Plan – a population of 550,000 and a GDP of $30 billion by 2031 – depends on it.  
  
That is why we are pleased to host Hire Me Halifax once again this year to provide a platform for businesses to meet students and recent graduates in their industry.   
  
The Hire Me Halifax campaign, in particular the pitch competition, aims to have students and graduates practice and be ready to articulate what they have to offer for that day when opportunity knocks, whether that is in an elevator, at an event, or in a job interview.   
  
It also serves as a way to show the business community what Halifax’s well educated and motivated talent can offer their company.  
  
Hire Me Halifax is just one way that the Partnership acts as a convener and connector between youth and business.   
You will hear more about our other labour market initiatives, including the Connector Program, Connector+, and the Experiential Learning Initiative, later on.   
  
I encourage you to speak to Nathan and Al at the Partnership’s booth to learn more as well.   
  
To the students and graduates in the room, thank you for wanting to build your careers in Halifax. We need you here to ensure our city continues on the path of a vibrant and prosperous future.  
  
To the businesses in the room, thank you for giving emerging talent a chance and for helping to make Halifax a top choice for young talent.   
  
I encourage you all to network with one another tonight. Meet as many people as you can. And, be sure to take advantage of the valuable information available from our partners at the booths in the foyer when they reopen later this evening. Thank you, and enjoy your night.

**4:37 pm – 4:40 pm: Remarks, *LAE***Thank you, John. Now please welcome Rick Alexander from the Nova Scotia Department of Labour & Advanced Education to the stage.   
**4:40 pm – 5:00 pm: Pitch competition, *Julie Weir***

Thank you, Rick.   
  
Whether it’s in an elevator, at a networking event, or during an interview, it’s important to know how to articulate your skills and experience to show employers what you have to offer.   
  
Hire Me Halifax encourages students and recent grads to be ready to pitch themselves. We want to show the business community what Halifax’s educated and motivated talent can offer to your company.

This year’s finalists were determined by two rounds of judging, and the winners will be selected tonight based on the combined score of their live pitch and video submission.

We are so excited to have four amazing judges who will help us determine our winners: Josh Gallant, Jim Rennie, Nada Halaweh, and Simon Hurd.

Josh Gallant just graduated from the Mount Saint Vincent University Public Relations program in 2018, but he has quickly made a name for himself in the digital marketing industry. He is currently working as a Digital Marketing Strategist at Foundation Marketing.

Jim Rennie is the Vice President of Human Resources at Irving Shipbuilding. Jim is a proven leader and seasoned expert in human resources, with over 20 years of experience.

Representing the Halifax Partnership, Nada Halaweh is a Program Coordinator for the Halifax Connector Program, helping immigrants and recent graduates in Halifax grow their professional networks.

Simon Hurd is a Senior Recruitment Consultant at RBC, where he has worked for more than 20 years. Simon is an active board member in several community organizations, and he is also a Connector.

Now that we know our judges, let the pitching begin! A quick thank you to everyone who entered a pitch this year. We’re always blown away by the talent we see, and it’s never easy to pick a top ten. We’ll be playing some of those pitches later on.   
  
That being said, allow me to introduce our first finalist.

Please welcome Jared Piercey to the stage!   
  
[Finalist pitches then leaves stage.]

Did you know, for the first time in over thirty years, we’ve had a positive migration of youth ages 20-29 to Nova Scotia! This is a big change from just a few years ago, when we were looking at an average net loss of 1,300 youth every year.   
  
We’ve seen a huge increase in a short amount of time. This means we have more talented, educated young people who are ready to grow their careers here. More people contributing to the economy and to our city’s growth.

Now, Laura Johnson will come forward to deliver her pitch.   
  
[Finalist pitches then leaves stage.]

As I mentioned before, things are looking up for young people in our city and province. Recent statistics show huge growth in job opportunities and employment rates for youth ages of 20-29.   
In 2018, youth employment in Nova Scotia grew by 6.4%, representing roughly 5,300 new jobs. This is the largest annual increase in Nova Scotia’s youth employment on record! And in 2018, there were 70,600 youth employed in full time positions in Nova Scotia. This level of full-time youth employment has not been seen since 1992!

Now please welcome Aayoosh Sapra to the stage!

[Finalist pitches then leaves stage.]

Have you heard about the Connector Program? It’s an informal networking program that matches recent graduates and immigrants in Halifax with established business and community leaders. It’s a great way for emerging talent to gain insight into their industry, while growing their professional network.   
  
If you’re a business person in Halifax, become a Connector. It’s your chance to grow your city and your network, while helping somebody start their career here.   
  
And if you’re a newcomer or recent grad looking to find work in Halifax, join the program. It’s free, it’s easy, and you could make connections with leaders in your industry that could lead to a job. To learn more, speak to Nathan at our booth.

Next up is Nicolas Takushi!

[Finalist pitches then leaves stage.]

For 10 years, we’ve seen great success with our face-to-face Connector Program. Now we’re excited to expand the program. Just last week, we launched Connector+ - a new mobile and web app that makes networking simple.   
Soon-to-be and recent graduates can sign up and connect with business and community leaders across the province through. Matches are made based on industries and skills, and users can choose when, and on which channels, they want to meet. Connector+ will allow for even more opportunities for professionals to connect with young talent and grow their networks.

Now please welcome our next finalist, Joanne Hsu!

[Finalist pitches then leaves stage.]

Students and grads shouldn’t be the only ones pitching themselves tonight. We would like to ask any businesses who are hiring give a quick pitch to the emerging talent in the room on what their company is all about, and who you’re looking for. Please put up your hand, and Saad here will bring the mic to you. [If no one steps forward, move on. Remind everyone there’s time for networking at the end.]

Now, please welcome Isaac Bezanson to the stage!

[Finalist pitches then leaves stage.]

Have you heard of the Atlantic Immigration Pilot? AIP is aimed at attracting and retaining skilled immigrants and international graduates in the region.   
  
Through AIP, international graduates from Atlantic Canadian universities & colleges can be hired right out of school, no previous work experience required. It can help graduates fast-track the process to obtain their Permanent Residency! And the time limit for applications was recently extended – international graduates now have 24 months post-graduation to apply for AIP.   
  
This change increases the number of eligible international graduates that can participate in the program and gives them the time they need to complete the application process. To learn more, please visit our booth and talk to Al.

Next up to pitch is Melissa Loder!

[Finalist pitches then leaves stage.]

I’m the coordinator of the Experiential Learning Initiative at the Partnership. This program connects local businesses and organizations with post-secondary students studying in Nova Scotia who are looking for work experience.   
  
Experiential Learning is the application of classroom learning in a professional workplace. It could be through co-op placements, paid internships, work placements, research projects and many more!

There are more than 20 types of Experiential Learning! It’s so beneficial to both students and employers. Students gain hands-on experience in their field of study, and employers get access to up-and-coming local talent. To learn more about getting involved, please come see me.

Now let’s welcome Tony Poirier to the stage!

[Finalist pitches then leaves stage.]

Did you know that if you hire a student or a recent graduate, you may be eligible to receive funding from the government? The Student Work Placement Program is one example.   
  
Eligible STEM & business employers can receive wage subsidies for quality student work placements – up to 50 percent of the wage cost for the placement and up to 70 percent for first-year students and under-represented groups.

And if you’re an employer who hires a recent graduate for a full-time position, you may be able to have a portion of their salary covered through the Graduate to Opportunity Program.   
  
Eligible employers receive 25% of the first year’s salary – 35% if the new graduate is a member of designated diversity group – and 12.5% of the second year’s salary. Check out the ESDC & LAE booths in the foyer to learn more about these programs!

Now welcome our next finalist, Christopher Gooding!

[Finalist pitches then leaves stage.]

At the Partnership, we think it’s important to celebrate the employers who give young professionals opportunities. Over the past year, we have profiled several businesses in the city who excel at hiring youth.   
  
One of these was REDspace – a full-service digital studio in Halifax that has proven to be a leader in youth employment. A third of their team is under 30, and they have a 98% success rate in hiring their interns out of school.   
  
When asked what the biggest benefit of hiring youth was for their business, REDspace CEO Mike Johnston said “Young professionals have an endless amount of energy and are eager to learn, solve problems, and contribute ideas.” So businesses, keep that in mind when meeting the talented young professionals we have here tonight!

Now please welcome Kanaar Bell to the stage, our final pitch of the evening!

[Finalist pitches then leaves stage.]

We’re now going to take a break so the judges can deliberate. You can take some time to network or grab some appetizers. This is also your chance to vote for your favourite pitch – pull out your phone and go to the URL on the screen to cast your vote! We will call you back in about 15 minutes to announce who our winners are!

**5:00 pm: Announce break for judges to convene – *Julie Weir***

We’re now going to take a break so the judges can deliberate. You can take some time to network or grab some appetizers. This is also your chance to vote for your favourite pitch – pull out your phone and follow the instructions on the screen to cast your vote! We will call you back in about 15 minutes to announce who our winners are!

**5:15 pm: Winner announcement and presentation – *Judges***

Josh: Hi everyone! Please take your seats for the winner announcement. *[Pause]* It was a difficult decision as they were all so well done. You should all be very proud of yourselves, it’s not easy to put yourself out there, but you all successfully did so and I’m sure it will pay off in your future careers.

First, we will award the People’s Choice Award. The winner of this award and a $100 Visa gift card is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.   
Congratulations!   
  
*SHAKE HAND, GIVE GIFT CERTIFICATE, PAUSE FOR PHOTO.*

Nada: In third place, winning $200 we have \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Congratulations!

*SHAKE HAND, GIVE CERTIFICATE, PAUSE FOR PHOTO.*

Jim: In second place, winning $300 we have \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Congratulations!

*SHAKE HAND, GIVE CERTIFICATE, PAUSE FOR PHOTO.*

Scott: And in first place, winning $1,000 we have \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Congratulations!

*SHAKE HAND, GIVE CERTIFICATE, PAUSE FOR PHOTO.*

*\*ALL POSE FOR PHOTO TOGETHER AND EXIT STAGE\**

**5:20 pm: Closing remarks – *Julie Weir***

What an impressive group! Congratulations to the winners and to everyone who performed tonight!

Thank you to our judges, both tonight and from the previous rounds of judging – I know it wasn’t easy, but as leaders in your respective industries with proven interest in youth retention, we couldn’t have asked for better judges.

To each and every one of you in the room, thank you all for coming. Each connection you help a student or graduate make, or opportunity you offer, will help them succeed in our city. Thanks everyone.

Please stick around to network. Keep an eye out for all of the finalists: they’ll be featured in the Chronicle Herald later this week.  
  
Finally, can all finalists and judges come to the stage for a photo.

Thank you.

**5:25 pm: Networking resumes. Booths reopen.**

**6:00 pm: Event closes**

#HireMeHalifax & Investor Briefing – Follow-up Emails from John

**To:** Don Bureaux  
**From:** John Rogers  
**Subject:** NSCC student wins #HireMeHalifax

Dear Don,

On behalf of the Halifax Partnership, thank you for NSCC’s support of the 2019 #HireMeHalifax pitch competition and investor briefing event. I am pleased to share that at the #HireMeHalifax event, Melissa Loder, an NSCC accounting student, won the top prize of $1,000. Jared Piercey, another NSCC accounting student, won the People’s Choice Award, voted by those in attendance. We want to recognize these emerging professionals for their enthusiasm, drive and outstanding pitches. To view the #HireMeHalifax top 10 finalists’ pitches, [click here](http://www.halifaxpartnership.com/en/home/hiremehalifax/-hiremehalifax-finalists.aspx).

Thank you as well for personally taking the time to participate in our investor briefing, The Value of Experiential Learning. Your insights and thought leadership were extremely valuable to our investors.

As an investor in the Halifax Partnership, it’s clear NSCC has a vested interest in retaining Halifax’s young talent. Our Experiential Learning Initiative and award-winning Connector Program help local businesses hire youth and connect them to opportunities in their field. We rely on referrals from post-secondary partners such as NSCC to ensure these programs are successful.

Again, thank you for participating in our event and for your ongoing support of the Halifax Partnership.

Sincerely,

John Rogers (Interim CEO)

**To:** Rick Alexander [rick.alexander@novascotia.ca](mailto:rick.alexander@novascotia.ca)   
**From:** John Rogers  
**Subject:** Thank You: Investor Briefing & #HireMeHalifax

Dear Rick,

On behalf of the Halifax Partnership, thank you for taking the time to participate in our investor briefing and #HireMeHalifax event on March 26. Your insights and thought leadership were extremely valuable to our investors and guests.  
As a funder and partner, we know that the Nova Scotia Department of Labour and Advanced Education shares the Partnership’s commitment to retaining young talent in Nova Scotia. Programs like the Experiential Learning Initiative help local businesses hire students and connect them with opportunities, leading to significant impact on our city’s economic success. This program would not be possible without the support of LAE.

Again, thank you for speaking at our events last month and for your continued support of the Experiential Learning Initiative.

Sincerely,

John Rogers

**To:** Robert Summerby-Murray  
**From:** John Rogers  
**Subject:** SMU students win second and third place at #HireMeHalifax

Dear Robert,

On behalf of the Halifax Partnership, thank you for Saint Mary’s University’s support of the 2019 #HireMeHalifax pitch competition. #HireMeHalifax is an annual event hosted by the Partnership; students and recent graduates submit their best elevator pitch video, and the top 10 pitches are performed live at the event to a room full of employers.

I am pleased to share that at the event on March 26, Kanaar Bell, a SMU psychology student, won the second prize of $300, and Aayoosh Sapra, a SMU industrial engineering graduate, won the third prize of $200. We want to recognize these emerging professionals for their enthusiasm, drive and outstanding pitches. To view the #HireMeHalifax top 10 finalists’ pitches, [click here](http://www.halifaxpartnership.com/en/home/hiremehalifax/-hiremehalifax-finalists.aspx).

As an investor in the Halifax Partnership, it’s clear Saint Mary’s University has a vested interest in retaining Halifax’s young talent. Our Experiential Learning Initiative and award-winning Connector Program help local businesses hire youth and connect them to opportunities in their field. We rely on referrals from post-secondary partners such as Saint Mary’s University to ensure these programs are successful.

Again, thank you for Saint Mary’s University’s involvement in the #HireMeHalifax competition and ongoing support of youth in Halifax.

Sincerely,

John Rogers

**To:** Peter MacKinnon  
**From:** John Rogers  
**Subject:** Dal graduate wins third place at #HireMeHalifax

Dear Peter,

On behalf of the Halifax Partnership, I want to thank you for Dalhousie University’s support of the 2019 #HireMeHalifax pitch competition. #HireMeHalifax is an annual event hosted by the Partnership; students and recent graduates submit their best elevator pitch video, and the top 10 pitches are performed live at the event to a room full of employers.

I am pleased to share that at the event on March 26, Aayoosh Sapra, a Dalhousie industrial engineering graduate, won the third prize of $200. We want to recognize this emerging professional for his enthusiasm, drive and outstanding pitch. To view the #HireMeHalifax top 10 finalists’ pitches, [click here](http://www.halifaxpartnership.com/en/home/hiremehalifax/-hiremehalifax-finalists.aspx).

As an investor in the Halifax Partnership, it’s clear Dalhousie has a vested interest in retaining Halifax’s young talent. Our Experiential Learning Initiative and award-winning Connector Program help local businesses hire youth and connect them to opportunities in their field. We rely on referrals from post-secondary partners such as Dalhousie to ensure these programs are successful.

Again, thank you for Dalhousie University’s involvement in the #HireMeHalifax competition and its ongoing support of youth in Halifax.

Sincerely,

John Rogers

#HireMeHalifax FAQ

**How many years has #HireMeHalifax been happening?**

#HireMeHalifax is one of the many initiatives the Halifax Partnership leads to connect Halifax employers with post-secondary students and graduates looking for professional networking and career opportunities in our city.

This is the fourth year the Partnership has hosted the #HireMeHalifax pitch competition and networking event. There are two components to #HireMeHalifax. The first is the pitch competition, where current post-secondary students and recent graduates (within the past two years) enter a 30-second pitch video telling Halifax employers why they should be their next hire. The second is the networking and live pitch event, where the top 10 pitches are presented to a room full of local employers.

**What other events does the Halifax Partnership offer? What are their benefits?**

The Halifax Partnership is Halifax’s public-private economic development organization. We drive and accelerate economic growth by selling and marketing Halifax to the world, helping businesses reach their full potential and tracking Halifax’s economic progress.

The Partnership hosts a number of events throughout the year for our more than 115 investors as well as for the broader Halifax business community and residents. Our major events include the release of the annual Halifax Index (a comprehensive report on the state of Halifax’s economy, quality of life and sustainability); the State of the Municipality event with Mayor Mike Savage, providing an annual update on progress towards our city’s economic growth goals; as well as a number of labour market events, including #HireMeHalifax, which connects Halifax businesses with immigrants and local and international students and graduates.

**What is most beneficial for #HireMeHalifax participants?**

#HireMeHalifax is a unique opportunity for Halifax businesses to meet young talent in our city. Students and graduates have the chance to speak directly to employers and pitch their skills and career aspirations. It’s an opportunity to get noticed by Halifax employers in their field. For the pitch competition finalists, it is also an opportunity to win up to $1,000.

**What made previous year’s winners stand out?**

The pitches that stand out are concise, compelling, and professional. Participants should be themselves, be creative, and highlight their skillsets and experiences that would be an asset to a potential employer.

**Are there any differences this year from last year’s event?**

A major change to this year’s #HireMeHalifax is that we’ve opened the competition to current post-secondary students looking for experiential learning opportunities with Halifax companies (e.g. co-ops, internships, work placements, etc.). This positive change will connect even more post-secondary students with Halifax employers looking for new talent.

**Are there any #HireMeHalifax success stories?**

Each year, several participants land interviews and secure job offers as a direct result of connections made through #HireMeHalifax. Here are links to success stories from past year’s competitions:

* <http://www.halifaxpartnership.com/en/home/media-centre/nscc-student-wins-hiremehalifax-pitch-competition.aspx>
* <http://www.halifaxpartnership.com/en/home/media-centre/dal-mba-student-wins-1000-for-hire-me-halifax-pitc.aspx>

Promo Images











**Facebook Banner**

**Facebook Post – Event Promo**

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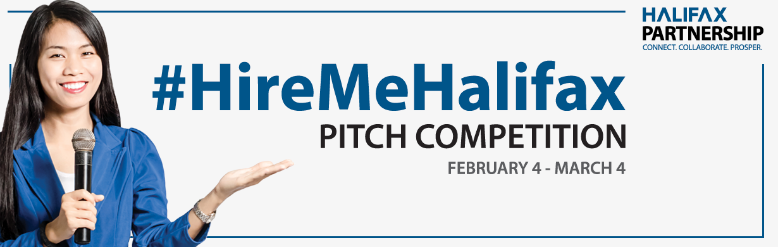




**Half Page Ad - Chronicle Herald**



**Registration Image**

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**Web Banner**

**Web Homepage**

****

**Digital Display**

Social Media Plan

Objectives

* Reach 40 pitch submissions
* Have 100 businesses in attendance
* Have 100 students & recent graduates in attendance

Strategies

* *Promote the contest on social media to gain increased submissions* 
  + Promote submissions heavily within the first month (Feb. 4 – Mar. 4)
  + Use visual content to increase engagement
  + Use the hashtag *#HireMeHalifax*
  + Emphasize the possibility of a cash prize to target students/recent graduates
  + Mention that previous contestants/attendees landed interviews & even jobs from #HireMeHalifax
  + Emphasize the benefits of exposure within the Halifax business community
  + Use testimonials from previous years to use for promotion
  + Use [article](http://www.halifaxpartnership.com/en/home/Invest/industry-news/-hiremehalifax-helps-young-talent-find-employment-.aspx) from previous year to encourage submissions
* *Promote the event on social media to increase attendance* 
  + Promote event heavily in second month and closer to event date (Mar. 4-Mar. 25)
  + Emphasize the benefits of seeing the best young talent in Halifax to target employers & business professionals
  + Emphasize the benefits of networking with up to 100 employers in the HRM to target students & recent grads
  + Emphasize the possibility of making connections, finding a job to target students/recent graduates
* *Target relevant individuals, groups and organizations to share the contest*
  + Send promotional content to university contacts for posting (co-ops, student unions)
  + Tag relevant organizations & partners in posts
  + Ask previous finalists to help promote the contest on their own social

**Tactics**

* Promote event heavily in second month and closer to event date (Mar. 4-Mar. 25)
* Emphasize the benefits of seeing the best young talent in Halifax to target employers & business professionals
* Emphasize the benefits of networking with up to 100 employers in the HRM to target students & recent grads
* Emphasize the possibility of making connections, finding a job to target students/recent graduates

**Key Messages (Businesses)**

* #HireMeHalifax is an event that connects students & recent graduates with local employers.
* Watch our top ten #HireMeHalifax finalists perform live elevator pitches for the chance to win a $200, $300, or $1,000 cash prize.
* You can connect and network with over 100 students and recent graduates in Halifax.
* If you’re hiring, this is an opportunity to get ahead of the curve and recruit some of the most promising young talent in Halifax.
* This event is a great way to show you are a leader in youth retention

**Key Messages (Students)**

* #HireMeHalifax is an event that connects students & recent graduates with local employers.
* Watch our top ten #HireMeHalifax finalists perform live elevator pitches for the chance to win a $200, $300, or $1,000 cash prize.
* Network with up to 100 Halifax businesses and employers.
* Meet leaders in your industry and connect with some of the top youth employers in Halifax.
* #HireMeHalifax is your chance to build your professional network in Halifax and tap into the hidden job market.
* Employers attend this event looking to hire young talent. In previous years, many attendees have landed interviews and were even hired from this event.

Audiences

* Students
  + Interested in the possibility of a cash prize
  + Looking for co-op opportunities
  + Hoping to network with business professionals
* Recent Graduates
  + Interested in the possibility of a cash prize
  + Looking for job opportunities
  + Hoping to network with business professionals
* Business Professionals
  + Curious about young, local talent
  + Looking to network with young professionals and their peers

**Suggested Content for Partners**

**Twitter**

Students & recent grads – check out the @HfxPartnership #HireMeHalifax video pitch contest! You could win $1000.00 and even land a job. https://bit.ly/2G7nrFj

What do you have to offer #Halifax employers? Can you sell yourself in 30 seconds? Submit your best video pitch for @hfxpartnership’s #HireMeHalifax contest & you could win $1000.00! https://bit.ly/2G7nrFj

Have you mastered your elevator pitch? Record and submit it for the @HfxPartnership #HireMeHalifax pitch competition for your chance to get noticed by #Halifax employers and win up to $1,000! https://bit.ly/2G7nrFj

**Facebook LinkedIn**

#HireMeHalifax is a pitch competition & networking event from the Halifax Partnership that highlights young local talent. This contest features recent graduates & students pitching what they have to offer to local employers. A great event that helps young talent build their network in the city! <https://bit.ly/2G7nrFj>

You have 30 seconds to make an impression. What do you say? How do you stand out? Record your best video pitch for #HireMeHalifax and you could win a cash prize and get noticed by #Halifax employers! https://bit.ly/2G7nrFj

Are you a student or recent graduate looking for a way to sell yourself to prospective employers? Check out the Halifax Partnership’s #HireMeHalifax pitch competition! Record and submit your best 30-second elevator pitch for your chance to gain exposure to some of Halifax’s top employers. You could also win up to $1000! https://bit.ly/2G7nrFj

Calling all students & recent graduates! Grab your phone and record your best elevator pitch for the Halifax Partnership #HireMeHalifax video pitch competition! You could win up to $1,000 and get noticed by #Halifax employers! https://bit.ly/2G7nrFj

**Social Media Calendar**

|  |  |  |
| --- | --- | --- |
| **Date** | **Platform** | **Content** |
| **February 4**  *Contest opens* | Twitter | Students and recent grads: #HireMeHalifax is back! Record and submit your best elevator pitch for a chance to get noticed by #Halifax employers and win $1000. https://bit.ly/2G7nrFj |
| Facebook/LinkedIn | Students and recent grads: #HireMeHalifax is back! Record and submit your best elevator pitch for a chance to get noticed by #Halifax employers and win $1000. https://bit.ly/2G7nrFj |
| February 6 | Twitter | #HireMeHalifax is your chance to win a cash prize, impress local employers and maybe even land your dream job. Submit your pitch today! https://bit.ly/2G7nrFj |
| Facebook/LinkedIn | #HireMeHalifax is your chance to impress local employers and maybe even land your dream job. If you are a student or a recent graduate, submit your 30-second video pitch today! https://bit.ly/2G7nrFj |
| February 7 | Twitter | What makes you an asset? Can you sell yourself in 30 seconds? Submit your pitch for #HireMeHalifax for the opportunity to win a cash prize! |
| Facebook/LinkedIn | What makes you an asset? Can you sell yourself in 30 seconds? If you’re a student or recent graduate, submit your pitch for #HireMeHalifax for the opportunity to win a cash prize! You could even land a job. |
| February 8 | Twitter | Why should #Halifax employers hire you? What makes you different from the rest? We want to hear from you – submit your pitch for #HireMeHalifax! |
| Facebook/LinkedIn | Why should #Halifax employers hire you? What makes you different from the rest? We want to hear from you – submit your pitch for #HireMeHalifax! |
| February 14 | Twitter | Have you mastered your elevator pitch? Record & submit it for your chance to get noticed by #Halifax employers and win up to $1,000! #HireMeHalifax https://bit.ly/2G7nrFj |
| Facebook/LinkedIn | Have you mastered your elevator pitch? Record & submit it for your chance to get noticed by #Halifax employers and win up to $1,000! #HireMeHalifax https://bit.ly/2G7nrFj |
| February 15 | Twitter |  |
| Facebook/Linkedin |  |
| February 18  *Two weeks left* | Twitter | Two weeks left to submit your pitch for #HireMeHalifax! |
| Facebook/LinkedIn | Two weeks left to submit your pitch for #HireMeHalifax! |
| February 20 |  |  |
|  |  |
| February 21 |  |  |
|  |  |
| February 23 | Twitter |  |
| February 25  *One week left* | Twitter | Just one week left to submit your pitch for #HireMeHalifax! |
| Facebook/LinkedIn | Just one week left to submit your pitch for #HireMeHalifax! |
| February 27 | Twitter |  |
| Facebook/LinkedIn |  |
| February 28 | Twitter |  |
| Facebook/LinkedIn |  |
| March 1 | Twitter |  |
| Facebook/LinkedIn |  |
| March 2 | Twitter | There are two days left to submit your pitch for #HireMeHalifax! |
| Facebook/LinkedIn |  |
| March 3 | Twitter | There is just one more day to submit your pitch for #HireMeHalifax! It’s not too late – if you’re a student or a recent grad, submit your pitch and you could win up to $1000! |
| Facebook/LinkedIn | There is just one more day to submit your pitch for #HireMeHalifax! We want to hear from you. If you’re a student or a recent graduate, submit your video pitch and you could win up to $1000! |
| **March 4**  *Contest closes* | Twitter | Pitch submissions close TONIGHT at midnight for #HireMeHalifax! This is your last chance – don’t miss out on this opportunity! |
| Facebook/LinkedIn | Today is your last chance to submit your pitch for #HireMeHalifax! If you’re a student or a recent grad, don’t miss this opportunity! You could win $1000 and even land a job. Contest closes at midnight! |
| March 5 | Twitter | The judging begins for #HireMeHalifax! We received some amazing submissions and picking our top ten won’t be easy. Thanks to everyone who submitted their pitches! |
| Facebook/LinkedIn | Thanks to everyone who submitted their pitches for #HireMeHalifax! We received some amazing submissions this year, and picking our top ten won’t be an easy task. |
|  | Twitter | Students and recent grads – get your tickets for #HireMeHalifax! It’s a fantastic networking opportunity that could land you a job. Take a look at what some of our 2018 attendees had to say. <https://bit.ly/2MkE9nQ> |
| Facebook/LinkedIn | Students and recent graduates – get your tickets for #HireMeHalifax! It’s a fantastic networking opportunity that could land you a job. Take a look at what some of our 2018 attendees had to say. <https://bit.ly/2MkE9nQ> |
|  | Twitter | Thinking about attending #HireMeHalifax? Take a look at what some of our 2018 attendees had to say! <https://bit.ly/2MkE9nQ> |

**Social Suggestions for Staff & Partners**

*Business targeted*

Are you hiring? Do you want the chance to meet some of the top young talent in #Halifax? Get your ticket to #HireMeHalifax – a networking event that connects students & recent graduates with businesses in Halifax. <https://bit.ly/2XDiUjf>

Are you an employer looking to recruit young talent? You can watch some of Halifax’s most promising young professionals pitch themselves live at #HireMeHalifax on March 26th. Register today! <https://bit.ly/2XDiUjf>

#HireMeHalifax is your opportunity to connect with over 100 students and recent graduates in Halifax. Show that you are a leader in youth retention – register today! <https://bit.ly/2XDiUjf>

On March 26th, watch as 10 of Halifax’s most promising students and recent grads pitch themselves to employers live at #HireMeHalifax! <https://bit.ly/2XDiUjf>

#HireMeHalifax is a pitch competition & networking event from the Halifax Partnership that highlights young local talent. Watch young professionals as they pitch themselves to employers live! Register today. <https://bit.ly/2XDiUjf>

Don’t miss the #HireMeHalifax networking event on March 26! Meet and connect with more than 100 students and recent graduates to see what the best young talent in Halifax has to offer. <https://bit.ly/2XDiUjf>

*Student targeted*

If you’re a student or recent graduate looking to build your career in Halifax, #HireMeHalifax is a great place to start! You can connect and network with up to 100 businesses and employers in #Halifax. Get your tickets today! <https://bit.ly/2XDiUjf>

#HireMeHalifax is a great opportunity to connect with employers in your field. If you’re looking to build your professional network here in #Halifax, register today! <https://bit.ly/2XDiUjf>

Are you a student or a recent graduate in Halifax? Are you looking to start your career here? At #HireMeHalifax, you can meet some of the top youth employers in the city and network with leaders in your industry. Register today! <https://bit.ly/2XDiUjf>

Tap into the hidden job market in #Halifax. At #HireMeHalifax, you can make the right connections to kickstart your career. <https://bit.ly/2XDiUjf>

On March 26th, join the Halifax Partnership at the Atlantica Hotel for #HireMeHalifax. This event brings out more than 100 local businesses and employers, many of who are actively looking to hire youth for full-time and experiential learning positions. In past years, attendees have landed interviews and even jobs from this event!

**Social Posts - March**

|  |  |
| --- | --- |
| **Date** | **Content** |
| March 5 | Thanks to everyone who submitted a pitch for #HireMeHalifax! The contest is closed, but registration for the #HireMeHalifax networking event is now open. On March 26, businesses can meet some of the best young talent Halifax has to offer, and students and recent grads can connect with Halifax’s top employers! <https://bit.ly/2XDiUjf> |
| March 11 | If you’re a student or recent graduate looking to build your career in Halifax, #HireMeHalifax is a great place to start! On March 26, you can connect and network with some of the top youth employers in #Halifax. <https://bit.ly/2XDiUjf> |
| March 12 | Are you hiring? Do you want the chance to meet some of the top young talent in #Halifax? Get your ticket to #HireMeHalifax – you can connect with over 100 students and recent graduates. <https://bit.ly/2XDiUjf> |
| March 14 | Registration is open for #HireMeHalifax! Join us on March 26th at the Atlantica Hotel to watch our top ten finalists pitch themselves to employers live. It’s one of our biggest networking events of the year – register today! <https://bit.ly/2XDiUjf> |
| March 16 | Students and recent graduates – get your tickets for #HireMeHalifax! It’s a fantastic networking opportunity that could land you a job. Take a look at what some of our 2018 attendees had to say. <https://bit.ly/2MkE9nQ> |
| March 18 | Tap into the hidden job market in #Halifax. At #HireMeHalifax, you can make the right connections to kickstart your career. <https://bit.ly/2XDiUjf> |
| March 20 | If you’re a student or recent graduate looking to build your career in Halifax, #HireMeHalifax is a great place to start! You can connect and network with up to 100 businesses and employers in #Halifax. <https://bit.ly/2XDiUjf> |
| March 21 | Students and recent grads! Start building your professional network – you can meet some of the top leaders in your industry at #HireMeHalifax. Register today! <https://bit.ly/2XDiUjf> |
| March 22 | Looking to build your professional network but not sure where to start? Come to our networking workshop and then put your skills to the test at #HireMeHalifax! <https://bit.ly/2XDiUjf> |
| March 24 | Just two days left to get your tickets for #HireMeHalifax! Don’t miss out on this opportunity to connect with industry leaders and employers in Halifax. Students and recent grads can attend for free – register now! <https://bit.ly/2XDiUjf> |
| March 25 | One more day until #HireMeHalifax – have you got your tickets yet? It’s one of our biggest networking events of the year, and you won’t want to miss it. <https://bit.ly/2XDiUjf> |
| March 26 | Tonight is the night! Come show your support for youth retention and watch as our top ten finalists pitch themselves live at #HireMeHalifax. <https://bit.ly/2XDiUjf> |

Today is your last chance to register for #HireMeHalifax! It’s one of our biggest networking events of the year, connecting students & recent grads with local employers. https://bit.ly/2XDiUjf

Today is your last chance to register for #HireMeHalifax! It’s one of our biggest networking events of the year, and a great opportunity to connect with the top emerging talent in the city. <https://bit.ly/2XDiUjf>

#HireMeHalifax is your opportunity to connect with the top emerging talent in Halifax. Today is your last chance to register – don’t miss out on one of our biggest and most exciting networking events of the year! <https://bit.ly/2XDiUjf>

One more day until #HireMeHalifax – have you got your tickets yet? It’s your chance to connect with some of the top emerging talent in Halifax. Don’t miss out on one of our biggest and most exciting networking events of the year! <https://bit.ly/2XDiUjf>

**Live Tweeting**

Tonight is the night! Our ten finalists will pitch themselves live at #HireMeHalifax. Stay tuned – we will be live tweeting throughout the event.

The booths are open, and the networking has begun! The room is full of young professionals, industry leaders, and local employers. There is a lot of excitement about our top ten – the pitches will start soon!

We have four amazing who will be deciding our winners tonight. Our very own Nada Halaweh, Josh Gallant from Foundation Marketing, Jim Rennie from Irving Shipbuilding, and Simon Hurd from RBC. #RBCFutureLaunch #HireMeHalifax

# Web Blog – Making a pitch for HireMeHalifax

# #HireMeHalifax: Top 3 Tips to Nail Your Elevator Pitch

Once again this year, the Halifax Partnership is hosting the [#HireMeHalifax](http://halifaxpartnership.com/hiremehalifax) pitch competition. If you’re a post-secondary student or recent graduate, you can grab your smartphone and film your best elevator pitch for a chance to get noticed by Halifax employers and win up to $1,000.

Mastering your elevator pitch is important in the professional world. Whether it’s during an interview or a networking event, you will often encounter opportunities to sell yourself – and you should always be prepared to do so. An elevator pitch is a brief summary of your background and experience. If you found yourself in an elevator with the CEO of your dream company, it’s what you would say to convince them that you should be their next hire before you reach the next floor. It’s brief, punchy, memorable, and unique to you. It’s your own personal sales pitch.

It may seem difficult to make an impression in only 30 seconds, but you’d be surprised by what you can do. If you’re considering submitting a video for #HireMeHalifax, here are three tips to make your pitch stand out.

**Practice Makes Perfect**

A good pitch takes time to create – winging your video is never a good idea. Preparation is key to success. Make sure you [read the rules](http://www.halifaxpartnership.com/en/home/about-us/events/hiremehalifax-video-contest-official-rules.aspx) and know what to include. When starting to think about your pitch, sit down and write out your main ideas. Add transitions and edit until it flows nicely. Once you have written your script, practice reading it out loud. Stand in front of a mirror as you practice to ensure it sounds and looks natural. You want your pitch to be conversational, not robotic. Most importantly, time it to make sure you are under the 30 second mark.

**Show, Don’t Tell**

Thirty seconds isn’t very long. It’s easy to fill up that time with a list of your best qualities. But it’s not enough to just tell an employer your strengths, it’s important to back them up with supporting evidence. Don’t just tell us that you’re hard working or organized, show us through specific examples. Do you have experience volunteering with a community organization or event? Did you work full-time while in school? Whatever it is, you can prove your value through your specific achievements and experience. Employers want to know what you can offer them, and what will make you an asset to their organization. Show them.

**Be Professional, Be Yourself**

This is a pitch that has the potential to be seen by Halifax’s top employers, so it should be professional. However, don’t let that stifle your creativity – the judges and employers alike want to see what makes you unique. Don’t be afraid to show your personalityand interests. Show employers that you are someone they want to work with – positive, energetic, and passionate about what you do. Do you have a background as an athlete? Maybe you play piano? Are you passionate about cooking? Don’t be afraid to weave in what makes you different. It will make you stand out.

When it comes to making a great pitch, there is no one right way to do it. Highlight your experience, your skills, and your ambitions. If you need some inspiration, [check out some of the stand-out pitches from previous years.](https://www.youtube.com/playlist?list=PL-80mZpT5Anter_HQaFbGVpfrG-FPyDhs)

Good luck, and happy pitching!

# #HireMeHalifax & Investor Briefing Debrief

## Investor Briefing

|  |  |
| --- | --- |
| **What went well?** | **What can we improve?** |
| * The content was valuable * The panelists were excellent * Good questions at the end from the audience * Don Bureaux * The concept – talk about experiential learning then introduce businesses to students | * 12 people – low turnout * The sound level – should have had a microphone * 3:30pm is not a good time for an event. Should have been later. * Should have been a separate event, with #HireMeHalifax as its own follow up on another day. * Confusing – had to explain both events * Many investors did not know about the briefing * Need a better way of inviting people to them – MailChimp invites aren’t working * Confirming the panelists should be done beforehand – had a cancellation from ESDC the day of. * Notifying the panelists earlier * Room set-up: roundtable format or a U would be better for dialogue * Not “investor briefing”, “intimate discussion”? |

## #HireMeHalifax

|  |  |
| --- | --- |
| **What went well?** | **What can we improve?** |
| * Emcee Julie was great * Peoples choice – fun and interactive * 45 entries – great number * Businesses pitching themselves was fantastic, 6 businesses stood up * Set-up was smooth, organized, good team to help. * Workshop went well * Did-you-knows helped the spacing for the judges and were interesting * The judging criteria was easy to follow * The flow from start to finish was smooth * Speakers * Nametags color coded * Booths were getting attention * Good student and grad turnout * Parking was comped * Judges were excellent * Free event for investors * Freemans * Lapel mics * Julie was great at the dress rehearsal * Digital promo was great | * Should send an email to schools with who is in the top ten * Had to move the date several times to accommodate schedules * Nametag networking prompts were not used * Another female judge would have been ideal * Having the certificates on hand during the winner announcement * Business turnout wasn’t great * More diverse industries * Bring in a rep from BD on the planning committee * Track the companies that stood up and pitched themselves * Stationed appetizers would have been better * Dress rehearsal should be an hour long, and practise with lapel mics. * Should have participants stop for photos after their pitch * Could we get the mayor and the city involved in it * Prioritize the event earlier next year, and advertise it earlier |

Assigned Roles

|  |  |  |  |
| --- | --- | --- | --- |
| **Task** | **Person Responsible** | **Time** | **Location** |
| Setup banners, HP booth, registration | Brittany, Allie, Saad, Clara, Julie, Nada, Nathan, Al, AJ, Luz | 1:00pm-3:00pm | Guild Hall and Foyer |
| AV support | Saad | 1:00pm-6:00pm | Guild Hall |
| Greet booths | Allie | 1:00pm | Foyer |
| Dress rehearsal with finalists | Julie and Luz | 2:30pm-3:00pm | Guild Hall |
| Assist Agenda Managers with registration and name tags, explain networking prompts | Allie, Luz, Emily | 3:00pm-4:45pm | Foyer |
| HP booth | Nathan and Al | 3:00pm-4:30pm | Foyer |
| Photography | Christina | 3:00pm-6:00pm | Guild Hall and Foyer |
| Social media | Allie and Clara | 3:00pm-6:00pm | Guild Hall and Foyer |
| Greet speakers | Brittany | 3:00pm-3:30pm | Foyer |
| Attend and facilitate investor briefing   * Keep time * Facilitate “one question remaining” signal with Don Bureaux * Mic runner during Q&A | Clara and Julie | 3:30pm-4:10pm | Guild Hall |
| Facilitate networking workshop | Nada and AJ | 3:30pm-4:00pm | Commons |
| Greet media | Brittany | 4:00pm-4:30pm | Foyer |
| Greet and brief judges | Brittany | 4:00pm-4:30pm | Foyer |
| Click through presentation slides | AJ | 4:30pm-5:15pm | Guild Hall |
| Manage People’s Choice survey | Allie | 4:30pm-5:15pm | Guild Hall |
| Lapel mics for finalists, cue finalists to the stage one at a time | Saad and AJ | 4:40pm-5:00pm | Guild Hall |
| Bring mic to employers who want to pitch themselves | Saad | 4:50pm | Guild Hall |
| Facilitate judge break and scoring | Brittany and Allie | 5:00pm-5:15pm | Commons |
| Give prizes to judges for award presentation | Allie | 5:15pm | Commons |
| Start rolling presentation of pitches | Allie | 5:25pm | Guild Hall |

Marketing and Communications Plan

**1. Situational Analysis**

* *Business need*: To retain youth in Nova Scotia by helping them find meaningful employment.
* *Communications Opportunity*: To connect students and recent graduates with employers through a networking event & pitch competition.

**2. Stakeholder Analysis**

*Key Audiences:*

* Businesses within the HRM
* Current university students
* Recent graduates (within the past two years).

*Students / Recent Graduates*

* Current students will be looking for networking and experiential learning opportunities from this event.
* Recent graduates will be looking for networking and employment opportunities from this event.
* We plan to target students in all programs from the following institutions:
  + Dalhousie University
  + Mount Saint Vincent University
  + Saint Mary’s University
  + University of Kings College
  + Nova Scotia Community College
  + Nova Scotia College of Art and Design

*Business Professionals*

* Businesses are curious about local talent.
* They are actively seeking new employees.
* Investors & Connectors

**3. Goals & Objectives**

*Goal:*

* Our overall goal is to connect young talent with prospective employers in the HRM.

*Objectives:*

* Have 100 students/recent graduates in attendance
* Have 100 businesses in attendance
* Receive 40 pitch submissions

**4. The Solution Overview**

*The Problem*:

Youth are not being connected to employers in the HRM.

*Creative Solution:*

#HireMeHalifax can help bridge the gap between businesses and young talent, building connections that can lead to new opportunities for recent graduates and students.

*Event Summary:*

#HireMeHalifax is a pitch competition and a networking event. Prior to the event we will take video pitch submissions of students and recent graduates selling themselves to employers. After two rounds of judging, there will be ten candidates selected for the live pitch competition. This will involve each candidate pitching themselves in front of a panel of judges and an audience of their peers and local businesses. The judges will score them based on certain criteria, and a winner will be chosen. There will be opportunities for networking at the event before and after the competition.

**5. Implementation**

*Event Details:*

* Location: Pier 21
* Time: 3:30-6:00
* Date: March 25, 2019

*Event Timeline:*

* 1:00-2:30: Set up
* 2:30-3:00: Dress rehearsal for finalists
* 3:00-3:30: Networking workshop
* 3:30-4:00: Registration, networking, appetizers
* 4:00-4:30: Experiential learning panel discussion
* 4:30-5:30: Pitch competition
* 5:30-6:00: Post-networking
* 6:00: Event closes

*Tactics*:

* Go to universities to engage students
  + Go into classrooms
  + Set up booths
  + Put up posters
* Use paid advertisements on social media
  + Targeted towards students & recent graduates
* Use radio & print ads
  + Targeted towards businesses
* Promote the event on social media
  + Refer to social media plan
  + Use hashtag #HireMeHalifax
* Reach out to our investors and our network of local businesses
  + Investor newsletter
  + Connector contacts
* Reach out to contestants from last year for testimonials

*Expenses:*

* Venue: $2,250.00 + HST
* AV Costs
* Food & beverage
* Marketing
* Event planning

*Roles & Responsibilities*

* Nada & Julie: Classroom presentations
* Saad: Digital content & advertising
* Allie: Social promotion
* Clara: Reach out to network
* Brittany: Reach out to network & previous contestants

**6. Measurement & Evaluation**

* *Objective: Have 100 businesses and 100 students/recent graduates in attendance.*
  + We will measure the attendance of our event through registration.
* *Objective: Receive 40 pitch submissions*
  + We will measure the number of pitches submitted by counting the pitches on Woobox

# Did You Know? #HireMeHalifax

**DYK #1: Outmigration Results**

Did you know – for the first time in over thirty years, we’ve had a positive migration of youth ages 20-29 to Nova Scotia! This is a big change from just a few years ago, when we were looking at an average net loss of 1,300 youth every year. We’ve seen a huge increase in a short amount of time. This means we have more talented, educated young people who are ready to grow their careers here. More people contributing to the economy and to our city’s growth.

**DYK #2: Youth Focused Statistics**

As I mentioned before, things are looking up for young people in our city and province. Recent statistics show huge growth in job opportunities and employment rates for youth ages of 20-29. In 2018, youth employment in Nova Scotia grew by 6.4%, representing roughly 5,300 new jobs. This is the largest annual increase in Nova Scotia’s youth employment on record! And in 2018, there were 70,600 youth employed in full time positions in Nova Scotia. This level of full-time youth employment has not been seen since 1992!

**DYK #3: Connector Program**

Have you heard about our Connector Program? It’s an informal networking program that matches recent graduates and immigrants in Halifax with established business and community leaders. It’s a great way for emerging talent to gain insight into their industry, while growing their professional network. If you’re a business person in Halifax, become a Connector. It’s your chance to grow your city and your network, while helping somebody start their career here. And if you’re a newcomer or recent grad looking to find work in Halifax, join the program. It’s free, it’s easy, and you could make connections with leaders in your industry that could lead to a job. To learn more, speak to Nathan at our booth.

**DYK #4: Connector+**

For 10 years, we’ve seen great success with our face-to-face Connector Program. Now we’re excited to expand the program. Just last week, we launched Connector+ - a new mobile and web app that makes networking simple. Soon-to-be and recent graduates can sign up and connect with business and community leaders across the province through. Matches are made based on industries and skills, and users can choose when, and on which channels, they want to meet. Connector+ will allow for even more opportunities for professionals to connect with young talent and grow their networks. To learn more, speak to Nathan at our booth.

**DYK #5: Companies Pitching Themselves**

Students and grads shouldn’t be the only ones pitching themselves tonight. We would like to ask any businesses who are hiring give a quick pitch to the emerging talent in the room on what their company is all about, and who you’re looking for. Please put up your hand, and Saad here will bring the mic to you.

**DYK #6: AIP International Student Stream**

Have you heard of the Atlantic Immigration Pilot? AIP is aimed at attracting and retaining skilled immigrants and international graduates in the region. Through AIP, international graduates from Atlantic Canadian universities & colleges can be hired right out of school, no previous work experience required. It can help graduates fast-track the process to obtain their Permanent Residency! And the time limit for applications was recently extended – international graduates now have 24 months post-graduation to apply for AIP. This change increases the number of eligible international graduates that can participate in the program and gives them the time they need to complete the application process. To learn more, visit our booth and talk to Al.

**DYK #7: Experiential Learning**

I’m the coordinator of the Experiential Learning Initiative at the Partnership. This program connects local businesses and organizations with post-secondary students studying in Nova Scotia who are looking for work experience. Experiential Learning is the application of classroom learning in a professional workplace. It could be through co-op placements, paid internships, work placements, research projects and many more! There are more than 20 types of Experiential Learning! It’s so beneficial to both students and employers. Students gain hands-on experience in their field of study, and employers get access to up-and-coming local talent. To learn more about getting involved, please come see me.

**DYK #8: Funding for Hiring Youth (GTO & SWPP)**

Did you know that if you hire a student or a recent graduate, you may be eligible to receive funding from the government? The Student Work Placement Program is one example. Eligible STEM & business employers can receive wage subsidies for quality student work placements – up to 50 percent of the wage cost for the placement and up to 70 percent for first-year students and under-represented groups. And if you’re an employer who hires a recent graduate for a full-time position, you may be able to have a portion of their salary covered through the Graduate to Opportunity Program. Eligible employers receive 25% of the first year’s salary – 35% if the new graduate is a member of designated diversity group – and 12.5% of the second year’s salary. Check out the ESDC & LAE booths in the foyer to learn more about these programs!

**DYK #9: Business Success Story**

At the Partnership, we think it’s important to celebrate the employers who give young professionals opportunities. Over the past year, we have profiled several businesses in the city who excel at hiring youth. One of these was REDSpace – a full-service digital studio in Halifax that has proven to be a leader in youth employment. A third of their team is under 30, and they have a 98% success rate in hiring their interns out of school. When asked what the biggest benefit of hiring youth was for their business, REDspace CEO Mike Johnston said, “Young professionals have an endless amount of energy and are eager to learn, solve problems, and contribute ideas.” So businesses, keep that in mind when meeting the talented young professionals we have here tonight!

**DYK #10: Student Success Story**

Hire Me Halifax is one of our favourite events at the Partnership – we get to create real opportunities for young people to connect with employers. This is our fourth year of this event, and in the past we have seen finalists and attendees land interviews and even jobs. If you take a look at the screen behind me, you can see some testimonials from previous attendees.

*“I received a job as a direct result of the #HireMeHalifax event. During the event, I met an Inside Sales Rep from Arrow Electronics. Thanks to our conversation I was included in the hiring process for Arrow's Halifax office. This start grew from an interview to a job offer at Arrow Advantage.”*

*- John Hauser Enriquez*

*“#HireMeHalifax played a major role for me in getting hired by TD. I was recruited by the District Vice President himself. This led me towards landing a Financial Services Representative position without any previous banking experience.”*

*- Lorenzo Gallardo, #HireMeHalifax competition finalist*

*“I met a recruiter for ADP at the #HireMeHalifax event after I had already applied to a position there. He recognized my name on the tag. He called me back later that week for an interview and I received an offer for the position of Financial Service Representative after only a week.”*

*- Guillaume Delisle*