

# PEI Connectors Program Overview

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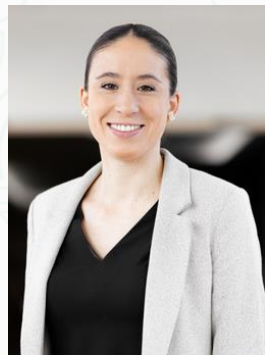
September 14, 2023

“Networking is not about just connecting people. It's about connecting people with people, people with ideas, and people with opportunities.”



“Networking means the act of exchanging information with people who can help you professionally.” Michele Jennae

# Meet our Team



# PEI Connectors

- PEI Connectors is an initiative of Greater Charlottetown Area Chamber of Commerce.
- Funded by the federal and provincial governments.
- Services are available throughout the province and are provided free of charge
- The program was launched in 2011.
- PEI Connectors vs. PEI Network
- On April 1, 2020, called 'PEI Connectors'

# Services Stream

- PEI Connectors helps newcomer entrepreneurs successfully launch and operate their businesses in PEI.
- The program also helps professionally-trained job seekers develop networks that lead to employment opportunities in their career field.

# Pillars of Service

## One-on-One Business & Employment Support

- Clients receive support from assigned Program Officers

## Educational Programming: Connect to Learn

- Information sessions and workshops are organized to familiarize clients with doing business and working in PEI

## Networking Assistance

- Clients get to participate in networking events presented in 3 scales: one-on-one, small group, and Advancing Career Connections (ACC)

Similar sessions organized by chambers of commerce throughout the province: Mega Mixer Social, Business After Hours, Lunch & Learn, etc.





- Connectors: established business, community leaders, potential employers, HR managers
- “Be a Connector” Campaign



# 966 Connectors

have served as a bridge between PEI Connectors clients and the local business community since the program launch in 2011!

Connectors are established business and community leaders throughout the province who volunteer to help newcomer entrepreneurs and job seekers connect with the local business community. They provide knowledge, access and contacts to clients who are getting established in PEI.



# ACC. March 2023



ADVANCING  
CAREER  
CONNECTIONS  
CONNECT · GROW · SUCCEED

PEI CONNECTORS  
EXPAND YOUR NETWORK

# Client Benefits

- Access to **direct contact** with Business Owners and Operators, Managers, and Community Leaders with similar interests.
- Assistance to create **professional networks** upon which they can build and advance their careers.
- Assistance with job searches that are more **targeted and efficient.**

# Mentorship

What we share with clients...

- Resume Template
- Instructions/Grammar
- Cover letter Template
- Networking Tips
- Set of questions
- Plan and prepare session/  
Self study
- Ask questions vs. elevator  
pitch
- Active Listening
- Building relationships
- Ask for advice, not a job
- Follow up
- Volunteering Resources
- Meeting People/socializing
- Family Activity/Role Model
- Hidden Job Market
- Bridging the gap
- Adding value to resume
- References
- Employment  
Resources and  
platforms

# PEI Connectors Events

- **Connect to Learn:** Educating clients both entrepreneurs and job-seekers (specific topics)
  - E.g. Employment Standard Acts on Prince Edward Island | Economic Growth, Tourism and Culture - Prince Edward Island
- **Small-Group Networking Sessions:** Making connections for clients (based on specializations)
- **Advancing Career Connections (ACC):** connecting our job-seeker clients with Island employers.
  - ACC 2023 > 222 Connections
  - ACC 2022
- **Participating in GCACC events**
- How to organize the events for each type of session?
  - Survey > identify the sectors/companies > Reach out to connectors/employers > Check the eligibility > Booking system (calendly, appointlet) > Email Marketing + Social Media > Post Event Survey (job-seeker clients + employers)

# Keys..

- Pick topics based on client's needs and interests
- Mix the methods you use so you can reach all clients – online, in-person, hybrid
- Be consistent with your event output – For example, plan one information session and a couple of small-group networking sessions every month
- Use after-event surveys to understand what's working and what's not working

# PEI Connectors Marketing Initiatives

- **Social Media Promotion:** Events, Campaigns, Volunteer Opportunities, Job ads, etc.
- **Be a Connector Video Campaign:** Highlight active connectors, recruit more connectors
- **Clients and Connectors Stories:** About 250 words story developed featuring our clients or Connectors (website, social media, chamber's magazine)
- **End-of-the-year connector appreciation:** personalize the card (local artist) with our signatures
- **Outreach activities and presentations:** several per fiscal year
- **Marketing and promotional materials**

# PEI Connectors Social Media

- Facebook: [PEI Connectors - Home | Facebook](#)
- LinkedIn: <https://ca.linkedin.com/company/pei-connectors>
- Instagram: [PEI Connectors \(@peiconnectors\)](#) Instagram photos and videos

# Contact Us



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