



#### Intro.

Federal Research and Innovation Support Measure, Canada BC Labour Market Development Agreement (LMDA) funding for innovative pilot approaches for distributing labour market information (LMI).

Provide a window to the JobFest project:

- Who we engaged and developed relationships with.
- What it was like “on the ground.”
- What we learned, including about what citizens want and need.

## Project Goals



- » Innovative grassroots pilot
- » Expand awareness of B.C. Labour Market products & services
- » Bring career exploration information to youth & young adults
- » Visit 50 communities across B.C.
- » April to October 2012 timeframe

Photo by JobFest Team

BRITISH COLUMBIA **WorkBC**

Goal: Raise awareness of products and services that can help address labour market needs of individuals and communities.

Primarily targeted (but not limited) to youth aged 15 to 25. Students, parents, job seekers, service providers and teachers.

Connect the growing Aboriginal youth demographic with education and employment pathways (kicked off JobFest at Gathering Our Voices Aboriginal Youth Conference in Nanaimo in March – with over 1,400 participants from around province)

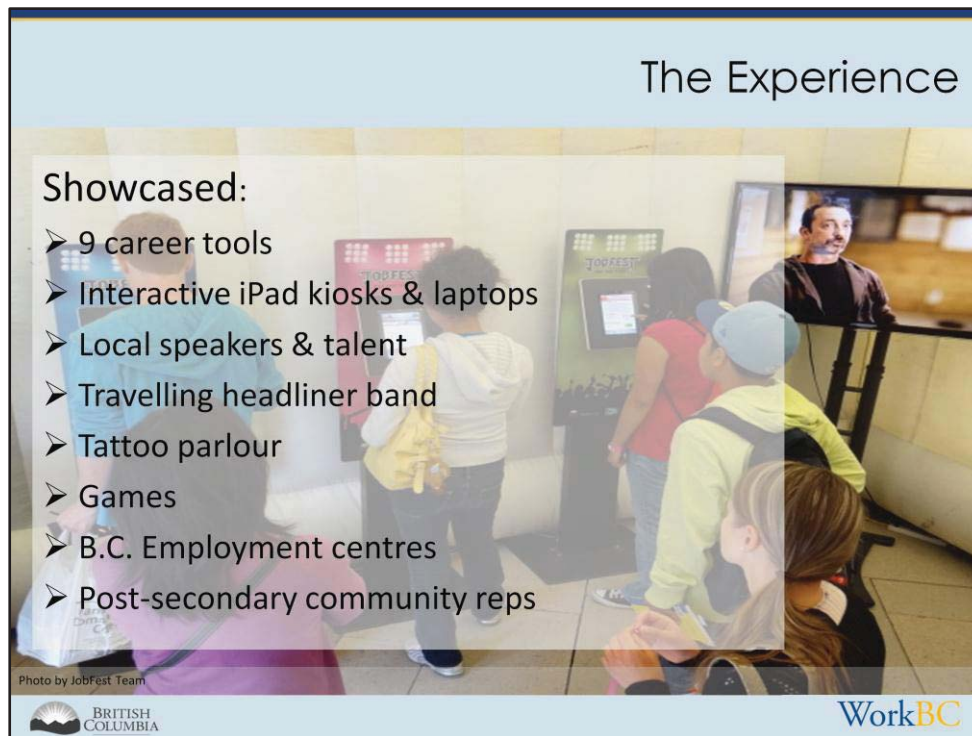
Not all job seekers aware of – or able to access – online resources, particularly in the North.

Northern tour – April to July

Southern tour – August to October



- Engaged with over 16,000 people from across B.C.
- Visited total of 50 communities:
  - 26 northern communities (Northeast, North Coast & Nechako, Cariboo; some remote, some First Nations).
  - 24 southern urban communities (large and small; Mainland/Southwest, Kootenay, Thompson-Okanagan, Vancouver Island/Coast).
- Others attended special events prior to the tour:
  - Gathering Our Voices Aboriginal Youth Conference in Nanaimo, March 20-23.
  - SFU Indigenous Career Stories event, Burnaby, March 27.
  - Minister's legislature kickoff in Victoria, March 29.
  - Skills Canada BC Provincial Competition event in Abbotsford, April 18.
- Attendees ranged from elementary and high school students, teens and young adults to older adults, parents and Aboriginal elders, teachers, career and employment service providers and post-secondary representatives.
- Observed that youth attendance was often driven by parents, friends and teachers. Whole families frequently tried tools together and also spread out to different stations. Example: Father looking at changing career and son was looking for work after gets red seal (WorkBC, Build a Career, Boss Yourself, ITA, JTT).
- People enthusiastic about a career exploration event visiting their community. Told us that youth need such outreach to learn about tools and services, be encouraged by peers to use them and discover how they can help to find direction and build a future.
- Average age of attendees who filled out surveys at the events: 26; largest respondent group (52%): 15 to 25 or younger.
- Gender of survey respondents: 56% were female and 44% male.
- Approximately 37% of survey respondents identified themselves as Aboriginal.



Visitors started at the Welcome tent, where they were given a JobFest wristband and other swag (e.g., DVDs, guitar picks, tote bags) and directed by a crew member to the first of two “amp” tents. Visitors were encouraged to try out some of the tools to get premium swag (T shirts, drumsticks, amp speakers). Other swag on the southern tour included JobFest sunglasses, Career Trek carabiners and WorkBC pens.

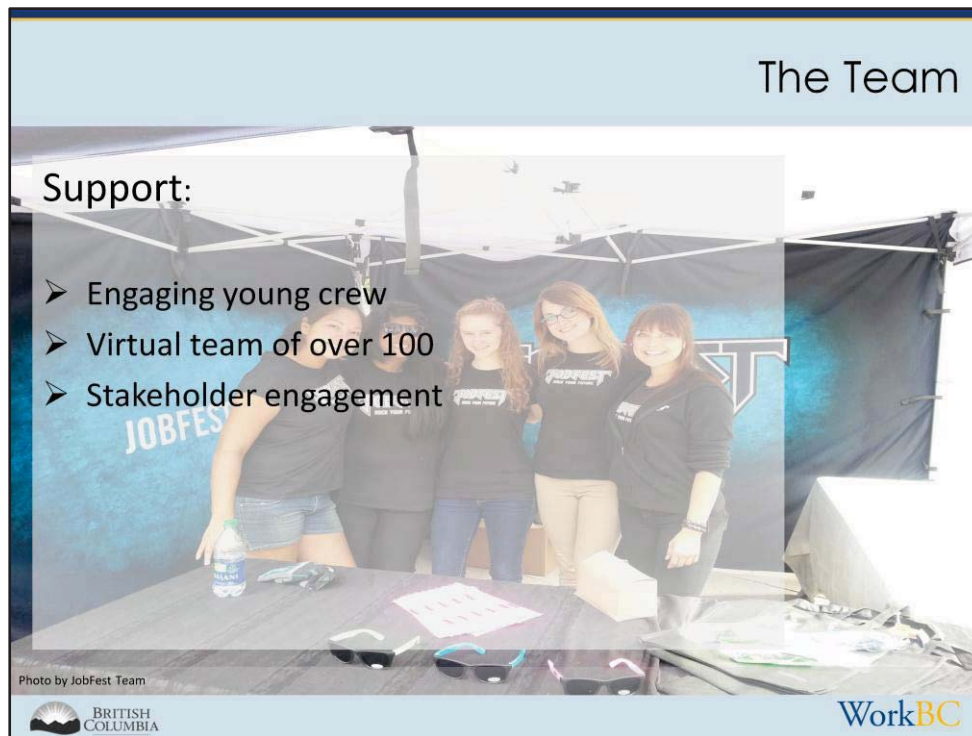
Amp tents featured: iPad kiosks (Build a Career, usually the initial stop; Boss Yourself), LCD screen showing Career Trek, and laptops (for exploring WorkBC, Job Trend Tracker, Industry Training Authority site, Education Planner, BC Perspectives), tattoo parlour, Rock Band, and an evaluation representative collecting surveys (incentive: draw to win an iPad).

Stage: Elder welcomes, speakers, headliner act (Acres of Lions, north; Acres and other bands, southern regions) and local talent.

Community representatives: WorkBC Employment Services Centres, other employment and youth serving organizations, post secondary institutions were invited to have tables and provide info on programs and services

Radio station remote broadcasting and promotion was arranged in most communities.





“Event representatives,” crew members had outgoing attitudes and communication skills, many with experience in events, tours (e.g., Olympic Torch), tourism and marketing.

Crew stationed throughout the event to guide attendees from the welcome tent through the whole experience.

We required at least two Aboriginal crew members for credibility with Aboriginal attendees and helped event planners access recruitment sources/distribute postings – produced excellent crew members s22 .

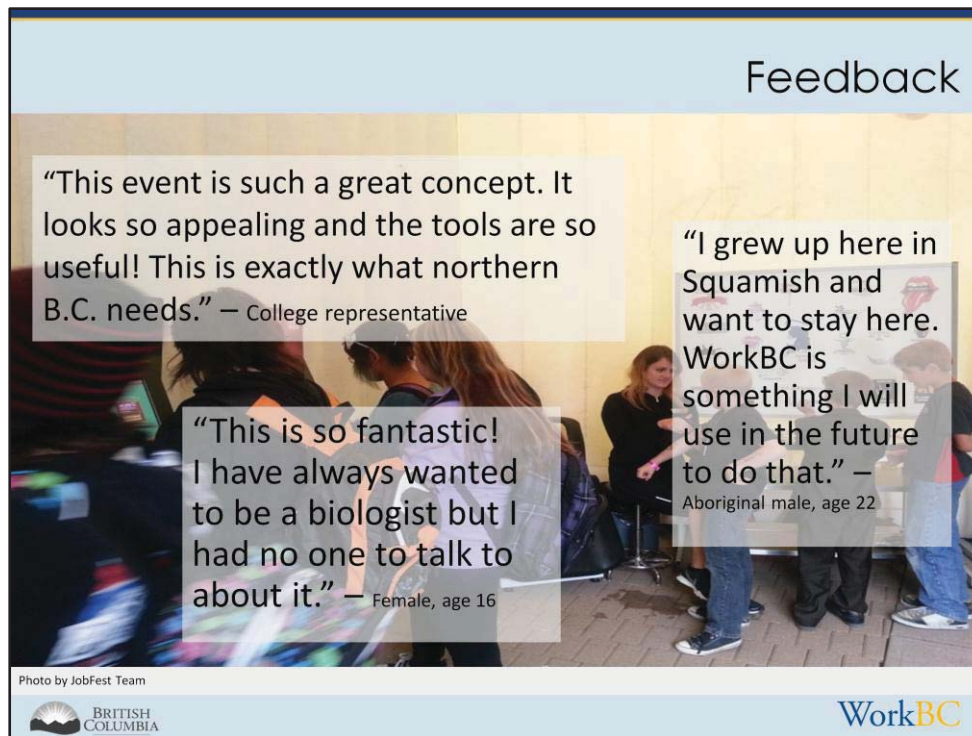
Four days of crew training prior to each tour (including cultural competency and teambuilding).

Community Ambassadors were recruited in communities for welcome tent and advance promotion.

While the JobFest project was contracted to one company, there were numerous sub contractors and a “virtual” team of about 100 people.

We engaged stakeholders to spread the word, suggest Community Ambassadors and other community resources, provide info to attendees at events, etc.

Central stakeholders – related ministries and organizations such as the BC Career Development Association, BC Chamber of Commerce, etc.



Crew recorded highlights, lowlights and visitor comments for each event. These were included in the event reports.

Comments came from attendees ranging from elementary school students, teens and young adults to older adults, parents, teachers, service providers and post secondary representatives.

Many positive comments were received about the tools, the crew's help in revealing the tool's features and other resources, inspiring speakers, headliner and local acts, tattoo parlour, and swag. Many requests to come again, particularly in the North.

## Successes

- Attendance target reached
- On time & on budget
- Networking with stakeholders
- Community & citizen engagement
- Aboriginal community involvement
- User-based evidence



Photo by JobFest Team



WorkBC

-In each community event attendance was made up of all age groups. However, for evaluating attendance 15-24 year old demographic benchmark selected as this the key target group. Goal: 25% of the 15-24 year old population in rural and remote communities (all but 5 larger northern communities), and 5% of this population in urban communities (all southern and five northern).

- In practice attendance varied substantially from community to community, but combined totals from northern and southern tours reached the overall target set. **[actually 97%]**

- Stakeholder engagement central and community

- Central: Ministries of Social Development, Advanced Education, Education, Aboriginal Relations and Reconciliation, BC Career Development Association, BC Chamber of Commerce
- Communities: First Nations and Aboriginal organizations, economic development officers, service providers, Service Canada representatives, ServiceBC centres, school districts, post-secondary institutions, and recreation and community centres

- Contracted Aboriginal Relations Coordinator, s22 based in Burns Lake, to manage outreach to First Nations, Métis and urban Aboriginal organizations

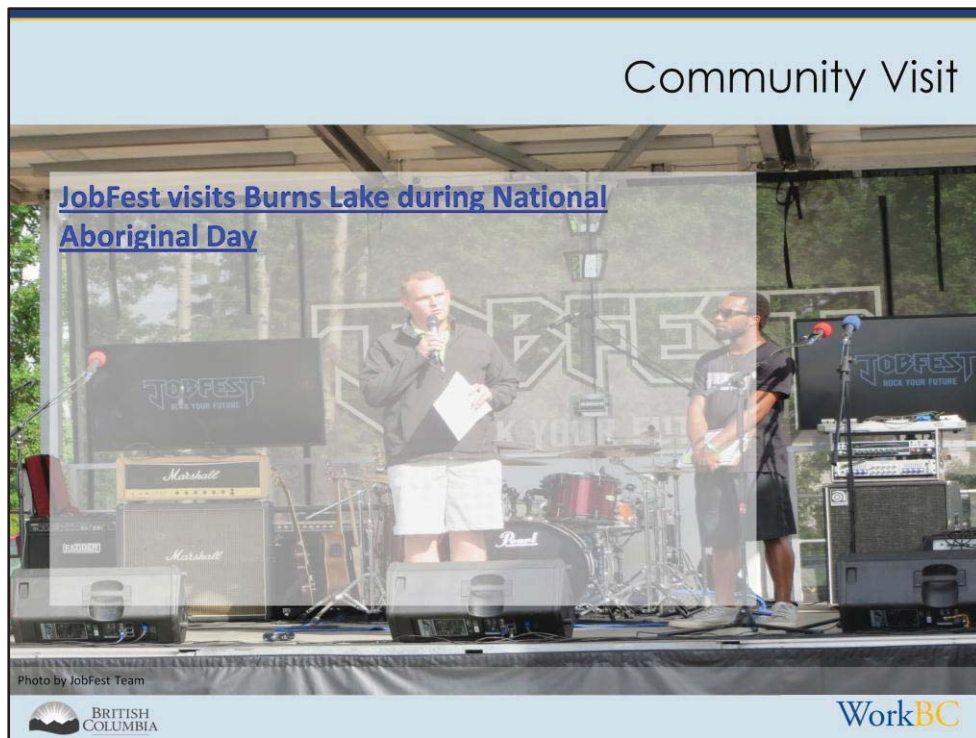
- Valuable foundation for future work:

- Connections established with stakeholders, regions and communities
- Knowledge of, and connection with, the youth demographic in all regions of the province (the future labour force to meet future demand)
- Stronger understanding of, and connection with, Aboriginal stakeholders and communities
- Information from citizen and stakeholder engagement via JobFest events, surveys, focus groups, interviews and reports provides an evidence base for decision-making, product development and enhancement, and ongoing citizen engagement activities
- Consistent messaging from communities requesting more of this kind of engagement

s17

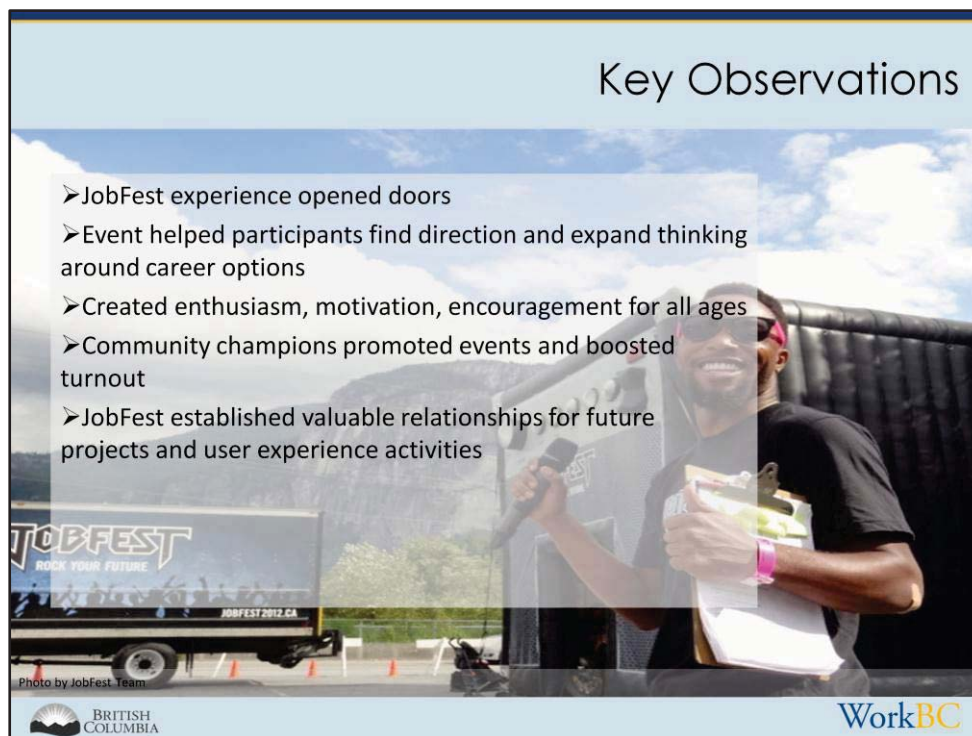


## Community Visit



### **JobFest visits Burns Lake during National Aboriginal Day**

Watch as our crew visits the community of Burns Lake June 20 and 21<sup>st</sup>. Day 1 – JobFest event. Day 2 – JobFest truck and crew in National Aboriginal Day parade. The video looks at the positive impact JobFest had on youth in rural and Aboriginal communities. You'll see inspiring speeches by community elders and Luke Strimbold, the mayor of Burns Lake (the youngest mayor in B.C.; 2<sup>nd</sup> youngest in Canada), as well as some first rate footage of the JobFest and National Aboriginal Day activities.



- s13, s16, s17
- “It is a big thing when
- something like this happens.” Lots of requests to come back next year.
- Common comments:
    - “I didn’t realize this information was available.” (ITA, Education Planner, WorkBC job search,
    - “You have shown me a lot about the tools that I didn’t realize the websites could do.” (our tools, ITA, Education Planner)
    - “These resources should be part of the school curriculum.”
    - “I wish I had access to these tools and experience when I was young.”
  - Crew helped attendees find ways around barriers didn’t just demonstrate the tools):
    - An Iskut First Nation man, s22  
s22 event reps collectively encouraged him to look into Aboriginal funding resources. The team developed an action plan re his options, and he left feeling positive and hopeful.
  - Disappointment that JobFest wasn’t a job fair was generally overcome by the crew:
    - “This is actually better than a job fair because I am able to read about more careers and decide how to position myself. I would not have time do that at a job fair.”
    - Job seeker in Squamish. Event rep showed her WorkBC and job search s22  
s22 Then visited WorkBC ESC tent with her resume for next steps. Afterwards, told event rep how excited she was to now go and drop off resumes.
  - We found that communities in which there was a community champion or champions had the best turnout:
    - “Movers and shakers” who work in the community can promote the event effectively. (e.g., office manager, Powell River Chamber of Commerce; Young Professionals of Nanaimo group)
    - Most efficient when one point of contact, who in turn manages other local contacts.
    - The role of local Community Ambassadors could be expanded. Those with multiple connections in community; more emphasis on advance promotion.
    - Direct approach to school principals, career counsellors, career teachers and career centre coordinators also creates champions.
  - JobFest has established valuable relationships for future projects and for gathering user experience information, those mentioned in Slide 7.

## The Finale



Post tour crew workshop gathered crew feedback and ideas.

Assets inventory created.

- Leased components (e.g., trucks, stage, generator, laptops) returned.
- Owned components (e.g., product banners, iPads and kiosks, mobile network components, AV equipment, tents) stored and/or repurposed for WorkBC.
- Inventory of remaining swag.

Domain renewal and website closure.

Three reports submitted: internal closeout (PM and PA), formal evaluation report, and vendor (which submitted separate northern and southern reports).



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# 1 JobFest Northern Tour Debrief

## 1.1.1 Executive Summary

The Crew embarked on the JobFest 2012 journey on April 18<sup>th</sup>, 2012. Travelling in two Dodge crew cab vehicles and one branded Penske truck on a rock concert themed mobile tour. The Crew visited a total of 26 communities throughout Northern B.C. from April 18<sup>th</sup> to July 11<sup>th</sup> 2012. To capitalize on attendance at summer festivals, the JobFest Crew attended the Williams Lake Stampede from July 29<sup>th</sup> to July 1<sup>st</sup>. The primary target group for the tour is youth ages 15 to 25. However, those younger and older, as well as parents, elders, teachers, service providers and others, are welcome. The goal is to engage with youth to get them excited about their futures and teach them about career tools and resources. Communities have been responsive and behind the project from the start, expressing their appreciation to be included in the JobFest tour and for the knowledge and opportunity that the JobFest Crew has shared with them.

This document outlines all community events and findings from the Northern tour. Content includes: program objectives, strategy, scheduling, training, community outreach and equipment. All qualitative and quantitative data from the Northern tour is captured along with valuable key learning's relating to all elements of the program. The JobFest mobile network is analyzed and the document concludes with all recommendations for changes/improvements to the Southern portion of the tour.

## 1.1.2 Program Objectives

The JobFest 2012 tour will be deemed successful if:

- 25% of the young adults in each community) in rural and remote communities, and 5% of young adults in urban communities participate and provide positive feedback about the overall experience
- The evaluation information obtained from the pilot project helps MJTI in establishing improvements in practices for future labour market information initiatives

JobFest is designed to increase awareness of labour market products and services and to help individuals and communities to resolve their unique labour market issues. JobFest strives to reach young adults from Northern and Southern B.C. to educate them on the available tools and resources. Visitors may include students, job seekers, employers, parents, teachers and other residents.

The objective of JobFest 2012 is to tour up to 50 Northern and Southern British Columbian communities from April 2012 to November 2012 while encouraging the participation and engagement of young adults as identified in the demographic overview sections of this document, as well as job seekers, employers and other relevant community residents.

- To reach young adults, including students, job seekers, employers and residents who may not be aware of – or able to access – online tools and resources
  - To deliver the JobFest experience to both Northern and Southern BC
  - To travel to remote and larger communities in Northern BC (including First Nations and Métis communities) and more urban communities in Southern BC
- To showcase collaborative products developed to engage the target market and disseminate other labour market information to young adults across the province, via face-to-face discussions, application demonstrations, sharing of collateral and hosting mini 'Information Days' on-site at designated locations

- To expand awareness of labour market services and help individuals and communities explore and/or resolve specific labour market needs

### 1.1.3 Program Strategies

JobFest will be executed through two separate tours of the province. Tours have travelled to 26 remote and larger communities in Northern B.C. and will now travel to 24 more urban communities in Southern B.C.

JobFest Crew members will showcase tailored job and career information via a fun, engaging, peer-to-peer delivery using existing tools, information and developed content.

### 1.1.4 Program Overview

JobFest is a rock concert themed mobile event that travelled to 26 communities throughout Northern B.C. from April to July 2012. The tour targeted youth and young adults, getting them excited about their futures and teaching them about career tools and resources.

JobFest hosted an interactive and engaging event experience that occurs over a six-hour period, with appropriate timing determined with the community in advance. During this time visitors were invited into the experience to engage with Event Presenters, the career tools and other interactive games. They also enjoyed a variety of on-stage entertainment and received JobFest giveaways. Throughout the day local speakers shared stories and provided inspiration. In addition, both Acres of Lions (head liner band) and local talent unique to each community were invited to provide onstage entertainment.

To help generate awareness, the events were promoted via radio and newspaper advertising, as well as through other media such as community posters, radio remotes, newspaper ads, community posters and Facebook ads. Transit shelters, transit interiors and transit kings (exterior bus ads) will be added for the Southern tour.

The JobFest team provided and set up all equipment and materials for each event. Equipment included a mobile stage, two 20 ft x 20 ft inflatable tents with interactive activities, including the following nine tools:

- WorkBC, including the new Job Search function
- Career Trek
- Job Trend Tracker
- Build a Career
- Career Explorers
- Education Planner
- Work Futures
- BC Perspectives
- Trades Rock

A 10 ft x10 ft welcome tent and three team transport vehicles, including a branded 24 ft truck. Ideally JobFest requires an 85 ft x 100 ft level or paved area to set up; however, its flexibility allowed it to be scaled to accommodate smaller footprints.

## 1.1.5 Northern Tour Schedule

### 1.1.5.1 Tour Schedule - April

Apr 12						
M	T	W	T	F	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
drive 2 hours	set up 5 hours	Abbotsford 12 hours	day off	drive 7 hours	drive 7 hours	drive 7 hours
23	24	25	26	27	28	29
setup 5 hours	Prince Rupert 12 hours	day off	ferry to Haida Gwaii 8 hours	Set up 5 hours	Skidegate 12 hours	Day Off
30						
Ferry back to Prince Rupert 8 hours						

### 1.1.5.2 Tour Schedule - May

May-12						
M	T	W	T	F	Sat	Sun
	<b>1</b> Drive to Kitimat/Set- Up	<b>2</b>  Kitimat	<b>3</b> Drive to Terrace/Set- Up	<b>4</b>  Terrace	<b>5</b>  Day Off	<b>6</b>  Drive/Set-Up
<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>
New Aiyarsh	Drive/Set-Up	Kitiwanga	Drive to Iskut	Set-Up	Iskut	Day Off
<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>
Drive to Dease Lake/Set-Up	Dease Lake	Drive to Hazelton	Set-Up	Hazelton	Drive to PG	Day Off
<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>
McBride/Set- Up	McBride	Drive to PG/Set-Up	Prince George	Mackenzie/Se t-Up	Mackenzie	Day Off
<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>			
Drive to Fort Nelson	Day off	Day off	Set-up			



### 1.1.5.3 Tour Schedule – June & July

Jun-12						
M	T	W	T	F	Sat	Sun
				<b>1</b> Fort Nelson 12 hours	<b>2</b> Drive/Set-up 7 hours	<b>3</b> Prophet River 12 hours
<b>4</b> Drive/Set-up	<b>5</b> Fort St. John	<b>6</b> Day Off	<b>7</b> Drive/Set-up	<b>8</b> Dawson Creek	<b>9</b> Drive/Set-up	<b>10</b> Chetwynd
<b>11</b> Day off	<b>12</b> Drive to Smithers	<b>13</b> Day off	<b>14</b> Set-up	<b>15</b> Smithers	<b>16</b> Day off	<b>17</b> Drive/Set-up
<b>18</b> Houston	<b>19</b> Drive/Set-up	<b>20</b> Burns Lake	<b>21</b> Drive/Set-up	<b>22</b> Fraser Lake	<b>23</b> drive/set-up	<b>24</b> Fort St. James
<b>25</b> day off	<b>26</b> drive/set-up	<b>27</b> Vanderhoof	<b>28</b> drive/set-up	<b>29</b> Williams Lake	<b>30</b>	

Jul-12						
M	T	W	T	F	Sat	Sun
						<b>1</b> Williams Lake
<b>2</b> Day off	<b>3</b> Drive/Set-up	<b>4</b> Quesnel	<b>5</b> Drive/Set-up	<b>6</b> 100 Mile House	<b>7</b> Day off	<b>8</b> Drive

### 1.1.6 Training Summary

The following training topics were reviewed with candidates the week of April 10<sup>th</sup> to 13<sup>th</sup>, 2012:

- Background on MJTI, the overall project and the contacts;
- Program specifics and timing;
- Speaker session content
- Event programming and interactive games review
- Success criteria and key metrics;
- All equipment;
- All tools showcased on the tour
- Target market;
- Key messages;
- Roles, responsibilities and expectations;
- Community interactions and engagement, including community-specific issues;
- Public relations, media training and media contacts;
- Safety and security, including personal safety and equipment safety;
- Reporting and payroll, including responsibilities and templates, forms, and processes;
- Tour logistics and scheduling, including review of The Book;
- A day in the life of a typical day on the road;
- Dry-run training, including tool-specific training;
- Technical support, troubleshooting and support contacts for resolution;
- Presentation skills and facilitation;
- Complete run-through (Run of Show) for a typical day.

### 1.1.7 Community Outreach Summary

Inventa partnered with MJTI to establish key contacts in all 26 communities on the Northern tour. MJTI provided Inventa with a list of economic development contacts in each respective community. Inventa took the lead on cold calling each community contact to explain this exciting opportunity and get their assistance in planning. Each call was followed up with an e-mail providing further details on the event and each contact received an event overview document to review.

Key considerations in conducting community outreach included:

- Inventa partnering with MJTI, stakeholders and communication shops due to sensitivities;
- Community stakeholders and influencers were determined

- Potential local suppliers were determined, if required

Working closely with each of the tour stop community contacts contributed to the success of the overall program. Appointments were made with all communities on the Northern tour excluding: Dease Lake, Iskut and Skidegate, Haida Gwaii due to limited transportation to/from each of these communities at the time of scouting and extreme weather conditions.

Twenty-three site check appointments were successfully conducted. The site checks assisted in event plan development, and contributed important key learning's to the Crew's tour book. During these visits, the Account Executive or Tour Manager met with key contacts and stakeholders identified by MJTI. The purpose of the trips was to establish relationships with key individuals in the community and gain valuable insight.

Through the community outreach process, key community contacts helped to identify local community ambassadors, community speakers, key stakeholders and suppliers such as catering and security companies. Through conversations with key stakeholders, challenges and opportunities specific to each community would emerge and could be integrated into the strategic approach of the event plan.

### 1.1.8 Equipment Summary

The following equipment was utilized on the Northern tour:

#### Welcome Tent

- One 10 x 10 branded welcome tent
- Two JobFest banners
- Schedule of event signage (stationed just outside of the welcome tent)

#### Stage Left (Amp tent left)

- Three iPad kiosks featuring Build a Career
- Two laptop stations featuring Career Explorer and Career Trek videos
- Rock band station with seating, drum kit, microphone, two guitars, love seat and 46" flat screen TV and TV stand
- One 46" flat screen TV and TV stand showcasing Career Trek videos
- Build a Career and Career Explorer banners were situated in stage left on either side of the laptops

#### SL50 Mobile Stage

- Included JobFest branded banner

#### Stage Right (Amp tent right)

- Four laptop stations featuring: Trades Rock, WorkBC, BC Perspectives, Education Planner, Job Trend Tracker
- Three iPad kiosks featuring Build a Career
- Faux Tattoo Parlour
- Leather tattoo chair
- Tattoo neon sign and book
- Tattoo cabinet
- 30 temporary career tattoos
- Malatest table with survey and ballot box

The mobile network was a key component of the Crew's equipment. Due to the digital divides the network allowed for showcasing the tools with and without internet connectivity (on-line and off-line). Further details on the mobile network can be found in section four of this report.

## 2 Results

### 2.1.1 Quantitative Data

Quantitative data details event actual attendance versus project objectives is demonstrated in the chart below.

Note: Although event attendance is comprised of all age groups, the 15-24 year old demographic has been selected as a benchmark and demonstrates the core of JobFest event attendance.

#### Northern Attendance Comparison chart

Location	Date Change	Total Pop*	15-24 Pop*	Attendance	% Obtained	% Goal
Prince Rupert	y	6950	1850	400	22%	25%
Skidegate	y	781	85	200	235%	25%
Kitimat	y	8987	1175	50	4%	25%
Terrace	y	11320	1590	200	13%	5%
New Aiyansh	y	805	135	100	74%	25%
Kitwanga	y	480	90	155	172%	25%
Iskut	y	335	70	15	21%	25%
Dease Lake	y	65	15	80	533%	25%
Hazelton	y	293	25	125	500%	25%
McBride	y	660	90	150	167%	25%
Prince George	y	83225	10880	250	2%	5%

<b>Mackenzie</b>	y	4539	625	120	19%	25%
<b>Fort Nelson</b>	y	4514	725	64	9%	25%
<b>Prophet River</b>	y	86	86	36	42%	25%
<b>Fort St. John</b>	y	17402	3190	80	3%	5%
<b>Dawson Creek</b>	y	10994	1720	45	3%	5%
<b>Chetwynd</b>	y	2633	415	50	12%	25%
<b>Smithers</b>	n	5217	730	130	18%	25%
<b>Houston</b>	n	3163	475	160	34%	25%
<b>Burns Lake</b>	n	2107	330	240	73%	25%
<b>Fraser Lake</b>	n	1354	150	80	53%	25%
<b>Fort St. James</b>	n	1355	130	80	62%	25%
<b>Vanderhoof</b>	n	3865	510	120	24%	25%
<b>Williams Lake</b>	n	10745	1550	595	38%	5%
<b>Quesnel</b>	n	9326	1270	80	6%	5%
<b>100 Mile House</b>	n	1885	275	110	40%	25%
<b>Totals</b>		<b>193086</b>	<b>1850</b>	<b>3715</b>	<b>2178%</b>	<b>N/A</b>

The matrix below captures all final quantitative results from the Northern tour. Total event exposures, interactions and demonstrations were recorded from each individual event.

### Community quantitative results

\*Exposures denote the amount of people exposed to the brand

\*Interactions denote the number of people directly spoken to by a member of the JobFest Crew, but who did not necessarily receive swag, participate or use a tool

\*Demonstrations denote the amount of people who physically sampled the tools on the various laptops and Ipad kiosks

Dates	Community	Exposures	Interactions	Demonstrations
APRIL 17th-18th	ABBOTSFORD	1,500	550	350
APRIL 24	PRINCE RUPERT	1,000	400	300
APRIL 28th	SKIDEGATE	500	200	150
MAY 2nd	KITIMAT	350	50	35
MAY 4th	TERRACE	650	200	165
MAY 7th	NEW AIYANSH	175	100	200
MAY 9th	KITWANGA	300	155	175
MAY 12th	ISKUT	75	15	20
MAY 15th	DEASE LAKE	150	70	80



MAY 18th	HAZELTON	350	150	125
MAY 22nd	MCBRIDE	200	150	135
MAY 24th	PRINCE GEORGE	600	250	225
MAY 26th	MACKENZIE	250	120	90
JUNE 1st	FORT NELSON	350	100	90
JUNE 3rd	PROPHET RIVER	125	50	60
JUNE 5th	FORT ST. JOHN	500	100	90
JUNE 8th	DAWSON CREEK	350	55	75
JUNE 10th	CHETWYND	300	60	65
JUNE 15th	SMITHERS	700	130	150
JUNE 18th	HOUSTON	350	160	200
JUNE 20th	BURNS LAKE	700	170	200
JUNE 22nd	FRASER LAKE	400	70	125
JUNE 24th	FORT ST. JAMES	250	55	60
JUNE 27th	VANDERHOOF	450	100	150
JUNE 29th	WILLIAMS LAKE	500	25	45
JUNE 30 <sup>th</sup>	WILLIAMS LAKE	500	85	130
JULY 1st	WILLIAMS LAKE	500	75	110
JULY 4th	QUESNEL	400	65	100
JULY 6th	100 MILE HOUSE	400	100	180
	<b>Total:</b>	12,875	3,810	3,880

The matrix below demonstrates the total amount of swag given away at each community event. The results are broken down by individual swag item and per community. DVDs, t-shirts and tote-bags were the most well received swag items in the North.

## Swag

Dates	Community	Tote Bags	Pencils	DVDS	Drumstick (Pairs)	TShirts	WorkBC Pens	WorkBC Bookmarks
APR. 17-18	ABBOTSFORD	20	252	378	9	28	62	0
APR. 24	PRINCE RUPERT	20	280	360	9	28	50	12
APR. 28	SKIDEGATE	20	70	50	9	28	10	0
MAY 2nd	KITIMAT	20	70	520	9	28	15	0
May 4th	TERRACE	20	120	95	9	28	62	0
MAY 7th	NEW AIYANSH	20	70	75	9	28	40	0
MAY 9th	KITWANGA	20	100	160	9	28	80	0
MAY 12th	ISKUT	0	5	35	3	0	35	0
MAY 15th	DEASE LAKE	15	55	50	8	20	30	0
MAY 18th	HAZELTON	12	70	188	9	20	50	0
MAY 22nd	MCBRIDE	20	80	80	3	28	30	0
MAY 24th	PRINCE GEORGE	20	150	110	12	28	62	0
MAY 26th	MACKENZIE	18	50	56	9	20	25	0
JUNE 1st	FORT NELSON	20	56	138	9	28	30	4
JUNE 3rd	PROPHET RIVER	18	35	31	9	25	33	0
JUNE 5th	FORT ST. JOHN	12	60	73	10	15	20	0
JUNE 8th	DAWSON CREEK	16	42	51	9	15	29	0
JUNE 10th	CHETWYND	14	40	44	9	15	40	0
JUNE 15th	SMITHERS	20	60	200	9	28	50	5
JUNE 18th	HOUSTON	30	100	75	9	36	96	50
JUNE 20th	BURNS LAKE	25	100	150	9	30	75	20
JUNE 22nd	FRASER LAKE	20	85	52	9	24	28	20
JUNE 24th	FORT ST. JAMES	16	44	55	9	24	31	8
JUNE 27th	VANDERHOOF	16	90	180	9	20	25	5
JUNE	WILLIAMS	6	24	55*	2	7	20	0

29th	LAKE							
JUNE 30th	WILLIAMS LAKE	20	90	82	9	28	55	10
JULY 1st	WILLIAMS LAKE	20	86	107	8	28	58	8
JULY 4th	QUESNEL	21	42	40	9	30	47	6
JULY 6th	100 MILE HOUSE	25	100	100	9	42	62	10
	<b>Total</b>	<b>254</b>	<b>2,426</b>	<b>2,794</b>	<b>244</b>	<b>677</b>	<b>1,250</b>	<b>158</b>

The matrix below demonstrates the total amount of additional swag given away at each community event. The results are broken down by individual swag item and per community. Wristbands, guitar picks, tattoos and speakers were the most well received swag items from the North.

Note: Carabineers were only sent out to the Crew in Hazelton.

### Additional Swag

		Carabiner	WorkBC Waterbottle	Tattoos	Wristband	Guitar Picks	Earbuds (Sets)	Speakers
APR. 17-18	ABBOTSFORD	0	62	332	217	379	19	5
APR. 24	PRINCE RUPERT	0	60	164	276	200	10	5
APR. 28	SKIDEGATE	0	14	138	130	69	18	3
MAY 2nd	KITIMAT	0	17	116	30	30	19	3
May 4th	TERRACE	0	52	150	154	200	19	5
MAY 7th	NEW AIYANSH	0	35	100	80	80	19	5
MAY 9th	KITWANGA	0	62	291	140	80	19	5
MAY 12th	ISKUT	0	12	0	12	45	7	0
MAY 15th	DEASE LAKE	0	30	60	55	60	16	3
MAY 18th	HAZELTON	40	30	75	110	60	19	5
MAY 22nd	MCBRIDE	0	62	203	110	60	19	5
MAY 24th	PRINCE GEORGE	50	62	151	190	50	20	5
MAY 26th	MACKENZIE	50	50	30	67	10	19	5
JUN 1st	FORT NELSON	0	55	80	64	54	19	5
JUN 3rd	PROPHET RIVER	27	31	104	36	45	15	4

JUN 5th	FORT ST. JOHN	36	45	90	64	52	19	5
JUN 8th	DAWSON CREEK	28	35	50	37	50	19	5
JUN 10th	CHETWYND	29	34	30	44	36	19	5
JUN 15th	SMITHERS	75	66	214	85	50	19	5
JUN 18th	HOUSTON	82	125	220	152	75	19	5
JUN 20th	BURNS LAKE	50	70	75	154	165	19	5
JUN 22nd	FRASER LAKE	50	43	50	61	70	19	5
JUN 24th	FORT ST. JAMES	23	33	30	47	40	16	5
JUN 27th	VANDERHOO F	50	40	82	100	65	19	5
JUN 29th	WILLIAMS LAKE	16	0	51	21	100	8	1
JUN 30 <sup>th</sup>	WILLIAMS LAKE	56	19	50	76	215	17	3
JULY 1st	WILLIAMS LAKE	54	14	62	66	180	19	4
JULY 4th	QUESNEL	50	7	100	54	60	19	4
JULY 6th	100 MILE HOUSE	75	0	60	90	60	19	4
	<b>Total</b>	<b>751</b>	<b>1,165</b>	<b>3,158</b>	<b>2,722</b>	<b>2,640</b>	<b>507</b>	<b>124</b>

Replenishment of swag for the Southern tour has been recommended. Please reference change request 37.

## 2.1.2 Qualitative Data

### 2.1.2.1 Comments

"This event is such a great idea. JobFest 2012 should come to these communities every summer!" – Male, 20s

"This is a great event to spread knowledge about these websites" – Male, 40s

"Build a Career is a great starting point to get kids engaged!" – Female, 30s

"We never have anything like this come to Kitwanga. I've been looking for work and been thinking about school, so this will be very helpful." – Female, 20s

"Please come back to our community next year!" – Male, 15

"I am looking to be a carpenter and Career Trek is a perfect resource for me to research that trade. I went to the Trades Rock and saw there was a Woman in Trades link!" – Female, 30s

"I wish I had access to these tools and experience when I was young" – Woman, 40s

"Thank you for coming to Fraser Lake. It is a big thing when something like this happens" – Male, 40s

"This will be really helpful for me next year when I graduate" Female, 16

"These resources should be part of the school curriculum" – Female, Teacher, Age 32

"I like the idea of taking the information home with me on CD for my kids" – Female, Mom, Age 26

"I didn't know all this info about these jobs. This tattoo book is like a story book in disguise" – Female, 16

"I thought this was a career fair, and then I went into the tents. I liked the Build a Career app, and Career Explorers would be good for my younger brother" – Male, 18

"I really like working with computers and art, and I've never thought about being a Software Designer. All this information is really helpful and starting to make me think and expand my options in Film, Production, Animation, or even video games" – Male, 20s

"With this information being presented from the Build a Career App and exploring post secondary options with the Education Planner I now have confirmed that I want to go into Midwifery. The Education Planner site has allowed me to find the schools that offer the program and after exploring the information a little more, I now know I can leave, get my education and come back home to help my people!" – Female, 17

"That man who was just speaking was really interesting. I really liked hearing about how he struggled, went to school, and ended up finding his dream job online" – Male, 20s

"Man, I wish I had this in high school, JobTrend Tracker is really cool! I know what I will be doing tonight, I am going to explore the resources on the DVD you gave me. Thank you so much!" – Male, 25

### **2.1.2.2 Highlights**

JobFest participated in the Burns Lake Aboriginal Day annual parade on June 21st. The JobFest branded truck and Crew took part in the Aboriginal Day Parade, which had an audience of approximately 250 people and was great exposure for JobFest in that community.

Many teachers visited JobFest in each community and were thrilled to learn about the valuable resources available to their students. Teachers often took DVDs and swag to bring back to their classrooms to notify their students about JobFest and the tools available to them.

The high school marching band submitted to perform in the local talent segment at JobFest in Houston. This was a true highlight as a group of 20+ high school students took the stage to perform and were applauded by the community.

The team had a very positive experience at the Williams Lake Stampede, with considerably more traffic than most other events. When the rodeo let out around 4:00pm foot traffic moved to the JobFest site. There were close to 50 people on site for Acres of Lions' third set each day.

The morning parade on June 30th at the Williams Lake stampede added excitement to the event. There was a lot of foot traffic moving past the footprint and many event attendees came back to visit the JobFest footprint.

Some event participants spent close to 20 minutes on Career Trek and Career Explorers at a time in the amp tents. This demonstrated just how engaging the content is to captivate youth's attention span for such a long length of time.

Local media often arrived on-site to cover the event. This created excitement on-site, and helped to promote the tour and future event dates. The Tour Manager conducted multiple interviews throughout the Northern tour for community newspapers, magazines, radio stations and even local news channels.



### 2.1.2.3 Lowlights

The team faced all types of weather conditions while traveling up North. Strong winds, heavy rainfall and freezing temperatures caused the Crew to have to set-up a scaled down version of the footprint inside the alternate locations in five of the 26 Northern communities.

**Note:** It is recommended to continue to secure indoor, alternate locations for all events for future tours. This process should be completed during the scouting trip.

The Crew faced a few challenges with the generator while on the road. The generator picked up dirty oil or still had some dirty oil from previous use. This affected the generators performance by causing the Production Supervisor to frequently have to change the oil filter and keep a close eye on the generator.

**Note:** The Production Supervisor proactively stocked up on fuel filters and used land power whenever possible as backup to power the fans on the tents in the event the generator went down. It is recommended to schedule regular service of the generator for future tours. The generator has been brought in for servicing/repairs before the launch of the Southern tour.

The Crew faced challenges with the mobile network while on the Northern tour. A complete description of the issues and resolutions can be found in section 4.2.5.

## 3 Program Key Learnings & Recommendations

### 3.1 Communities

#### 3.1.1 Community Outreach Key Learnings

Community outreach was conducted for each community on the Northern tour. Identifying key community contacts before starting the community outreach process worked well. Community outreach for the Northern tour began in January 2012, once a table of key community contacts had been established by MJTI. It is recommended to start the community outreach process for future projects as quickly as possible. Three months was allocated to community outreach for the Northern tour prior to the program launching. Four months is recommended for future programs whenever possible. A key learning from the North was how much time is needed to liaise with the community contacts. Not all contacts had regular access to e-mail or phone in the North. Therefore there was often a gap in communication or a delay in getting a response.

Developing an event overview document in advance to the community outreach process was extremely efficient. This document was sent to all community contacts to get a feel for the event and where they can support JobFest in making the event a success within their respective community. Content of the documents included:

- Community Ambassador job description to help key contacts recruit for this role.
- A three page event overview outlining the project, equipment used a rendering of the footprint, logistical requirements and community involvement in terms of speakers, local talent and a Community Ambassador.

This helped streamline the process and communication when dealing with 26 communities at once.

Ensuring that the community outreach matrix was updated daily was key. This document captured all notes from community phone calls, or action items to be completed. It allowed anyone working on JobFest to easily get up to speed on each specific community. The community outreach matrix was submitted weekly to MJTI in advance of the community outreach call. MJTI then combined the community outreach matrixes from Inventa, the JobFest Aboriginal Relations Coordinator and MJTI staff into one document and distributed it.

Community outreach was vital to the success of the program. This role ended up being larger than anticipated. With multiple contacts in each community, it became challenging for one person to manage from a capacity stand point. There is an opportunity to expand the community outreach process by having more people involved in calling key contacts. It is recommended to expand community outreach calls to consistently call Recreation Centre Directors in all communities to help get the word out.

In March 2012 once all site checks had been completed for the Northern tour, the first seventeen stops on the tour schedule were changed. This resulted in the loss of some prime event locations within communities due to not being available on the new date and the loss of some Community Ambassadors and speakers. A statement was developed by MJTI to notify all affected community contacts of the schedule change. This kept communication consistent but the schedule change did affect the relationships developed with communities to date. Some contacts were upset that the work they had contributed to that point needed to be re-done. Overall Inventa/Cossette and MJTI were able to manage the date change and ensure all events were a success.

Having posters and flyers developed in time for the scouting trips is recommended. This would allow JobFest to start being promoted in each community as quickly as possible. This was implemented for the Southern tour and has been a huge asset. Posters were also left in local coffee shops and recreational centres in each community on the scouting trips.

The Aboriginal Relations Coordinator commenced his position at the beginning of February, but was required to address impacts of the Burns Lake mill explosion during the early stage of the job. It is vital that the Aboriginal Relations Coordinator is part of the planning process and has sufficient time to reach out to secure Elders for each event and help spread the word amongst communities.

At the same time, the practice of Elder welcomes is conducted out of respect and acknowledgement of the traditional territory JobFest is on, and it is not possible to guarantee that all Elders will attend as scheduled. While the Aboriginal Relations Coordinator may receive assurances of attendance when making his reminder call the day before the activation, unexpected meetings or other community priorities may prevent the Elder from attending at the last minute. He recommends that if an Elder has not yet arrived, the show should run as scheduled. A welcome can then be given after the first set of the band or even later in the day.

It is also recommended that all elder contact information be documented and available for the Crew in advance, so that they can attempt to contact the Elder if he or she is not present at the start of the event.

### **3.1.2 Community Overview**

The matrix outlines the run of show specifics from each community event. Including the date, event location, scheduled community speakers, local talent and Elders conducting the event welcomes.

Date	Community	Community Location	Speakers	Talent	Elders
APR 18	ABBOTSFORD	Abbotsford Tradex	N/A	N/A	N/A
APR 24	PRINCE RUPERT	Rupert Square Mall - lower parking lot	Stefan Delloch- North Shaving Credit Union, Maynard Angus- Port Corporation of Prince Rupert	Mr. Murder and the Flock of Crows	Tsimshian Elder Leonard Alexcee
APR 28	SKIDEGATE	George Brown Community Centre	Erica Ryan- Gagne Jason Alsop- Haida Heritage Centre	N/A	Chief Ellis Ross
MAY 2nd	KITIMAT	Riverlodge Recreation Centre Gymnasium	Rose Klukas, Rebecca Green, and Trish Parsons	N/A	No Elder
May 4th	TERRACE	George Little Park	Evan Van Dyke, and Hatha Callis	Boss Blues	Don Wells
MAY 7th	NEW AIYANSH	The New Aiyansh Recreation Centre	Chester Monroe, Daniel Mercer and Alexandra Johnson	The Blackouts and Sabertooth Mountain Goat	Melvin Robinson
MAY 9th	KITWANGA	Community Hall	Chester Williams and Debbie Bright	Norm Jr., Joe Daniels and Darrell Hill	Fred Johnson
MAY 12th	ISKUT	Community Hall Gymnasium	N/A	N/A	N/A
MAY 15th	DEASE LAKE	Recreation Center	No Key Speaker	N/A	Arnold Callbreath
MAY 18th	HAZELTON	North West Community College Parking lot	Bev Busby, Cynthia McCreery, and Jake Giguere	Jaypee Muldoe, and The Racket	Nik At'een Hereditary Chief Francis
MAY 22nd	MCBRIDE	Community Hall	Minister Pat Bell and Minister Shirley Bond, Marion Cousineau, and Sherri Flavel	Family Feud and Bismuth	No Elder
MAY 24th	PRINCE GEORGE	Prince George Civic Centre rotunda	Minister Pat Bell and Minister Shirley Bond, Shauna Harper, Michael Stanyer, Elissa Meiklem, and George Stededord	Cole Abou-Tibbett and The Statistics	No Elder
MAY 26th	MACKENZIE	Spirit Square, infront of Mackenzie Rec Centre	Minister Pat Bell, Martin Dugan and Christie Smith	Diana Hallis	No Elder
JUNE 1st	FORT NELSON	Fort Nelson Recreation Centre North Parking Lot	Kym Gillet, Keving Friesen and Danielle Morine	No Talent	s22
JUNE 3rd	PROPHET RIVER	Baseball diamond	Brianna Wolfe, s22	No Talent	Shirley Tsakota

JUNE 5th	FORT ST. JOHN	parking lot of Centennial Park	Ted Sloan, Brian Campbell	Wild Zeros	No Elder
JUNE 8th	DAWSON CREEK	Parking Lot of Memorial Arena	Mayor Mike Bernier, and Corey Margolis	Sunday Glow	No Elder
JUNE 10th	CHETWYND	parking lot of the Northern Lights College	Carrie Young	Sunday Glow and Free Trial Queen	No Elder
JUNE 15th	SMITHERS	North West Community College parking lot	Kevin Evans-Edelman, Kyler Harvy-UTM Exploration Services and Jason Rayz- Rayz Board Shop	N/A	Mabel Forsythe
JUNE 18th	HOUSTON	Jamie Baxter Park	Molly Wickham, Tony Mondia and Robert Atwood	Wolverine concert band	Russell Tiljoe
JUNE 20th	BURNS LAKE	Parking lot next to Spirit Square Park	Carmen Alec Luke Strimbold	Audio Architect	Betty Patrick
JUNE 22nd	FRASER LAKE	Outside the C.H. Foote Memorial Arena	Jamie Neilson, Sandor Buchi	N/A	No Elder
JUNE 24th	FORT ST. JAMES	Inside the Fort Forum Arena	Emily Colombo Joan Bourdeniul Mel Chestnut	Cole Tibbet	No Elder
JUNE 27th	VANDERHOOF	Parking lot of Riverside Park	Craig Smith Mayor Gerry Thiessen	Isaac Smeele Cole Tibbet	No Elder
JUNE 29th	WILLIAMS LAKE	Stampede Grounds behind the grandstand in the parking lot	Angela Sommer	Nick from Victoria Falls, Dynamic Downfall	No Elder
JUNE 30 <sup>th</sup>	WILLIAMS LAKE	Stampede Grounds behind the grandstand in the parking lot	Jim Buer	N/A	No Elder
JULY 1st	WILLIAMS LAKE	Stampede Grounds behind the grandstand in the parking lot	No speaker	Dynamic Downfall	No Elder
JULY 4th	QUESNEL	parking lot of Lebourdais Park	Dr. Blanca Schorcht	The Statistics	No Elder
JULY 6th	100 MILE HOUSE	parking lot of the South Cariboo Recreation Centre	Adea Chung Mayor Mitch Campsall Corporeal Tim Lyons	N/A	No Elder

### 3.1.3 Community Key Learnings

The JobFest Crew successfully visited 26 communities during the Northern tour. The success of each community event truly depended on the response and support from the key community contacts. It became clear early on that some community contacts were willing to go above and beyond to contribute

to the success of the event. The top five successful events from the Northern tour based on community involvement, support and attendance were: Kitwangak, McBride, Smithers, Houston and 100 Mile House. These community contacts supported the project from the beginning and were a huge asset in pre-promoting the event and finding the appropriate contacts to speak at the event. Due to the response and support from these communities, event attendees arrived with a positive impression of JobFest and were “in the know” about the event. Event attendance in these five communities was higher, most events had a full line-up of speakers and a Community Ambassador in place for the events, adding to the overall success.

Recruiting Community Ambassadors for JobFest for the Northern tour proved to be more challenging than originally anticipated. Even though the position was paid and a great addition to a resume, learning's were that grade eleven or twelve students were busy and therefore fearful to commit to the position. s13, s17

Communities have already been much more responsive to finding Community Ambassadors for the Southern tour. s13, s17

Finding Community Ambassadors last minute or in some cases not at all for select communities affected the pre-promotion and local talent recruitment process. It was easier to get the word out in communities where the Community Ambassador was determined in advance and could help hang event posters and spread the word about the event and local talent amongst their peers. s13, s17

Utilizing key community contacts to help recommend key speakers in each community worked well. Key contacts were asked to compile a list of who they thought would be a dynamic and impactful speaker at the event. Contacts then conducted a temperature check with each potential speaker to gauge whether or not they would be open to the opportunity of speaking at our event. Once they agreed, the final step was sending Inventa the speaker's contact information. Inventa would then call each individual speaker, explain the event and the opportunity and slot them into the run of show as an event speaker. This process worked well and is recommended for future events.

Securing radio remotes on-site at JobFest events helped to create awareness and excitement on-site. The following radio remotes were the most professional and efficient on the Northern tour:

- At the Terrace event CJFW FM and CNFR FM were a great asset onsite promoting JobFest 2012 all day
- CNFR FM, the PEAK in Hazelton was on-site interacting with participants and Event Representatives. The PEAK specifically was really high energy and great at engaging the crowds.
- 94.5FM radio remote was broadcasting live on location in Prince George. 94.5FM is a classic rock station which set up on site with a boom box, table, microphone and a sandwich board. Although the radio remote did not come with a full branded tent, they were very professional and effective in their on air interviews. 94.5 FM was a great addition to the event and helped to spread awareness of the event
- Moose FM in Fort St. John was extremely professional and an asset to the event. The main DJ was also a dynamic and engaging event speaker
- 

s17

Some communities such as Smithers and 100 Mile House brought additional attractions to the event.

- The Northwest Community College in Smithers had their 'Heavy Equipment Operator Virtual Trainer' on-site for participants to use. It is a simulator for individuals to test their skills operating a loader (which is a \$1,000,000 piece of machinery). The machine was on-site from 2pm to 4pm. There weren't many participants who tried the machine as it was large and intimidating, but it was a great addition to the set up as it drew a crowd to the footprint.
- 100 Mile House Youth organization invited lots of additional youth down to JobFest and hosted a bbq on-site to entice youth to come down and stay awhile
- Encouraging additional community involvement surround the JobFest set-up is recommended. Their involvement helps attract crowds and spread awareness, ultimately increasing total event attendance

There is value in encouraging employment service providers, post-secondary institutions and youth organizations to participate and promote their services on-site at JobFest. Relationships with these organizations were leveraged during the community outreach process. They were extended the invite to capitalize on the JobFest event attendance and promote their services and programs at the event in exchange for helping to pre-promote the event and even helping to recruit local speakers. The following organizations promoted their services to the youth in attendance:

- WorkBC Employment Services Centres
- North West Community College
- Northern Lights College
- Community Futures
- Employment Action
- United Way of Northern BC

## 3.2 Talent

### 3.2.1 Headliner

Secret Study, a Vancouver based music talent agency, coordinated talent for the Northern tour. Acres of Lions, a four member pop-rock band based out of Victoria B.C. was selected as the headliner band for the Northern tour. The band attended the first day of classroom training (April 10<sup>th</sup>) to get familiar with the project and the Crew. The band then travelled with the JobFest team, performing three thirty-minute sets at each community event. For the south, it is recommended to promote the headliner band at all tour stops.

Having a headliner band accompany the Crew on the Northern tour proved to be a valuable asset in helping to spread the word about the event, attract youth and recruit local talent. The band would help invite contacts they met in each community to the event. They also spoke with local music stores, schools and Rec Centres when possible to create awareness. Having Acres of Lions name printed directly on the JobFest posters helped stimulate interest and motivate local talent to submit online to perform at the event.

The band often travelled separately from the Crew as they were on a different schedule. They did not need to arrive for set-up, for example, so could therefore leave the last community later than the Crew. As on the Northern tour, it is recommended to have the headliner band stay in the same hotel as the Crew on the Southern tour whenever possible. This allowed for easy communication between the Tour Manager and band, allowed the Crew to bond, get to know each other and include each other on team outings and dinners, ultimately building the cohesiveness of the Crew.

Acres of Lions were a great fit for the target demographic, with youth in all communities responding well to their performances. It is recommended to utilize Acres of Lions in future tours targeting youth.

### 3.2.2 Local Talent

Local talent was also spearheaded by Secret Study. An on-line submissions tool was developed by Brite-Web, Secret Study's web partner and an adjudication process was created to evaluate the talent. Both Cossette and Inventa were provided log-in information to review local talent submissions and help select talent for each event. Once talent was selected from the submission page, Secret Study would contact the talent to confirm they had been selected to perform at JobFest and arrange the logistics with the talent. Once confirmed, Secret Study would create a one-page call sheet. This covered the talent's contact info, performance time and any equipment requirements they needed to perform. This document was sent to Inventa (usually the day before the event) and Inventa sent this document to the Tour Manager.

The submission response was not as high as originally anticipated. In an effort to increase submissions Secret Study began a grass roots reach out to each community. Secret Study called music stores and identified key contacts in each community who could help increase awareness about JobFest, hang posters for the event and encourage youth to submit to perform on-line. Secret Study prepared a weekly spreadsheet on their progress for Cossette and Inventa. There was value in having Secret Study conduct the grass roots research as it was challenging to get youth to submit online for the Northern tour and to spread the word in general.

Recruiting local talent proved to be challenging for the Northern tour.

s13, s17

s13, s17

s13, s17 Sending posters directly to music stores, music teachers and recreation centres helped to spread the word, although the overall response was lower than originally anticipated. It is recommended to pre-promote the event within the communities as early as possible. Targeting recreation centres in all communities to pre-promote the event on their recreation centre event page and hang posters throughout the recreation centres where youth visit will drive further awareness.

A few of the top local talent acts of the Northern tour are captured below. Cole Abou-Tibbett, was a crowd favorite, taking the JobFest stage on multiple event dates.

s22

s22 Prince George local  
rockers "The Statistics" s22 were also a highlight and very entertaining and engaging when they performed their set. The Wild Zeros were fantastic with their original and cover songs. The band was a great fit for the JobFest rock concert look and feel, keeping their material suitable and appropriate for the audience. Local talent, Sunday Glow performed in Chetwynd and were a great addition to the event. The band is extremely easy to work with and a great fit for JobFest. Williams Lake Local talent, Nick from Victoria Falls, played a solo acoustic set, and Dynamic Downfall played a fantastic electric set. Both the drummer and guitarist are young performers and very proficient for their age.



Local talent utilized the JobFest stage as a platform to showcase their talent. Incorporating local talent into the event run of show was well received and is recommended for future tours.

### **3.3 Equipment Key Learnings**

#### **3.3.1 Power**

The Crew experienced a few challenges with the generator while on the Northern Tour. Although the problems such as dirty filters, dirty diesel, oil changes, were rectified, it is recommended to purchase a smaller, back-up generator for the Southern Tour, as well as use local power whenever available.

The back-up generator is recommended to have on hand to power the tents in the event the main generator goes down or requires any trouble shooting and local power is not available. This way the event will not be compromised in any way.

All components of the power package are in good working condition and the generator will be fully serviced between the northern and southern tours.

Cable mats: All cable mats are in good condition.

It is recommended to obtain five more cable mats from Production Power for the Southern tour.

#### **3.3.2 Vehicles**

The rented vehicles worked extremely well for the Northern tour. The vehicles were efficient in hauling the generator, stage and Crew members. The crew cab vehicle that tows the SL50 stage is in good working condition. The vehicle is recommended to be serviced between the Northern and Southern tour, otherwise is ready to go. The crew cab vehicle that tows the generator is in good working condition. The truck requires servicing between the Northern and Southern tour and requires repairs to the passenger side rear panel (dent incurred on the Northern tour). The branded Penske truck is in good working condition. Requires basic servicing between the Northern and Southern tour.

We recommend utilizing the existing vehicles for the Southern tour with complete servicing and repairs completed between the Northern and Southern tours.

Both the Production Supervisor and Tour Manager were issued Petro Canada gas cards for the tour. It is recommended to issue a third gas card, so there is always one gas card per vehicle at all times. This will be arranged through Inventa's accounting department.

#### **3.3.3 Stage**

The stage line SL50 stage is a great fit for JobFest and works very well for the events and is in good working condition. The only issue with the stage is the jack with the plastic wheels utilized to position the stage in its correct place need to be replaced. The wheels are not flexible or strong enough to hold the weight of the stage after it is taken off of the program vehicle jack.

The positioning wheel issue has been addressed with Stageline and replacement wheels have been ordered from Stageline for the Southern tour.

New microphones are required for the stage for the Southern tour.

**Note:** It is recommended to purchase: 1 drum kit microphone set, three sm57 microphones, 1 graphic eq, two long mic stands.

Purchasing a battery powered cordless drill is recommended to make set-up of the stage easier.

Two large fans are recommended to be purchased for the main stage to keep performers/speakers cool. An additional fan per amp tent is recommended to keep the temperatures comfortable inside the tents during the summer heat.

### 3.3.4 Tents

Both of the 20x 20 inflatable amp tents are in good condition. The tents are a little bit dirty due to wear and tear and are therefore recommended to be cleaned between the Southern and Northern Tour. All tent straps are in good condition.

Five out of six blower fans are in good working condition. One of the fans is not fully functional but can be utilized as a back-up fan (in case of emergency).

**Note:** It is recommended to purchase one more back-up fan for the tents for the Southern tour as the tents can become quite hot inside in warm weather. Purchasing one fan per tent is recommended to increase air flow and ventilation during the Southern tour.

The Welcome tent walls, top and frame are all in good condition. It is recommended to wash the walls and top of the tent before the Southern tour.

Sandbags: Seven of eight sandbags are in good condition but have lost sand over time. One of the sandbags will need to be replaced.

**Note:** It is recommended to replace the one broken sandbag bag and purchase four additional sandbags for the Southern tour (five new sandbag bags total to provide adequate coverage).

The Production tent frame and top is in good working condition and ready for the Southern tour.

### 3.3.5 Uniforms

The existing uniforms of 5 in 1 jackets, toques, gloves, tattoo sleeves, hoodies and t-shirts worked well for the Northern tour. The Crew felt equipped for all weather elements.

It is recommended that the Crew wears khaki shorts, black shorts or dark denim shorts for the Southern tour in addition to dark and black denim to keep them cooler in warmer weather.

Trucker hats, baseball caps or cowboy style JobFest branded hats are recommended for the Southern tour to help the team keep cool and sheltered during peak summer heat.

### 3.3.6 Swag

There are many different pieces of swag to manage and distribute during the JobFest experience. Although visitors love the swag, having so many different pieces of swag can be overwhelming to them.

Some consumers get caught up in swag versus the experience and it can take away from the key messaging.

Focusing on the most popular items and premium pricing is recommended. Popular items such as T-shirts, branded drumsticks, should only be distributed when youth engage with the tools and Event Representatives by answering a quiz. The below quiz is recommended to be implemented to win swag on-site:

In addition to questions asked on stage, create a "Rock Out Quiz!" game to engage youth to win t-shirts and other prizes by asking 5 to 10 questions such as:

1. List the Career Trek video that was filmed in (or closest to,) your community. (CAREER TREK)
2. What are three skills you need to be a \_\_\_\_\_.(CAREER TREK)
3. Write down three different trades you can explore on Trades Rock? (TRADES ROCK)
4. What is Perspectives? (PERSPECTIVES)
5. Search a profession on BCWork Futures and write down what basic education is needed. (BC WORK FUTURES)
6. Try Build-a-Career and tell us what profession it chose for you. (BUILD-a-CAREER)
7. List one of the professions of one of the Career Explorers characters. (CAREER EXPLORERS)
8. What website can you go to if you want to search for a job? (WORKBC)
9. Which site can help you choose the right post secondary institution? (EDUCATION PLANNER)
10. Get a tattoo and tell us why you choose it.

It is recommended to remove the WorkBC bookmarks from the Welcome Tent as they take up a lot of space on the welcome table and are not a popular swag item in comparison to the other swag available.

The JobFest branded pencils are one of the least popular swag items. Not many people use pencils these days (pens seem to be preferred) therefore it is recommended to distribute remaining stock and not to order more once that stock has been distributed.

JobFest t-shirts, DVDs, drumsticks, and guitar picks are the most popular swag items amongst youth and are recommended as swag items during the Southern tour.

### **3.3.7 Miscellaneous Equipment**

#### **iPads**

All six iPads are in good condition. It is recommended to purchase one additional back-up iPad in the event any of the iPads need to be replaced on the Southern tour.

#### **Laptops**

All six program laptops are in good condition. It is recommended to purchase one additional back-up laptop in the event any of the laptops needs to be replaced on the Southern tour.

#### **Computer Locks**

All six computer locks have become loose due to wear and tear. It is recommended to purchase new locks for all six laptops for the Southern tour.

## **TVs**

All flat screen TVs are in good working condition. Minor scratches have been incurred but the TVs are recommended to be utilized on the Southern tour.

## **TV stands**

All TV stands are in good condition and in working order. One of the four stands has broken wheels. The stand is still fully functional without the wheels (Production Supervisor has removed the wheels). It is recommended to re-use all four stands for the Southern tour.

## **Rock Band**

The PlayStation is in working condition; however it loses connectivity to the TV at times. The Production Supervisor has tried troubleshooting with different component cables and determined the issue is with the PlayStation itself

**Note:** It is recommended to purchase a new Sony PlayStation for the Southern tour.

The rock band disc, two guitars, one microphone and controller are all in good working condition. The Rock Band drum kit and stool have incurred damage, however they are still in working condition.

**Note:** It is recommended to replace the drum kit and purchase a new stool for the rock band area.

## **Loveseat**

The loveseat is in good condition. However, the cover is a little bit worn and has a small tear on the bottom. It is recommended to purchase a new love seat cover for the Southern tour.

## **Bar Tables**

The tables that house the laptops in each amp tent are heavily scratched. It is recommended to purchase three new bar tables for the Southern tour.

## **Bar Stools**

All six bar stools are in good condition.

## **Folding Tables**

All three folding tables for the welcome tent and sound tables are in good working condition.

## **Tattoo Chair**

It is recommended to replace the tattoo chair for the Southern Tour as the hydraulics are no longer working properly

## **Tattoo Parlour**

The glass on the tattoo sign broke when the sign fell when the generator went down in Vanderhoof. Inventa has already ordered a brand new tattoo sign for the Southern tour.

The tattoo picture sign, tattoo cart and tattoo stool are all in working order

## **Lighting**

All lighting is in working order

## **Run of Show Signage**

The signage has a few minor scratches but is in working order

## **Banners**

All JobFest banners are in good condition, with the exception of one pink banner (Rock Your Future) that has major scratches. This banner is currently being replaced.

The existing stage banner is in good condition. A revised stage banner is being produced for the Southern tour

## **3.4 Tool Specific Key Learning's**

### WorkBC and Job Bank:

Off-line Mode: (Same as "BCWork Futures" and "Education Planner") Functions in off-line mode as a six page linear slideshow only.

**Note:** Not engaging for event attendees and hard to 'sell' or promote in off-line mode. This is a helpful tool to promote to people looking for work. The team focuses mainly on the job bank portion of the site.

The site demonstrates a simple search format/layout via job and location. This is very straight forward and on point with users search needs. The fact that the tool can be localized by town/area is well received. The tool requires constant management in terms of (updating and) deleting expired postings.

The Crew received a few questions about options and opportunities for work for people with learning disabilities or physical challenges. This came up more often as the Crew travelled further North.

Primary demographic is 18-40 years old.

\*Job Bank was replaced partway through the tour by Job Search function within WorkBC.

### Career Trek:

This is a fully functional website in both on-line and off-line mode. There is no difference to the run time or functionality of the site in either mode.

**Note:** This tool is highly effective for event attendees. They enjoy the one-on-one interviews; comic plot line/script and real life feel of the videos. The tool provides an honest look into the different career options (which is well received by event attendees.)

The search options for the videos are a great way to engage consumers. Especially when JobFest staff use the map layout for showcasing local videos filmed in the current activation community.

Some high school students in particular are very interested in checking out what their choice careers or perspective careers would be like and stay to view some alternate options.

The chance to match interests and skills is a great option on the site; however, is rarely used on a first time browse by a consumer. Event attendees enjoy the personalized touch from the point of view of the hosts. This allows the event attendee the opportunity to 'get to know' the hosts Vivianna and Bryan, who are easily likable characters. The most popular video choices from the Northern tour were: baker, bus driver, mechanic, lawyer, carpenter/foreman, doctor and vet.

The primary demographic interested in this tool is 12-24 years old.

### Build a Career:

The site is fully functional in on-line or off-line mode. Both modes experience difficulty with the Map function. Staff experience freezing with this function when trying to navigate through it.

**Note:** This is a highly engaging tool for people coming into the tents. It is well received by event attendees of all ages.

Build a Career is primarily displayed on the iPad kiosks versus computers, to allow computers to be free for secondary consumer interactions. (Secondary consumer interactions defined by consumers starting their experience on the iPad kiosks with Build a Career then going to a laptop for further information and opportunities.)

Some of the application wording has been found to be too complex for users. (I.e. 'Synthesizing', 'collaborating', 'precise' etc.). Some adult users and children have had to ask for help to understand the question. Staff recommend using an alternate question for the start of the quiz. The current starting question is, "Do you understand things quickly?" This creates an awkward situation for staff and the event attendee when explaining the game because if the user has difficulty understanding the game they are embarrassed to answer the first question. Some users are not familiar with how iPads work or are unsure how to answer the question -"by pressing the circular buttons below"- and feel embarrassed to answer such a 'hot' intro question. An alternate, less intimidating question would be recommended. (i.e. "Do you enjoy working with your hands?")

The general layout of the quiz, separating it into phases, is a great way to break things up. The numbering of questions (i.e. 5/17) is key part of keeping people engaged, focused and motivated to continue.

Video function is rarely used on-site for this application.

Build a Career has received great reviews, is easy to promote and understand. The site attracts a wide demographic. Primarily between ages of 15-25 year olds.

### Job Trend Tracker

Off-line Mode: The site works in off-line mode, however loads too slowly. Event attendees rarely have the patience to wait for it to load as it takes one minute plus to fully load the first page. The first three pages of the site load very slowly until it reaches the search field. At that point, once a career can be entered, the site picks up speed and can be functional. The challenge is having people wait through loading the first three slow pages because they become disengaged.

**Note:** After the first page and "get started button", it's confusing for the attendee to know where to start. The search field is somewhat hidden and not obvious for users. Counter intuitive in terms of selecting search. (Users want to click on the word to select their search not the arrow to the far left.)

I.e. In the case of searching Nurse " < 3233 Registered Nursing Assistants " pops up. Most users intuitively look to press the actual title of the career, in this case the portion that reads... "3233 Registered Nursing Assistants"; however, can only select the arrow (<) to choose the desired career.

The site does a great job of using colors to define different statistic searches.

The primary demographic interested in this site is 20-40 year olds.

#### Career Explorers:

This site was fully functioning in both on-line and off-line mode. The tool run time and overall functionality did not change in off-line or on-line mode. The tool delivered a consistent experience regardless.

**Note:** Children enjoyed the opportunity to play a game while onsite at JobFest. Most players are too young to read any of the written information throughout the game. Dice rolling and player movement between mini games was too slow. Event attendees get bored and quickly lose interest when they have to wait for the dice to roll and their player to move or their opponent to have a turn.

When playing a mini game most game commands are confusing for consumers in terms of how to move the player and some instructions can be difficult to understand. (Examples demonstrated below.)

I.e. 1. The painting level: when a player has to move planks and put them down to bridge gaps below then hammer the panels of the house.

I.e. 2. The Office game: when entering elevators, delivering mail, jumping over office chairs. There's a lot happening and the key functions and purpose of the game can be a little challenging for some to understand.)

The primary demographic interested in the site is 5-10 year olds.

#### BC Work Futures:

Off-line Mode: The site functions in off-line mode as a ten page, linear slideshow only.

**Note:** This tool is not engaging for event attendees and hard to 'sell' or promote while in off-line mode. Essentially the site provides too much information without really engaging the consumer. Overall this is a great site with lots of useful information. It is very popular with both JobFest Staff and consumers and is very user friendly in on-line mode. The website provides easy and fluid movements between screens, info and onto other links. The career profiles offer lots of valuable insight and a realistic portrayal of what to expect in the various jobs.

The primary demographic interested in this tool is 16-30 year olds.

\*Partway through the Northern tour, this function was replaced by the career profiles in WorkBC.

#### Education Planner:

Off-line Mode: Works in off-line mode as a 14 page linear slideshow only.

**Note:** This tool is not engaging for event attendees and hard to 'sell' or promote in off-line mode. Overall this is a very useful tool to showcase in on-line mode. School program information and key learnings are extremely helpful. A great addition to the site would be to provide users with a general idea of program costs.

Education Planner is a great resource for teens who are seeking post-secondary education and scholarships. It has received many positive comments from parents.

Primary demographic is 16-25 years old.

#### Trades Rock

Off-line Mode: The site does not function well in off-line mode due to no access to linking sites.



**Note:** The site does a great job of capturing the event attendee's initial interest, however, the site is heavily reliant on driving interest onto connecting links/sites for further explorations.

Unfortunately not enough information can be accessed in off-line mode. There are main sections on each page labeled things like, "Check out the Cool Jobs" and "Resources" which are key components to the purpose of the site and draw interest but are unavailable to click through further. Many consumers lose interest seeing that they have such restrictions in off-line mode and find it anti-climatic.

Trades Rock is best to promote when fully functioning in on-line mode. The site in general is not a very popular tool, although it has gained more interest in certain locations such as in Dease Lake, Terrace, Fort St. John and some of the more heavily reliant industrial communities.

Primary demographic is 12-23 years old.

\*This site is being replaced by the Industry Training Authority site for the Southern tour.

#### BC Perspectives:

Offline Mode: Not currently effective off-line.

**Note:** Only some pathways are accessible for consumers, not all videos are available. There seems to be only one linear path through the website off-line (which only contains four slides). Consumers have become frustrated because it appears to be a fully functional website but upon further exploration realize there is only one way to explore it when in offline mode.

The site does provide a good snapshot for indecisive students thinking about going to post secondary. This tool is one of the least popular of the nine tools offered on the Northern tour. The key demographic interested in this tool is 16-20 year olds.

### 3.5 Promotion

Advertising has been increased for the Southern tour with the inclusion of transit interiors and kings (interior transit ads and exterior transit ads) and added print insertions and radio remote activations for key markets. Any additional media above and beyond this additional increase should be reviewed on a case-by-case basis.

Cossette/Inventa feel that an overall increase in media dollars would greatly impact and increase tour attendance. However, with the JobFest tour travelling across the entire Province, the media dollars required to properly saturate each market is in the \$1 - \$1.5 million range. Cossette/Inventa will continue to utilize and leverage community contacts to pre-promote the tour wherever possible and work within the media budget currently provided.

#### 3.5.1 Radio Remote and Other Key Media

One to two radio remotes were present in each Northern community with the exception of Iskut, Dease Lake, McBride, Prophet River and Fraser Lake as these communities did not have access to radio stations due to limited infrastructure. The radio remotes were well received and welcomed by the Northern communities and helped drive traffic to the event with live broadcasting. They also added to the overall event experience by conducting live interviews with speakers, the crew and event goers. The radio remotes are anticipated to play an even larger role in the Southern tour due to its more digitally connected audience.

#### 3.5.2 Social Media

Cossette has provided Inventa with a variety of digital assets to share with Southern community contacts during the outreach process to leverage additional social media and digital promotions opportunities.

For the Southern tour, Cossette has created and provided a digital outreach package to MJTI. This tactic was originally planned for the North as well, however, MJTI identified that they did not have the appropriate resources to sustain this program and decided to re-visit this for the South. This digital package includes:

- digital outreach contact list (broken down into community contacts and key bloggers – referred to as media contacts)
- suggested email copy for community contacts
- suggested email copy for media contacts
- JobFest media advisory for media contacts
- a zipped digital folder to send to media/community contacts that include: one page JobFest resource guide, event photos with cut-lines (descriptions of the photos for media), JobFest logos and printable digital posters
- instructions for the digital outreach process
- posters that can be printed and hung up in establishments to help promote event

The goal of this package is to establish a relationship with the identified key influencers in each community and engage them prior to each event to promote JobFest in their communities both online and offline. Cossette/Inventa recommend that MJTI provide a resource to reach out to these contacts with the instructions provided to increase awareness through each of the influencers' various channels (social media, blogs, web-sites, community forums, bulletin boards...etc). Please refer to the digital outreach package for additional information. MJTI found that it was necessary to send the package to most recipients by WeTransfer, since many systems blocked delivery because the message with attachments

exceeded the maximum message size allowed. It is recommended that future digital kits include all smaller files that can be attached without creating delivery problems.

### 3.6 Travel Logistics Key Learnings

The Penske vehicle achieves a maximum speed of 70km/hour on hills and 100km/hour on straight roads. The Penske vehicle slows down the teams travel time as it can take longer than the average google map estimated time to travel between destinations

**Note:** It is recommended to add a minimum 10% additional travel time to estimated travel time to accommodate for the Penske vehicle. The additional travel time has made some of the Crew's travel days longer than originally anticipated

Weather is another element that can contribute to longer travel time. The Crew experienced everything from rain, hail, thunder and lightening, snow and sunshine on the Northern Tour. The vehicles are properly equipped to travel safely in all elements however it can take longer than anticipated when travelling in the pouring rain for example

**Note:** Allowing additional travel time on travel days for the Southern schedule is recommended

Activating at three-day festivals such as the Williams Lake Stampede was planned and recommended for the Southern tour. The Crew found that people came from surrounding communities for the weekend at Williams Lake, and the team was able to increase their exposures and interactions in comparison to one day events. Staying in one community for three days is also easier on the Crew, with less travel and set-up and tear-down. However, attendance at the southern Abbotsford and Penticton events was disappointing. It is now recommended that any future tours focus on community-based activations rather than festival events.

The Crew found travelling as one convoy to work well and kept safety top of mind. The Crew found the radios purchased for each vehicle to be a huge asset. This allowed the team to communicate clearly and could therefore plan ahead and anticipate when any of the three vehicles needed to stop.

Continuing to travel as one solid convoy is recommended for the Southern tour (with the exception of the band who stays behind and is essentially on their own travel schedule as they are not required to set-up or tear down).

Scheduling regular maintenance of the team vehicles is mandatory. The Crew did a great job of making sure the vehicles received oil changes and regular servicing. As a result, none of the program vehicles broke down on the Northern tour due to improper maintenance

**Note:** The Penske truck battery died approximately three times throughout the Northern Tour. The Production Supervisor feels this was attributed to the truck not being turned on for a few days when staying in one community for multiple days. It is recommended to let the engine run on the Penske truck, once every day while on the Southern Tour to keep the battery going as well as maintaining regular, scheduled vehicle maintenance

### 3.6.1 Tour Schedule

Sequence	Community	Date
1	Prince Rupert	April 24
2	Skidegate, Haida Gwaii	April 28
3	Kitimat	May 2
4	Terrace	May 4
5	New Aiyansh	May 7
6	Kitwangak	May 9
7	Iskut	May 12
8	Dease Lake	May 15
9	Hazelton	May 18
10	McBride	May 22
11	Prince George	May 24
12	Mackenzie	May 26
13	Fort Nelson	June 1
14	Prophet River	June 3
15	Fort St. John	June 5
16	Dawson Creek	June 8
17	Chetwynd	June 10
18	Smithers	June 15
19	Houston	June 18
20	Burns Lake	June 20
21	Fraser Lake	June 22
22	Fort St. James	June 24
23	Vanderhoof	June 27
24	Williams Lake (Williams Lake Stampede)	June 29,30, July 1
25	Quesnel	July 4
26	100 Mile House	July 6

### 3.6.2 Risk Management

A portion of the budget was allocated to risk management for the Northern tour in the event any equipment needed to be replaced. One iPad was replaced during the Northern tour, as well as repairs to other elements including the generator

**Note:** It is recommended to include risk management in the Southern tour to replace any equipment that incurs damage along the way or for any unforeseen circumstances

#### 3.6.2.1 Security

Security is necessary to watch the equipment/footprint overnight from set-up until the morning of the event. Although planned for, security was not required at all events during a six hour activation.

Security is recommended for the Southern Tour overnight and during the events due to the anticipated increase in event attendance. One security guard is recommended during the event hours

### 3.7 Review of Staffing Structure

The existing staffing structure of one Tour Manager, one Production Supervisor, one Production Coordinator, one Emcee and five Event Representatives worked efficiently.

It is recommended to hire three additional Event Representatives for the Southern tour events (Abbotsford Rodeo, Penticton PeachFest and Whistler Crankworx) scheduled in the first three weeks of August. Additional staff will help to manage large crowds, deliver quality interactions, and to cover breaks and stagger shifts for the longer event hours.

The Crew found that having the Event Representatives switch up their roles/positions within the footprint frequently helped. This strategy ensured all team members knew all of the tools inside and out, kept things new and exciting and ensured flexibility among the team (if anyone was sick, they could cover a position, or needed a break).

All Event Representatives should be trained on all positions of the footprint so that they can cover any role as needed for the Southern Tour.

## 4 JobFest Mobile Network

### 4.1 Event Requirements

#### 4.1.1 Online and Offline Modes

The following event requirements meet the online/offline and standalone application requirements defined in the “Scope, Requirements and Strategic plan” document for JobFest. In summary, the Ministry has identified the following technical requirements for the JobFest tour:

- 1) Stream the JobFest mash-up video and 52 Career Trek videos onto 2 55” LCD displays and 1 42” LCD display
- 2) Access to the internet from 6 laptops and 6 iPads to government public facing applications and web sites which include: Career Explorer, Career Trek, Build A Career, WorkBC, BC Job Bank, Job Trend Tracker, Education Planner, Work Futures, BC Perspectives and Trades Rock.
- 3) Install Unity software on all laptops in order to run Career Explorers
- 4) Access without the internet from 6 laptops to government public facing applications and web sites which include: Career Explorer, Career Trek, Build A Career, WorkBC, BC Job Bank, Job Trend Tracker, Education Planner, Work Futures, BC Perspectives and Trades Rock.
- 5) Generator for power source
  - 1 back up laptop
  - 2 Mobile Internet Hubs

#### 4.1.2 Stand Alone Applications Requirements

The following tools have been identified by the Ministry as requiring standalone applications that do not have access to the internet:

Job Trend Tracker  
Build A Career

## Career Trek

Boss Yourself is a new application that will require a stand alone application. The Ministry is currently in development with this tool. It will be the responsibility of the Ministry to deliver this tool by the defined deadline in the work back schedule in section (insert section when it has been added) in order to be properly installed, tested and implemented for the Southern tour.

### 4.1.3 Static HTML Pages

The following tools have been identified by the Ministry as requiring static HTML pages that do not require the internet:

WorkBC  
BC Job Bank  
Education Planner  
Work Futures  
BC Perspectives  
Trades Rock

The following requirements were gathered by conducting interviews with the various vendors and Ministry subject matter expert pertaining to each tool and resource. These requirements are specifications provided by the vendors and the Ministry subject matter expert.

### 4.1.4 Requirements for Streaming Media

There will be a total of 4 LCD Displays in the complete JobFest setup. Please refer to the chart below for additional details.

2 - 55' LCD Displays on the JobFest stage to stream the JobFest mash-up video and 52 Career Trek videos.
1 – 42' LCD Display in stage left to stream the Rock Band game
1 – 42' LCD Display in stage right to stream the JobFest mash-up video and 52 Career Trek videos.

## 4.2 Mobile Network Key Learnings

### 4.2.1 Technical Architecture Components

#### Laptops (7)

- 5 Dell laptops, 1 HP, 1 Lenovo
- 4 GB RAM
- Intel i5 processor
- 500 GB hard drive
- 17-inch display
- Wi-Fi
- Windows 7 Professional
- Firefox, Safari and Internet Explorer Browsers

Note: The original architecture plan and purchase called for seven Dell laptops. When loading Career Trek content at Work at Play, it was determined that the two Dell laptops being used were not

functioning well. In the interest of time, two replacement laptops were purchased at retail and provided to Work at Play the same day. Dell laptops were not available within that time frame. The HP and Lenovo laptops provided to Work at Play and used on tour have very similar specs to the Dell laptops on tour and have performed effectively.

#### Apple iPads (6)

- Dual-core Apple A5 processor
- 9.7-inch Multi-touch display
- WiFi

One iPad was replaced during the tour due to a crack in the screen.

#### Apple Mac Mini Server 3 + 1(spare)

- Processor: 2.0GHz quad-core Intel Core i7 processor
- 8GB of 1333Mhz DDR3 memory
- Dual 500GB (7200-rpm) hard drive
- Graphics: Intel HD Graphics 3000 processor with 384MB of DDR3 SDRAM
- Connections and Expansion: Thunderbolt port, FireWire, USB 2.0, HDMI, SDXC card slot
- Gigabit Ethernet port, Audio in/out
- Communications: Wi-Fi and Bluetooth
- Operating system: OSX Lion Server
- Tryten's Mac Mini Security Mount

#### Large Storage Device (back-up drive for Mac Mini Servers)

- 3 TB, 7200 RPM, sata hard drive
- firewire 800
- USB 2.0

#### VM Server for Career Trek + Job Trend Tracker

- Software: VMware Fusion 4
- Processor: 4 CPU
- Memory: 4GB
- Storage: 50GB
- Communication: 1 NIC
- Operating system: Linux
- Database: mySQL

#### VM Server for Build A Career

- Software: VMware Fusion 4
- Processor: 4 CPU
- Memory: 6GB
- Storage: 300GB
- Communication: 1 NIC
- Operating system: Microsoft Server 2008
- Database: Microsoft SQL Server Express

#### Bell 4G Hub (2)

- NETGEAR MBR1210 Turbo Hub
- 21 Mbps Flex plan

The Crew started the tour with one Bell hub, but an additional one was added to increase speed and add flexibility.



#### Rogers Rocket Hub (2)

- NetComm 3G25W-R Hub and 3G27WV-R
- Internet only with Speed Plus plan

The Crew started the tour with one Rogers hub, but an additional one was added to increase speed and add flexibility.

#### 55' LCD Display (2)

- Cisco LCD PRO 110Q
- 55 inch
- 1080p
- Cisco Smartnet

#### 42' LCD Display (2)

- Samsung Smart TV
- 42 inch
- 1080p

#### Media Components

- LaCie LaCinema Classic HD 1Tb (3)
- Rocketfish 2 port HDMI splitter
- Linhaw HDMI 6' cables (3)
- Linhaw HDMI 33' cables (3)
- Lexar 64GB USB Flash Drive (video back up) (2)

#### IT Transporting Case

- Pelican 1500 Case for Mac Mini (3)
- Pelican 1400 Case for Media Player (3)

#### UPS Power Source

- Small backpack UPS for each table (3)
- Surge protected power bars (3)
- Apple Airport wifi access points 1 + 1 (backup)
- Airport Express 1 + 1(backup)

### 4.2.2 Set up and Teardown

Due to the tour schedule and physical environment, the set-up of the mobile network was required to take place on the day of an event with basic set-up of some of the larger event elements (ie. Tent and stage) taking place the day before. Set-up and teardown of the mobile network were completed by the Production Supervisor within the time permitted. As the tour went on, less time was required to complete set-up and teardown.

Although the original intention was that the Production Coordinator assist the Production Supervisor with all aspects of the set-up, the Crew determined that the most efficient structure was to have the Production Coordinator set up the stage and all the AV components, while the Production Supervisor was responsible for overseeing the set-up of the mobile network and the tents. To allow for a back-up resource, the Production Supervisor has been training one of the Northern Event Representatives on the mobile network. The Production Supervisor has adequate time to complete set-up and teardown on his

own, but this Event Representative serves as an additional resource in the event the Production Supervisor is occupied with a situation involving other equipment or is off sick during the tour. This Event Representative will continue on for the Southern Tour but it is recommended that the Production Coordinator also be trained on the IT component as an additional resource.

### 4.2.3 Equipment Breakage and Replacement

To date, one iPad is the only piece of equipment that was replaced due to a crack in the screen. The rest of the equipment is in excellent condition. Inventa agrees with IT's recommendation of providing additional back-up equipment for the Southern Tour. It is recommended that one additional iPad and one additional laptop be purchased and included in the team's on-the-road inventory so a replacement may be implemented immediately if necessary. The iPad and laptop will both be installed with all required software and applications and will be replicas of the main ones currently used for the tour.

### 4.2.4 Optimal Performance in Each Community

The following chart identifies the connectivity experienced in the Northern event stops:

Community	Date	Mode
Abbotsford	April 18	On-line
Prince Rupert	April 24	On-line
Skidegate	April 28	Off-line
Kitimat	May 2	On-line/Off-line
Terrace	May 4	On-line/off-line
New Aiyansh	May 7	Off-line
Kitwanga	May 9	Off-line
Iskut	May 12	Off-line
Dease Lake	May 15	Off-line
Hazelton	May 18	On-line
McBride	May 22	On-line
Prince George	May 24	On-line
Mackenzie	May 26	On-line
Fort Nelson	June 1	On-line
Prophet River	June 3	On-line
Fort. St. John	June 5	On-line

Dawson Creek	June 8	On-line
Chetwynd	June 10	On-line
Smithers	June 15	On-line
Houston	June 18	On-line
Burns Lake	June 20	On-line
Fraser Lake	June 22	On-line
Fort St. James	June 24	On-line
Vanderhoof	June 27	On-line
Williams Lake (Williams Lake Stampede)	June 29,30, July 1	On-line
Quesnel	July 4	On-line
100 Mile House	July 6	On-line

#### 4.2.5 Evolution of Performance Throughout the Tour

s13, s17

Due to its limited functionality, off-line mode does not offer an optimal experience for visitors. The static web pages look like fully functional web pages but are not, leaving visitors feeling as if they have not received all the information they would like and the crew feeling that they have not provided the best experience to the visitor. The features and limited functionality of the off-line applications were not fully explained to the Crew during training, so they had a limited understanding of whether issues were a result of limited functionality or a technical issue. For the south or future tours, it is recommended that this be a key part of training.

During the first few events, Build a Career experienced slow performance and would not generate results in off-line mode. Ministry IT professionals worked with the JobFest Crew in Hazelton to assess the mobile network and make recommendations on improving performance.

s13, s15, s17

s13, s15, s17

s13, s15, s17

Build

a Career was demonstrated via the web version and Safari on the iPads instead of the app in off-line mode as an additional solution to the problem. The visiting IT professionals also created a Technical Review Report and a Troubleshooting Guide for the Crew.

Build a Career also experienced performance issues in on-line mode during the first few events. The application was taking too long to generate results due to limited bandwidth and too many devices running off one hub. The original set-up allowed for a single hub with the second as back-up, and both were named the same name in the wireless options. By simply changing the name on the second hub, it allowed both hubs to be used and additional bandwidth to be utilized.

Job Trend Tracker works extremely slowly in off-line mode, so slowly that it appears that it is not working. There has been no resolution to this issue, but as the team has been operating solely in on-line mode since the issue occurred, it has not been a problem or resulted in a negative experience for visitors.

s13, s17

s13, s17 This included running Build a Career, Career Trek and Trades Rock in off-line mode, and the rest of the tools in on-line mode through the hubs.

s13, s17

s13, s17 To capitalize on the carrier with the best network in each community, one additional hub was purchased from each Bell and Rogers, which has improved on-line performance immensely. Bell has typically provided better network performance in the north compared to Rogers.

From Hazelton onward, the crew has been able to operate completely on-line with excellent results. The addition of one additional Bell router and one additional Rogers router has provided greater flexibility and speed to the network.

With greatly improved network speeds in the south, it is anticipated that we will see even better performance. Networks were tested during site visits for the south.

#### 4.2.6 On-Line Mode

On-line mode worked very well for JobFest, enabling visitors to fully experience all of the tools. The JobFest crew provided a review of each of the tools based on their experience and visitors' experience and the feedback was very positive for many of the tools. This information will be discussed in the Tool Key Learnings section of the northern tour evaluation report.

Without the full functionality of the tools in on-line mode, visitors are not able to fully understand or view the benefit of the tools and learn how to appropriately utilize them, Career Trek, Career Explorers and Build a Career being the exceptions. Career Trek is the only tool that is always shown in offline mode.

#### 4.2.7 Off-Line Mode

s13, s17 Off-line mode produced far more troubleshooting issues (see troubleshooting issues and solutions below) than on-line mode and, with the exception of Career Trek, Career Explorers, and Build a Career, the off-line applications and websites serve only as a visual and not a fully interactive website as visitors would experience at home.

The team reports that visitors have become frustrated and disinterested because the applications and websites appear to be fully functional, but upon further exploration realize there is only one way to explore it when offline. At this type of event, visitors want to be engaged and have a full experience by trying the websites themselves. Off-line mode provides information, but lacks that engaging experience. It is recommended that off-line mode is only utilized when there is no internet connection and absolutely required.

PowerPoint slides have been developed and implemented to demonstrate Education Planner, BC Perspectives, the Industry Training Authority and the new Boss Yourself websites in off-line mode for the southern tour. This will eliminate the appearance that the sites are functional when they are not.

## 4.2.8 Troubleshooting Issues and solutions

The troubleshooting issues and solutions experienced during the tour were detailed in the performance section above, section 2.5.

A troubleshooting guide was created by the visiting IT professionals as additional support for the team. The Production Supervisor was already experienced in the steps outlined in the troubleshooting guide, but it will be of great benefit in training a new Production Coordinator for the south. If the Production Supervisor requires any additional updates to the guide for the southern tour, that resource is available.

## 4.2.9 Security

s15

## 4.2.10 Recommendations for the Southern Tour

The recommendations provided by the IT professionals were reviewed by a JobFest IT support group including Louis He (Cossette), Beth Wolfe (Inventa), Cambrea Strubin (Inventa), Christopher Meyers (JobFest Production Supervisor) and s22 (JobFest IT Consultant working on behalf of Boardwalk Communications).

In order to address each of the recommendations made by the IT professionals, we have listed each recommendation and our own comments and recommendations below.

## 4.2.11 Recommendations for Improvement

1. **Someone with an official IT background should be part of future trips because the hardware used at the major demonstrations of each show require IT support.**

IT support may be provided in different ways. The Production Supervisor recommends that support for the southern tour be provided via phone. Support to date on the northern tour has been provided mainly by phone with the Production Supervisor making any required changes. This method has been adequate

in resolving any issues on the northern tour

s15

s15 These issues have now been resolved and with the southern tour being consistently in on-line mode (see coverage by community below), the expectation is that there will be little to no issues. Touring staff are required to have unique skills and experience that are very specific to touring in an event environment. The type of skills required are not typically found in someone with an official IT background. Having a person dedicated to IT on the tour would not be an effective use of resources or budget as this person would not make much contribution to the operation of the tour other than handling IT responsibilities. With the Southern tour anticipated to be functioning entirely in online mode, except for Career Trek, this person would add little to no value.

s22

s22

s22

s15

s15



### 4.3 Southern Tour Locations and Coverage

The mobile network will access all the tools in on-line mode through the Bell and Rogers hubs. In the case of one carrier providing spotty coverage, the hubs from the other carrier will provide access. However, coverage maps from both carriers as well as testing during site checks indicate that coverage will not be a problem in any of the communities on the southern tour. Research indicates all communities will have 4G coverage.

Community	Date	Coverage
Abbotsford	August 3-5	Bell/Rogers
Penticton	August 10-12	Bell/Rogers
Whistler	August 17-19	Bell/Rogers
Vancouver/Burnaby	August 28-30	Bell/Rogers
Castlegar	September 4	Bell/Rogers
Nelson	September 6	Bell/Rogers
Cranbrook	September 8	Bell Rogers
Revelstoke	September 11	Bell/Rogers
Armstrong	September 13	Bell/Rogers
Kelowna	September 15	Bell Rogers
Vernon	September 18	Bell/Rogers
Surrey	September 22-23	Bell/Rogers
Kamloops	September 17	Bell/Rogers
Merritt	September 29	Bell/Rogers
Chilliwack	October 1	Bell/Rogers
Victoria	October 5	Bell/Rogers
Duncan	October 7	Bell/Rogers

Nanaimo	October 9	Bell/Rogers
Port Alberni	October 12	Bell/Rogers
Courtney/Comox	October 14	Bell/Rogers
Campbell River	October 16	Bell/Rogers
Powell River	October 19	Bell/Rogers

#### 4.4 Process to upgrade tools for the Southern Tour

Prior to the Southern Tour:

DATE	REQUIREMENT	DONE BY
9-Jul-12	Talk with new application developer. get applications updates from developer	s22
11-Jul-12	Provide recommendations on security and anti-virus software to s22	IT
11-Jul-12	Provide settings for laptop kiosk mode to s22	IT
11-Jul-12	Laptops and Servers back in the Inventa office	Inventa
11-Jul-12	Send Laptops and Servers to application vendors for installing any updated standalone applications.	Inventa
16-Jul-12	MJTI to send 4 powerpoint packages to s22	MJTI and s22
12-Jul-12	Application vendor to install and test applications on laptops/server	Application Vendors
16-Jul-12	Laptops and servers returned to Inventa from application vendors.	Application Vendors
17-Jul-12	s22 pick-up equipment from Inventa and test all applications on laptops and servers	s22
17-Jul-12	s22 to install 4 powerpoints and revise user interface for offline and online.	s22
18-Jul-12	Laptops and servers returned to Inventa by s22	s22
18-Jul-12	Demo new applications on laptops	Inventa, Cossette
19-Jul-12	Final tweak on laptops and servers	s22
20-Jul-12	s22 to update and back-up on hard drive all revised applications	s22

20-Jul-12	s22 to set-up all laptops, ipads and servers for crew training	s22
27-Jul-12	Final testing and sign off from MJTI	MJTI and MJTI IT

### **While the Crew is on the Road:**

Although it is recommended that all upgrades be completed prior to the beginning of the tour, upgrades may be completed while the tour is in progress.

s22 will work with the vendors to have them provide content and installation instructions. Depending on the application/website, content could be uploaded on an external hard drive and shipped to the Production Supervisor for installation. The hard drive would include content as well as installation instructions. In the event that support is required beyond the installation instructions provided, support for the install would be available by phone by Boardwalk Communications and the vendor.

Training for the Crew on new features of a tool contained in an upgrade is critical for effective demonstration. The MJTI business expert would be required to create a document outlining the updates that have been done to the tool and how that translates to the user experience, including key messaging. This document would be required to train the team and be included in the Book.

## **5 Summary of Recommendations for the Southern Tour**

### **Power**

In addition to servicing the current generator, source an additional smaller generator as an additional power resource for the southern tour

It is recommended to obtain five more cable mats from Production Power for the Southern tour

### **Vehicles**

We recommend utilizing the existing vehicles for the Southern tour with complete servicing and repairs completed between the Northern and Southern tours. Additional servicing will be scheduled as needed.

It is recommended to issue a third gas card, so there is always one gas card per vehicle at all times

### **Stage**

The SL50 stage is in good working condition

Replacement wheels have been ordered from Stageline for the Southern tour

Purchase a battery powered cordless drill is recommended to make set-up of the stage easier

Purchase 1 drum kit microphone set, three sm57 microphones, 1 graphic eq, two long mic stands

Two large fans are recommended to be purchased for the main stage to keep performers/speakers cool.

An additional fan per amp tent is recommended to keep the temperatures comfortable inside the tents during the summer heat

### **Tents**

All tents should be cleaned before the southern tour

Additional sand bags and sand bag bags should be purchased for the southern tour

Purchase an additional blower fan for the inflatable tents.

Purchase one fan per inflatable tent to circulate air in the warmer summer weather

## **Uniforms**

It is recommended that the Crew wears khaki shorts, black shorts or dark denim shorts for the Southern tour in addition to dark and black denim to keep them cooler in warmer weather

Baseball caps, trucker hats or cowboy style JobFest branded hats are recommended for the Southern tour to help the team keep cool and sheltered during peak summer heat

## **Swag**

Focusing on the most popular items and premium prizing is recommended. Popular items such as T-shirts and branded drumsticks, should only be distributed when youth engage with the tools and Event Representatives by answering a quiz.

It is recommended to remove the WorkBC bookmarks from the Welcome Tent as they take up a-lot of space on the welcome table and are not a popular swag item in comparison to the other swag available

The JobFest branded pencils are one of the least popular swag items. Not many people use pencils these days (pens seem to be preferred) therefore it is recommended to distribute remaining stock and not to order more once that stock is depleted

JobFest t-shirts, DVDs, drumsticks, and guitar picks are the most popular swag items amongst youth and are recommended to be given out during the Southern tour

## **Rock Band**

Purchase a new Sony PlayStation for the Southern tour

Replace the drum kit and purchase a new stool for the rock band area

Purchase a new love seat cover for the Southern tour

## **Tattoo Parlour**

Purchase a new tattoo chair

Purchase a new neon, tattoo sign (already on order)

## **Other Equipment**

The bar tables that house the laptops in each amp tent are heavily scratched. It is recommended to purchase three new bar tables for the Southern tour

## **Mobile Network**

Utilize on-line mode vs. off-line mode, except in the rare circumstance where connectivity is unavailable Career Trek will always be available in off-line mode..

Continue utilizing the current technical architecture components and configuration with an additional iPad and laptop purchased as back-up inventory in the event of breakage or equipment failure.

It is recommended that 24/7 support for the mobile network continue to be provided by Boardwalk Communications with s22 acting as the primary support person. Additional support from the vendors should be provided either through Boardwalk, or directly to the Production Supervisor in urgent situations.

### **Technical Security**

Implement kiosk mode for the laptops to limit visitor access to the hard drives.

Utilize blacklisting vs. whitelisting on the routers.

Research and test anti-virus software that provides optimum functionality with the mobile network and is approved by the IT department

Purchase new locks for all six laptops for the Southern tour

### **Training**

Train the new Production Coordinator, in addition to one Event Representative on the mobile network as a back-up for the Production Supervisor and an additional resource.

Implement and train the Crew on any new tools and/or tool upgrades during Southern Tour training as opposed to while the Crew is on the Road. This will allow them to be fully tested on the mobile network and the team to be trained in advance of the tour beginning.

### **Tour Logistics**

Allow for additional travel time to account for bad weather and the slowness of the Penske truck.

### **Risk Management**

Security is recommended for the Southern Tour overnight and during the events due to the anticipated increase in event attendance. One security guard is recommended during the event hours

### **Staffing Structure**

The current staffing structure of one Tour Manager, one Production Supervisor, one Production Coordinator, one emcee and five Event Representatives is sufficient for the majority of the southern tour, with three additional staff for the southern tour for the first three weeks of August.

**Note:** All refurbishments for the Southern tour are covered within the existing budget.

Pages 62 through 65 redacted for the following reasons:

s22





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# 1 JobFest Southern Tour Debrief

## Executive Summary

The Crew embarked on the second half of the JobFest 2012 tour on August 2<sup>nd</sup>, 2012. Travelling in two Dodge crew cab vehicles and one branded 24 foot truck on the Southern portion of a rock concert themed mobile tour. The Crew visited a total of 24 communities throughout Southern B.C. from August 2<sup>nd</sup> to October 20<sup>th</sup> 2012. To capitalize on attendance at summer festivals, the JobFest Crew attended the Abbotsford Agrifair and Rodeo from August 3<sup>rd</sup> to August 5<sup>th</sup>, Penticton Peach Fest from August 10<sup>th</sup> to August 12<sup>th</sup> and Whistler Crankworx from August 17<sup>th</sup> to August 19<sup>th</sup>. The primary target group for the tour was youth ages 15 to 25. However, those younger and older, as well as parents, elders, teachers, service providers and others, were welcome and encouraged to attend. The goal was to engage with youth to get them excited about their futures and teach them about career tools and resources. Communities were responsive and behind the project from the start, expressing their appreciation about being included in the JobFest tour and for the knowledge and opportunity that the JobFest Crew shared with them.

This document outlines all community events and findings from the Southern tour. Content includes: program objectives, strategy, scheduling, training, community outreach and equipment. All qualitative and quantitative data from the Southern tour is captured along with valuable key learnings relating to all elements of the program. The JobFest mobile network is analyzed and the document concludes with all recommendations for changes/improvements to future tours.

### 1.1.1 Program Objectives

The JobFest 2012 tour will be deemed successful if:

- 25% of the young adults in each community in rural and remote communities, and 5% of young adults in urban communities participate and provide positive feedback about the overall experience
- The evaluation information obtained from the pilot project helps MJTI in establishing improvements in practices for future labour market information initiatives

JobFest was designed to increase awareness of labour market products and services and to help individuals and communities to resolve their unique labour market issues. JobFest strived to reach young adults from Northern and Southern B.C. to educate them on the available tools and resources. Visitors included students, job seekers, employers, parents, teachers and other residents.

The objective of the JobFest 2012 was to tour up to 50 Northern and Southern British Columbian communities from April 2012 to November 2012 while encouraging the participation and engagement of young adults as well as job seekers, employers and other relevant community residents.

- To reach young adults, including students, job seekers, employers and residents who may not be aware of – or able to access – online tools and resources
- To deliver the JobFest experience to both Northern and Southern BC
- To travel to remote and larger communities in Northern BC (including First Nations and Métis communities) and more urban communities in Southern BC
- To showcase collaborative products developed to engage the target market and disseminate other labour market information to young adults across the province, via face-to-face discussions,

application demonstrations, sharing of collateral and hosting mini 'Information Days' on-site at designated locations

- To expand awareness of labour market services and help individuals and communities explore and/or resolve specific labour market needs

### 1.1.2 Program Strategies

JobFest was executed through two separate tours of the province. The Northern tour travelled to 26 remote and larger communities in Northern B.C. and the Southern tour travelled to 24 more urban communities in Southern B.C.

JobFest Crew members showcased tailored job and career information via a fun, engaging, peer-to-peer delivery using existing tools, information and developed content.

### 1.1.3 Program Overview

JobFest was a rock concert themed mobile event that travelled to 24 communities throughout Southern B.C. from August to October 2012. The tour targeted youth and young adults, getting them excited about their futures and teaching them about career tools and resources.

JobFest hosted an interactive and engaging event experience that occurred over a six-hour period, with appropriate timing determined with the community in advance. During this time visitors were invited to engage with Event Representatives, the career tools and other interactive games. They also enjoyed a variety of on-stage entertainment and received JobFest giveaways. Throughout the day local speakers shared stories and provided inspiration. In addition, Acres of Lions, Bend Sinister and Halfway to Hollywood (headliner bands, one per community) and local talent unique to each community were invited to provide onstage entertainment.

To help generate awareness, the events were promoted via radio and newspaper advertising, as well as through other media such as community posters, radio remotes, newspaper ads and Facebook ads. Transit shelters, transit interiors and transit kings (exterior bus ads) were additional channels of advertising added to promote the Southern tour.

The JobFest team provided and set up all equipment and materials for each event. Equipment included a mobile stage, two 20 ft x 20 ft inflatable tents with interactive activities, including the following nine tools:

- WorkBC, including the new Job Search function
- Career Trek
- Job Trend Tracker
- Build a Career
- Career Explorers
- Education Planner
- BC Perspectives
- Boss Yourself
- ITA (Industry Training Authority)

A 10 ft x10 ft welcome tent and three team transport vehicles, including a branded 24 ft truck, were also part of the equipment. Ideally JobFest required an 85 ft x 100 ft level or paved area to set up; however, its flexibility allowed it to be scaled to accommodate smaller footprints and indoor as well as outdoor set-ups.

## 1.1.4 Southern Tour Schedule

### 1.1.4.1 Tour Schedule – August

Aug-12						
M	T	W	T	F	Sat	Sun
		<b>1</b> pack trucks	<b>2</b> drive/set-up	<b>3</b>	<b>4</b>	<b>5</b>
				Abbotsford		
<b>6</b> teardown/ drive	<b>7</b> Day off	<b>8</b> Day off	<b>9</b> set up	<b>10</b>	<b>11</b>	<b>12</b>
				Peachfest		
<b>13</b> teardown	<b>14</b> day off	<b>15</b> drive	<b>16</b> set-up	<b>17</b>	<b>18</b>	<b>19</b>
				Crankworx		
<b>20</b> day off	<b>21</b> drive/set-up	<b>22</b> Squamish	<b>23</b> drive set-up	<b>24</b> Lillooet	<b>25</b> drive	<b>26</b> day off
<b>27</b> drive/set-up	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b> day off		
	UBC Robson Plaza					

### 1.1.4.2 Tour Schedule - September

Sep-12						
M	T	W	T	F	Sat	Sun
					<b>1</b> day off	<b>2</b> drive
<b>3</b> drive/set-up	<b>4</b> Castlegar	<b>5</b> drive/set-up	<b>6</b> Nelson	<b>7</b> drive/set-up	<b>8</b> Cranbrook	<b>9</b> day off
<b>10</b> drive/set-up	<b>11</b> Revelstoke	<b>12</b> drive/set-up	<b>13</b> Salmon Arm	<b>14</b> drive/set-up	<b>15</b> Kelowna	<b>16</b> day off
<b>17</b> drive/set-up	<b>18</b> Vernon	<b>19</b> drive	<b>20</b> day off	<b>21</b> set-up	<b>22</b> Surrey Youth Fest	<b>23</b> Day Off
<b>24</b> day off	<b>25</b> day off	<b>26</b> drive/set-up	<b>27</b> Kamloops	<b>28</b> drive/set-up	<b>29</b> Merritt	<b>30</b> drive/set-up

### 1.1.4.3 Tour Schedule – October

Oct-12						
M	T	W	T	F	Sat	Sun
<b>1</b> Chilliwack	<b>2</b> drive	<b>3</b> day off	<b>4</b> drive/set-up	<b>5</b> Victoria	<b>6</b> drive/set-up	<b>7</b> Duncan
<b>8</b> drive/set-up	<b>9</b> Nanaimo	<b>10</b> day off	<b>11</b> drive/set-up	<b>12</b> Port Alberni	<b>13</b> drive/set-up	<b>14</b> Courtney/Comox
<b>15</b> drive/set-up	<b>16</b> Campbell River	<b>17</b> Day off	<b>18</b> drive/set-up	<b>19</b> Powell River	<b>20</b> drive	<b>21</b> day off

### 1.1.5 Training Summary

As the Southern tour included new and returning staff, a full training session was held for this tour. The following training topics were reviewed with candidates the week of July 24<sup>th</sup> to 27<sup>th</sup>, 2012:

- Background on MJTI, the overall project and the contacts;
- Program specifics and timing;
- Speaker session content
- Event programming and interactive games review
- Success criteria and key metrics;
- All equipment;
- All tools showcased on the tour, including recently updated tools and features
- Target market;
- Key messages;
- Roles, responsibilities and expectations;
- Community interactions and engagement, including community-specific issues;
- Public relations, media training and media contacts;
- Safety and security, including personal safety and equipment safety;
- Reporting and payroll, including responsibilities and templates, forms, and processes;
- Tour logistics and scheduling, including review of The Book;



- A day in the life of a typical day on the road;
- Dry-run training, including tool-specific training;
- Technical support, troubleshooting and support contacts for resolution;
- Presentation skills and facilitation;
- Complete run-through (Run of Show) for a typical day.

### 1.1.6 Community Outreach Summary

Inventa partnered with MJTI to establish key contacts in all 24 communities on the Southern tour. MJTI provided Inventa with a list of economic development contacts in each respective community and made initial contact by phone and/or sending an event overview via e-mail. Inventa then took the lead on calling each community contact to explain this opportunity and get their assistance in planning. Each call was followed up with an e-mail providing further details on the event and each contact received an event overview document to review.

Key considerations in conducting community outreach included:

- Inventa partnering with MJTI, stakeholders and communication shops due to sensitivities
- Community stakeholders and influencers were determined
- Potential local suppliers were determined, if required

Working closely with each of the tour stop community contacts and gaining their support contributed to the success of the overall program. Appointments were made with all 24 communities on the Southern tour.

Twenty-four site check appointments were successfully conducted. The site checks assisted in event plan development, and contributed important key learnings to the Crew's tour book. During these visits, the Account Executive or Inventa Event Representative met with key contacts and stakeholders identified by MJTI. The purpose of the trips was to establish relationships with key individuals in the community and gain valuable insight.

Through the community outreach process, key community contacts helped to identify local community ambassadors, community speakers, key stakeholders and suppliers such as catering and security companies. Through conversations with key stakeholders, challenges and opportunities specific to each community would emerge and could be integrated into the strategic approach of the event plan.

### 1.1.7 Equipment Summary

The following equipment was utilized on the Southern tour:

#### Welcome Tent

- One 10 x 10 branded welcome tent
- Two JobFest banners
- Schedule of event signage (stationed just outside of the welcome tent)

#### Stage Left (Amp tent left)

- Three iPad kiosks featuring Build a Career
- Two laptop stations featuring Career Explorer and Career Trek videos
- Rock band station with seating, drum kit, microphone, two guitars, love seat and 46" flat screen TV and TV stand
- One 46" flat screen TV and TV stand showcasing Career Trek videos
- Build a Career and Career Explorer banners were situated in stage left on either side of the laptops

#### SL50 Mobile Stage

- Included JobFest branded banner
- Audio visual equipment for stage performance

#### Stage Right (Amp tent right)

- Four laptop stations featuring: ITA, WorkBC, BC Perspectives, Education Planner, Job Trend Tracker
- Three iPad kiosks featuring Build a Career and/or Boss Yourself
- Faux Tattoo Parlour
  - Leather tattoo chair
  - Tattoo neon sign and book
  - Tattoo cabinet
  - 30 temporary career tattoos
- Malatest table with survey and ballot box

The mobile network was a key component of the Crew's equipment. Due to the digital divides in the North, the network allowed for showcasing the tools with and without internet connectivity (on-line and off-line). Further details on the mobile network can be found in section four of this report.

### 1.1.8 Event Summary

The team setup and activated 32 event days, visiting a total of 24 communities over the duration of the Southern tour. A Crew of nine JobFest team members conducted a walkthrough of the event space and setup the footprint the day prior to the event. Set-up included dropping the generator, parking the branded truck on-site and laying out the tents to ensure a speedy set-up on event day. Security was secured in advance to watch the equipment and footprint overnight.

On event day the Crew would arrive three hours prior to the event start time. The Crew completed the full footprint set-up, cleaned and organized and liaised with community stakeholders. Community events were six hours in duration, with approximately an hour and a half tear down time. Event hours varied slightly at summer festivals such as Abbotsford Agrifair & Rodeo, Penticton Peach Fest, Whistler Crankworx and Surrey Youth Fest where the Crew had to work within the pre-determined event hours.

Weekday events held from 12:00pm to 6:00pm were the most well attended events. This time allowed the business lunch rush, students to be bussed to the event during school hours and youth and families to attend after school and/or after work. The most successful events occurred when the local high schools bussed students to the event during school hours. Working closely with schools and the community in advance increased event attendance.

## 2 Results

Qualitative and quantitative data was captured and reported on for each community that JobFest visited on both the Northern and Southern tour.

### 2.1.1 Quantitative Data South

Quantitative data detailing actual event attendance versus project objectives is demonstrated in the chart below.

**Note:** Although event attendance is comprised of all age groups, the 15-24 year old demographic has been selected as a benchmark and demonstrates the core of JobFest event attendance.

### Southern Attendance Comparison chart

Location	Event Duration (Days)	Total Pop*	15-24 Pop*	Attendance	% Obtained	% Goal
<b>Abbotsford</b>	3	133,500	18,650	575	3%	5%
Penticton	3	32,875	3,505	391	11%	5%
<b>Whistler</b>	3	9,825	1,555	1,670	107%	5%
<b>Squamish</b>	1	17,155	1,940	160	8%	5%
<b>Lillooet</b>	1	2,320	235	200	85%	5%
<b>Vancouver</b>	3	603,500	73,380	2,571	4%	5%
<b>Castlegar</b>	1	7,815	885	161	18%	5%
<b>Nelson</b>	1	10,230	1,250	170	14%	5%
<b>Cranbrook</b>	1	19,315	2,310	113	5%	5%
<b>Revelstoke</b>	1	7,140	800	131	16%	5%
<b>Salmon Arm</b>	1	17,460	1,985	359	18%	5%
<b>Kelowna</b>	1	117,310	15,680	475	3%	5%
<b>Vernon</b>	1	38,150	4,430	205	5%	5%
<b>Surrey</b>	1	468,250	64,220	1,650	3%	5%
<b>Kamloops</b>	1	85,680	12,045	241	2%	5%
<b>Merritt</b>	1	7,110	850	71	8%	5%
<b>Chilliwack</b>	1	77,940	10,130	257	3%	5%
<b>Victoria</b>	1	80,020	9,555	220	2%	5%
<b>Duncan</b>	1	4,930	415	123	30%	5%
<b>Nanaimo</b>	1	83,810	10,360	310	3%	5%
<b>Port Alberni</b>	1	17,745	1,910	218	11%	5%
<b>Courtenay</b>	1	24,095	2,650	35	0.01	5%
<b>Campbell River</b>	1	31,185	3,525	351	10%	5%
<b>Powell River</b>	1	13,165	1,365	151	11%	5%

\*Courtenay/Comox is captured twice on the above chart as two different population numbers were provided

**Southern attendance goal:** 12,182

**Southern attendance achieved:** 10,808

**Success Rate:** Target missed by 11%

**Combined Northern and Southern attendance goal:** 16,826

**Combined Northern and Southern achieved:** 16,298

**Combined Success Rate:** 97%

Target missed by 3% for the entire tour

The matrix below captures all final quantitative results from the Southern tour. Total event exposures, interactions and demonstrations were recorded from each individual event.

### Community quantitative results

\*Exposures denote the amount of people exposed to the brand

\*Interactions denote the number of people directly spoken to by a member of the JobFest Crew, but who did not necessarily receive swag, participate or use a tool

\*Demonstrations denote the amount of people who physically sampled the tools on the various laptops and Ipad kiosks

<b>Dates</b>	<b>Community</b>	<b>Exposures</b>	<b>Interactions</b>	<b>Demonstrations</b>
AUGUST 3rd – 5th	ABBOTSFORD	2,900	900	1,062
AUGUST 10th – 12th	PENTICTON	7,200	3,225	655
AUGUST 17th – 19th	WHISTLER	21,000	3,800	1,061
AUGUST 22	SQUAMISH	900	500	340
AUGUST 24	LILLOOET	650	460	239
AUGUST 28th – 30th	VANCOUVER	50,000	7,900	1,293
SEPTEMBER 4th	CASTLEGAR	800	225	258
SEPTEMBER 6th	NELSON	5,000	350	232
SEPTEMBER 8th	CRANBROOK	3,000	327	234
SEPTEMBER 11th	REVELSTOKE	800	425	283
SEPTEMBER 13th	SALMON ARM	2,500	1,000	621
SEPTEMBER 15th	KELOWNA	1,750	600	313
SEPTEMBER 18TH	VERNON	5,500	600	388
SEPTEMBER 22ND	SURREY	3,500	960	485
SEPTEMBER 27TH	KAMPLOOPS	1,500	500	390
SEPTEMBER 29TH	MERRITT	1,000	275	174
OCTOBER 1ST	CHILLIWACK	1,300	500	437
OCTOBER 5TH	VICTORIA	1,500	576	356
OCTOBER 7TH	DUNCAN	1,000	372	249
OCTOBER 9TH	NANAIMO	1,500	600	287
OCTOBER 12TH	PORT ALBERNI	1,350	540	322
OCTOBER 14TH	COURTNEY/COMOX	1,000	170	155
OCTOBER 16TH	CAMPBELL RIVER	1,000	531	180

OCTOBER 19TH	POWELL RIVER	1,200	300	126
	<b>Total:</b>	<b>117,850</b>	<b>25,636</b>	<b>10,140</b>

The matrix below demonstrates the total amount of swag given away at each community event. The results are broken down by individual swag item and per community. Sunglasses, DVDs, t-shirts, tote-bags, drum sticks and guitar picks were the most well received swag items in the South.

### Swag

Dates	Community	Tote Bags	Pencils	DVDS	Drumstick (Pairs)	TShirts	WorkBC Pens
AUG. 3-5	ABBOTSFORD	147	438	808	72	136	205
AUG. 10-12	PENTICTON	102	1,510*	390	42	95	235
AUG. 17-19	WHISTLER	146	1,330	993	72	136	108
AUG. 22	SQUAMISH	47	500	335	22	22	46
AUG. 24	LILLOOET	32	150	215	24	28	55
AUG. 28-30	VANCOUVER	147	1,420	852	68	150	0
SEPT. 4	CASTLEGAR	44	490	305	21	50	0
SEPT. 6	NELSON	50	200	133	20	48	53
SEPT. 8	CRANBROOK	41	350	225	24	28	0
SEPT. 11	REVELSTOKE	36	120	146	18	49	0
SEPT. 13	SALMON ARM	50	311	368	24	50	0
SEPT. 15	KELOWNA	50	194	289	24	50	0
SEPT. 18	VERNON	50	340	210	24	50	0
SEPT. 22	SURREY	50	300	230	24	50	0
SEPT. 27	KAMLOOPS	50	550	250	24	50	0
SEPT. 29	MERRITT	50	210	100	11	49	0
OCT. 1	CHILLIWACK	50	450	190	24	50	0
OCT. 5	VICTORIA	50	400	220	24	20	0
OCT. 7	DUNCAN	39	250	189	19	50	0
OCT. 9	NANAIMO	50	475	300	24	50	0
OCT. 12	PORT ALBERNI	50	620	293	24	50	0
OCT. 14 <sup>TH</sup>	COURTNEY/COMOX	24	500	270	23	35	0
OCT. 16 <sup>TH</sup>	CAMPBELL RIVER	50	430	245	24	50	0
OCT. 19 <sup>TH</sup>	POWELL RIVER	50	450	75	23	50	0
	<b>Total</b>	<b>1,455</b>	<b>11,988</b>	<b>7,631</b>	<b>699</b>	<b>1,396</b>	<b>702</b>

\*Additional pencils were given away to teachers to take back to their classes in communities such as Penticton

\*WorkBC pen inventory was depleted after the Nelson event

The matrix below demonstrates the total amount of additional swag given away at each community event. The results are broken down by individual swag item and per community.

### Additional Swag

		WorkBC Carabiners	WorkBC Waterbottles	Tattoos	Wristbands
AUG. 3 - 5	ABBOTSFORD	150	255	250	722
AUG. 10-12	PENTICTON	125	160	278	210
AUG. 17-19	WHISTLER	131	144	631	850
AUG. 22	SQUAMISH	50	48	212	94
AUG. 24	LILLOOET	35	55	131	212
AUG. 28-30	VANCOUVER	150	0	440	1,065
SEPT. 4	CASTLEGAR	44	0	45	70
SEPT. 6	NELSON	50	0	60	113
SEPT. 8	CRANBROOK	43	45	45	88
SEPT. 11	REVELSTOKE	12	30	80	115
SEPT. 13	SALMON ARM	50	0	220	324
SEPT. 15	KELOWNA	50	0	115	105
SEPT. 18	VERNON	50	0	175	188
SEPT. 22	SURREY	50	0	310	214
SEPT. 27	KAMLOOPS	50	0	75	240
SEPT. 29	MERRITT	50	0	75	136
OCT. 1	CHILLIWACK	0	0	95	227
OCT. 5	VICTORIA	0	0	90	130
OCT. 7	DUNCAN	0	0	85	88
OCT. 9	NANAIMO	0	0	100	217
OCT. 12	PORT ALBERNI	0	0	65	117
OCT. 14	COURTNEY/CO MOX	0	0	15	35
OCT. 16	CAMPBELL RIVER	0	0	100	295
OCT. 19	POWELL RIVER	0	0	75	90
	<b>Total</b>	<b>1,090</b>	<b>737</b>	<b>3,767</b>	<b>5,945</b>

\*Note: The Crew depleted the WorkBC Carabineer inventory after the Merritt event

\*The Crew depleted the WorkBC water bottle inventory after the Revelstoke event



		<b>Guitar Picks</b>	<b>Earbuds (Sets)</b>	<b>Speakers</b>	<b>Sunglasses</b>	<b>iPod</b>
AUG. 3 - 5	ABBOTSFORD	500	48	12	698	3
AUG. 10-12	PENTICTON	405	38	5	700	3
AUG. 17-19	WHISTLER	922	48	12	0	3
AUG. 22	SQUAMISH	345	13	3	206	1
AUG. 24	LILLOOET	200	16	4	120	1
AUG. 28-30	VANCOUVER	5,567	46	11	459	3
SEPT. 4	CASTLEGAR	350	16	4	117	1
SEPT. 6	NELSON	46	11	3	186	0
SEPT. 8	CRANBROOK	150	13	4	135	2
SEPT. 11	REVELSTOKE	60	5	2	135	1
SEPT. 13	SALMON ARM	250	16	3	312	1
SEPT. 15	KELOWNA	66	16	4	179	1
SEPT. 18	VERNON	80	16	4	218	1
SEPT. 22	SURREY	416	16	4	300	1
SEPT. 27	KAMLOOPS	200	16	3	220	1
SEPT. 29	MERRITT	52	19	5	142	1
OCT. 1	CHILLIWACK	400	16	4	300	1
OCT. 5	VICTORIA	400	16	4	200	1
OCT. 7	DUNCAN	105	16	3	105	1
OCT . 9	NANAIMO	150	16	5	300	1
OCT. 12	PORT ALBERNI	265	16	4	284	1
OCT. 14	COURTNEY/COMOX	65	0	2	70	1
OCT. 16	CAMPBELL RIVER	210	0	4	296	1
OCT. 19	POWELL RIVER	170	0	4	150	1
	<b>Total</b>	<b>11,374</b>	<b>433</b>	<b>113</b>	<b>5,832</b>	<b>32</b>

**\*Note:** Ear bud inventory depleted after the Port Alberni event

Event locations contributed to the Southern tour overall results. Events that activated in high traffic areas where crowds were already readily available such as Whistler Crankworx, UBC Robson Square and busy city centre locations worked well. The key is to find ways to pull traffic into the event, such as hiring a major head-liner band. When activating in smaller, remote locations, there is a need for substantial advertising and increased pre-promotion of the event. This includes starting community outreach as quickly as possible and ensuring the event specifics are shared in community stakeholder kits and on the event posters as early as possible.

Partnering with established events such as Whistler Crankworx, allowed us to piggyback on pre-existing audience base, marketing, brand awareness and work with foot traffic already at the event. It is important to find ways to pull traffic into the event and secure prime placement. However, this strategy did not work well at Penticton Peach Fest and Abbotsford Agrifair, which is outlined under key learnings.

Developing strong relationships with schools and communities positively affected the tour results. Working closely with schools in each community allowed students to be bussed to the event, increased event attendance and allowed the event to be pre-promoted through the schools. Key learnings were that more lead-up time was needed to develop these relationships; the event date must not change and moving forward having the support of the Ministry of Education would contribute to successful events.

## 2.1.2 Qualitative Data

### 2.1.2.1 Comments

"I have always wanted to start my own snowboarding company, and this is really cool. It looks like I can apply for funding, I know exactly what I'm going to do now" – s22, after using the Boss Yourself App

"I grew up here in Squamish and want to stay here. WorkBC is something I will use in the future to do that" – Male, Aboriginal, 22 years old and found job postings via WorkBC for s22. The tools that this individual used were WorkBC and Build a Career (Comment occurred at the Squamish event)

s22 was initially disappointed when he discovered that JobFest was not an employment fair. After the Crew demonstrated all of the tools to s22, he began to explore Job Bank on WorkBC. s22 said, "This is actually better than a job fair because I am able to read about more careers and decide how to position myself. I would not have time to do that at a job fair." – Male, age 25, Vancouver at UBC Robson Square

A female, age 25, s22 with a degree in psychology and education came into stage left. After spending hours on-site, she told Event Representatives that the tools were "really cool, I am learning something new every time I come into a tent. Job Trend Tracker is a really useful site. I wish I'd known about it before I did my degree in education. Maybe I would have stayed in psychology then. It looks like it is a stable career."

"This is so awesome, it's just like Warp Tour and everyone loves Warp Tour. It's so cool! It's not like one of those boring job fairs and this is definitely awesome and it is for younger people like me. I am going to tell everyone you guys are doing a great job" – Female, s22 from Salmon Arm

"I have used WorkBC and ITA before however you have shown me a lot about the tools that I didn't realize the two websites could do" - Father of 21 year old son who is apprenticing and registered under ITA

Tools: WorkBC, Build a Career, Boss Yourself, ITA, Job Trend Tracker (Surrey Youth Fest)

"I am an artist that could use a second income. I was just passing through and saw this setup...a great encouragement for me to actually find another job" – Male, 24 years old s22

"All I want is to be a dental hygienist after I graduate from high school."

'Do you know the difference between a hygienist, technician, dental assistant or the education paths to get into those professions?'

"Not at all."

'Let me show you'

Event Representative conversation with female student, 17 years old in Chilliwack

Tools: Build A Career (Search option) and Education Planner

"I like this Boss Yourself App. It told me if I have a business idea but can't design a website yet, the next step should be to just purchase that web domain. Sound advice" – Male, 20 years old student from Victoria

"Build a Career told me I should be a Graphic Designer, which I am interested in. And you can tell me the Cost of Living for a Graphic Designer in Victoria? Very cool" – Female, 22 years old student from the Victoria event

"I am taking a pre-college course right now called Ace It. So these questions on the Boss Yourself App are exactly what we've been learning the last six weeks. If it weren't for that course, I would have found these questions challenging."- Male, 17, student in Port Alberni

### 2.1.2.2 Highlights

A woman s22 visited the Squamish JobFest event because she needed to find a job and had heard JobFest was in town. An Event Representative showed her the WorkBC site as well as Job Bank. She was able to find some job postings for s22 in town, which is exactly what she was hoping to find. Because WorkBC also had a presence on-site, she was able to visit their tent with her resume for next steps. She came back to the welcome tent and told the Event Representative how excited she was to now go and drop off resumes.

A true highlight from the Southern tour occurred when the school districts got behind JobFest and arranged to bus students to the event. The following communities coordinated school buses to drop off approximately 200 students to the event: Salmon Arm, Chilliwack, Nanaimo and Campbell River. The extra support from these communities contributed to the success of the event. These events were very well attended and the students were aware of the event in advance and more engaged on-site.

A man s22 visited the Whistler, Crankworx JobFest with his family (females, s22 and they initially were just interested in getting the tattoos. An Event Representative showed the girls midwife, courier, bus driver and geologist Career Trek videos. The girls loved the videos! While the girls were occupied with the videos, an Event Representative showed the dad the Build a Career tool. He really enjoyed going through the four phases. The family ended up spending almost an hour on-site checking out every career tool on display. The Event Representative felt like it was a great experience for everyone in the family, and everyone left with tattoos.

A female s22 from Nelson, came into the tent to see what the activation was all about. After speaking with an Event Representative it became clear she was looking for information on an apprenticeship in culinary arts. An Event Representative was happy to show her ITA (International Trades Association) and the details about apprenticing as a professional cook. She told the Event Representative that she was just

starting her s22 of college and needed to begin thinking about how and where she would apprentice. She was very excited to learn about the ITA site, something she previously had never heard of.

A number of high-school students in Nelson attended the JobFest event with their families. These students told an Event Representative that they had heard JobFest was coming to Nelson through an ad in their high-school newsletter. Some of these students said that the event was also being promoted by their teachers and so they had known about it for a while.

A female, s22 from Penticton, came to find out information about studying Child and Youth care. An Event Representative walked through the Education Planner website with her and quickly found out which schools offered a program in that field. She was very thankful to be shown the tool and was also very excited to find a variety of programs available across the province in her interested field of study. She told the Event Representative that she knew what she was interested in studying post-high school, but didn't know how to go about looking into it. She left with a stack of DVDs to give to her friends who are also going into Grade 12, because she thought they would be really interested in checking out the available resource tools.

A male s22 walked by the Kelowna activation and came onto the footprint to check out what JobFest was all about. He told an Event Representative that he had been looking for a job forever and was excited that he had stumbled upon the event. An Event Representative showed him the Job Bank on the WorkBC site, which he had not previously known about. He looked up some job openings in the Kelowna area and was interested to learn that a place he was familiar with was hiring. "I had no idea about that, thankfully I came here," he told an Event Representative. He took home a DVD with the tools and told the Event Representative he was going to send off his resume as soon as he got home.

A female, s22 came to the Victoria activation actively seeking employment. She told an Event Representative that she saw an ad for JobFest on a bus and wanted to check it out further. She was also looking into her various career options and was happy to start on the Build a Career application. After going through all four phases, an Event Representative took her to Education Planner where they went through a search of post-secondary programs in graphic design. She got graphic designer as one of her top results on Build a Career and was interested in seeing what options she had to study it locally. Then an Event Representative showed her how to search out jobs on WorkBC through the Job Bank. She spent about thirty minutes on-site going through the Job Bank search results and told an Event Representative upon leaving that she was going to go home and send off "a hundred resumes."

A female, s22 from Duncan, came onto the site looking for information on becoming a pilot. An Event Representative went through Education Planner with her, which she did not previously know about. Together they found aviation programs available to her. She was pleased to see she had a few options and told the Event Representative she was going to go home and continue researching the admission requirements. She engaged with Build a Career and WorkBC's Job Bank, and then selected a pilot tattoo before leaving the tent.

## 3 Program Key Learnings & Recommendations

### 3.1 Southern Communities

#### 3.1.1 Community Outreach Key Learnings

Community outreach was conducted for each community on the Southern tour. Identifying key community contacts before starting the community outreach process worked well. Community outreach for the Southern tour began in May 2012, once a table of key community contacts had been established by MJTI.

**Note:** It is recommended to start the community outreach process for future projects as quickly as possible. Four months is recommended for future programs whenever possible.

A key learning from the Southern tour was how much time is needed to liaise with the community contacts. It can take multiple attempts before establishing the appropriate contact and obtaining the desired information and/or recommendations. Establishing contacts at the local high schools for the autumn events was particularly challenging during the summer break.

Developing an event overview document in advance of the community outreach process was extremely efficient. This document was sent to all community contacts to provide a feel for the event and how they could support JobFest in making the event a success within their respective community. Content of the documents included:

- Community Ambassador job description to help key contacts recruit for this role.
- A three page event overview outlining the project and equipment used, a rendering of the footprint, logistical requirements and community involvement in terms of speakers, local talent and a Community Ambassador.

This helped streamline the process and communication when dealing with 24 communities at once.

Ensuring that the community outreach matrix was updated daily was key. This document captured all notes from community phone calls, or action items to be completed. It allowed anyone working on JobFest to easily get up to speed on each specific community. The community outreach matrix was submitted weekly to MJTI in advance of the community outreach conference call. MJTI then combined the community outreach matrixes from Inventa, the JobFest Aboriginal Relations Coordinator and MJTI staff into one document and distributed it.

Community outreach was vital to the success of the program. This role ended up requiring more time than anticipated.

**Note:** With multiple contacts in each community, it is recommended to have more support and staff members focusing on contacting communities.

There is an opportunity to expand the community outreach process by having more people involved in calling key contacts.

**Note:** It is recommended to expand community outreach calls to consistently call Recreation Centre Directors and schools in all communities, from the start of the communication outreach process, to help get the word out. Between MJTI and Inventa, we did not have the capacity to facilitate these calls initially. It is important to identify key contacts on the ground at the schools and establish these relationships, as

opposed to only contacting higher-ups at the School Districts. The learning is that the message and opportunity often did not get communicated directly to the schools and on-site contacts. Principals, teachers and guidance counselors could have been enlisted as vital community champions.

New posters were developed for the Southern tour. The new posters had blank spaces to hand write in the specific community event details such as the date, location and time.

**Note:** Re-designing the posters to be more event specific worked well and is recommended going forward.

Having posters and flyers developed in time for the scouting trips was efficient. This allowed JobFest to start being promoted in each community as quickly as possible. This was implemented for the Southern tour and has been a huge asset. Posters were left in local coffee shops and recreational centres in each community on the scouting trips. Having the event specifics printed directly on the posters would only be possible if the list of communities is finalized with event locations and dates within a minimum of one month prior to the event start date.

The Aboriginal Relations Coordinator continued to secure Elders for the Southern tour events. It is vital that the Aboriginal Relations Coordinator is part of the planning process and has sufficient time to reach out to secure Elders for each event and help spread the word amongst communities. A key learning for future events is for the Aboriginal Relations Coordinator to confirm the Elder's contact information as well as a photograph of the Elder so that the Tour Manager can clearly identify the Elder on-site and follow up if the Elder does not show up for the scheduled welcoming.

At the same time, the practice of Elder welcomes is conducted out of respect and acknowledgement of the traditional territory JobFest is on, and it is not possible to guarantee that all Elders will attend as scheduled. While the Aboriginal Relations Coordinator may receive assurances of attendance when making his reminder call the day before the activation, unexpected meetings or other community priorities may prevent the Elder from attending at the last minute. He recommends that if an Elder has not yet arrived, the show should run as scheduled. A welcome can then be given after the first set of the band or even later in the day. This recommendation was implemented during the Southern tour and worked well.

**Note:** It is also recommended that all elder contact information be documented and available for the Crew in advance, so that they can attempt to contact the Elder if he or she is not present at the start of the event. This is an area of opportunity for future tours.

### 3.1.2 Community Overview

The matrix outlines the run of show specifics from each community event, including the date, event location, scheduled community speakers, local talent and Elders conducting the event welcomes.

Date	Community	Community Location	Speakers	Headliner Talent	Local Talent	Elders
AUG. 3-5	ABBOTSFORD	Abbotsford Agrifair & Rodeo	Dan Stefanson Michael de Jong Ryan Walters Deputy Chief Rick	Halfway to Hollywood	N/A	No Elder
AUG. 10-12	PENTICTON	Gyro Park Peach Fest	Gillian Kenny Dave Oosterveld Andrew Greer	Bend Sinister	N/A however other performances by City were scheduled in lieu	No Elder
AUG. 17-19	WHISTLER	Whistler Olympic Village Plaza Whistler Crankworx	Tina Strehlke, Kristen Robinson, Mercedes Nicoll, Joan McIntyre	Bend Sinister	The Statistics	No Elder
AUG. 22	SQUAMISH	Downtown Farmers Market Parking lot	Tara Ramsay, Nicole MacRae, Acting Mayor Ron Sandor	Oh No, Yoko	Rhino Took the Blue Pill	Erik Baker
AUG. 24	LILLOOET	Lillooet Recreation Centre	Rolf De Bruin, Florence Jack	Oh No, Yoko was scheduled however did not perform John Early performed in their absence	N/A	Kevin Whitney
AUG. 28-30	VANCOUVER	UBC Robson Square – Downtown	Kris Archie, Dennis Green Jason Wolfe Rich Patterson	Bend Sinister	Sierra Way, Bees Make It	Mary Charles
SEPT. 4	CASTLEGAR	Castlegar and District Community Complex	Michelle D'Entremont, Andy Roberts, Ty Smith	Acres of Lions	Chinlock	Leon Louis
SEPT. 6	NELSON	Northern Rockies Regional Recreation Centre	Christine Schmidt, Michelle D'Entremont	Acres of Lions	Roy Has Fire and Chinlock	No Elder
SEPT. 8	CRANBROOK	Cranbrook Recplex	Joel Huncar, Joel Robinson, Tami Hodges	Acres of Lions	Halfway to Hollywood & Good 'Ol Goats	No Elder
SEPT. 11	REVELSTOKE	Queen Elizabeth Park	Scott Duke, Nathan Weston	Acres of Lions	Ryan Guilbeault	No Elder
SEPT. 13	SALMON ARM	Ross Street Plaza	Kris Goralski	Acres of Lions	Elizabeth Bannick	Cancelled
SEPT. 15	KELOWNA	Stuart Park	Donnie Ungaro (BBA),	Acres of Lions	Becca Mabbet	No Elder
SEPT.	VERNON	Polson Park	Rob Kjarsgaard, Danby	Acres of	The Shags &	No Elder

18			Felker, Jeff Vick	Lions	Amistad	
SEPT. 22	SURREY	Guildford Recreation Centre Parking Lot	Julian DeSchutter, Kelsey Filion	Halfway to Hollywood	Sierra Way & Classic Merna	No Elder
SEPT. 27	KAMLOOPS	Riverside Park	Mike Miltmore, Todd Stone, Kevin Cudmore	Halfway to Hollywood	Jodi Doidge Mohsin Zaman	No Elder
SEPT. 29	MERRITT	Rotary Park	Tim Kroeker, Patrick Ng	Halfway to Hollywood	N/A	No Elder
OCT. 1	CHILLIWACK	Central Community Park	Jason Lum, Phillip Bruce	Halfway to Hollywood	The Shadows	No Elder
OCT. 5	VICTORIA	Camosun College	Trina Mousseau, Lisa Helps, Robert Clifford	Acres of Lions	JP Maurice & June Fiasco & Endurance	Butch Dick
OCT. 7	DUNCAN	Island Savings Center	Damon Griffiths, Lisa Delusignan	Acres of Lions	June Fiasco	Elder Claudia Rowland
OCT. 9	NANAIMO	Beban Park	Braden Wheatcroft, Mike Delves, Lee Bouchard	Acres of Lions	The Distributors & Braeden Marshal	No Elder
OCT. 12	PORT ALBERNI	Alberni Athletic Hall	Travis Cross, Krista Tremblay, Nene Kraneveldt	Acres of Lions	Arlene Bautista Oldale	Hank Gus
OCT. 14	COURTNEY/C OMOX	Crown Isle Resort	Scheduled speakers did not show up	Acres of Lions	N/A	No Elder
OCT. 16	CAMPBELL RIVER	Thunderbird Hall	Greg Miller, Christian Ryan, Dave Coad	Acres of Lions	N/A	N/A
OCT. 19	POWELL RIVER	Vancouver Island University Gymnasium	Terry Peters, Cory Carr, Jennifer Salisbury	Acres of Lions	Potential Union	No Elder

### 3.1.3 Community Key Learnings

The JobFest Crew successfully visited 24 communities during the Southern tour. The success of each community event truly depended on the response and support from the key community contacts. The top five successful events from the Southern tour based on community involvement, support and attendance were: Salmon Arm, Nanaimo, Port Alberni, Campbell River, Powell River. These community contacts supported the project from the beginning and were a huge asset in pre-promoting the event and finding the appropriate contacts to speak at the event. Due to the response and support from these communities, event attendees arrived with a positive impression of JobFest and were “in the know” about the event. Event attendance in these five communities was higher; most events had a full line-up of speakers and a Community Ambassador in place for the events, adding to the overall success. The other key aspect that set these events apart was the involvement from the local schools. The support of the local high schools and colleges increased event attendance and event awareness. In some cases the local high schools physically bussed students to the event during school hours, which attributed to a successful event.



## **Community Ambassadors**

Recruiting Community Ambassadors for JobFest for the Southern tour continued to be challenging. Even though the position was paid and a great addition to a resume, Learnings were that grade eleven or twelve students were busy and therefore fearful to commit to the position. Communities on the Southern Tour have been more responsive to finding Community Ambassadors than the Northern tour in general. This can be attributed to the fact that they can e-blast out the job description and are connected with phone and internet in all communities on the Southern tour. Finding Community Ambassadors last minute or in some cases not at all for select communities affected the pre-promotion and local talent recruitment process.

## **Pre-promotion**

Pre-promotion was the most successful when:

- Community Ambassadors were determined in advance and could help get the word out in their communities by hanging event posters and spreading the word about the event and local talent amongst their peers.
- Community Ambassadors were extremely involved and supportive of the event.
- Inventa is given the opportunity to approve all content/ideas that the Community Ambassadors/ key community contacts post about the event.

Although their support is encouraged and welcomed, MJTI must have final control and input on how the event is pre-promoted. Nanaimo specifically created its own Facebook page to pre-promote the event to youth. The challenges were in controlling the content and wording posted on the Facebook page. The page also held its own contest to recruit and promote local talent performances at JobFest. Although the contest worked and got the word out (approximately 15 applicants applied to perform) there was a loss of control in the voting process and it was not the standard process other communities had followed.

**Note:** All legal paperwork was completed and the selected bands went through Secret Study and followed normal protocol, however allowing the community so much control is not recommended for future events.

## **Key Contacts**

Utilizing key community contacts to help recommend key speakers in each community worked well. Key contacts were asked to compile a list of who they thought would be a dynamic and impactful speaker at the event. Contacts then conducted a temperature check with each potential speaker to gauge whether or not they would be open to the opportunity of speaking at our event. Once they agreed, the final step was sending Inventa the speaker's contact information. Inventa would then call each individual speaker, explain the event and the opportunity and slot them into the run of show as an event speaker.

**Note:** This process worked well and is recommended for future events.

The Community outreach process was the most successful during the Southern tour from September to October when school was back in session. During this time, it was possible to get the support of the school system which helped to pre-promote the event in each community, recruit Community Ambassadors and in some cases bus students to the event if it was held on a week day.

**Note:** For future tours it is recommended to align event dates with the school year and hold events during the school week so that classes may attend the event during school hours.

Some communities such as Nanaimo brought additional attractions to the event and went above and beyond to support the event.

- The Young Professionals of Nanaimo rounded up the community to ensure JobFest was supported in Nanaimo. There were approximately ten additional community booths including: WorkBC and post secondary tables set-up on-site. In addition a local grocery store donated hot dogs and facilitated a bbq to feed the event attendees. Students were bussed to the event from four local high schools and there was a full line-up of local talent for the day
- Although the community support was appreciated and the event was well attended, the community contact brought some additional booths to the event that were not approved and not a fit for the event

**Note:** Encouraging additional community involvement to surround the JobFest set-up is recommended. Their involvement helps attract crowds and spread awareness, ultimately increasing total event attendance. At the same time, a review and approval process must be in place.

There is value in encouraging employment service providers, post-secondary institutions and youth organizations to participate and promote their services on-site at JobFest. Relationships with these organizations were leveraged during the community outreach process. They were extended the invite to capitalize on the JobFest event attendance and promote their services and programs at the event in exchange for helping to pre-promote the event and even helping to recruit local speakers. The following organizations promoted their services to the youth in attendance and were well-received.

- WorkBC Employment Services Centres
- North Island College
- Community Futures
- Employment Action
- Young Professionals

## 3.2 Talent

### 3.2.1 Headliner Southern Tour

Secret Study, a Vancouver based music talent agency, coordinated talent for the Southern tour. Acres of Lions, Bend Sinister, Halfway to Hollywood and Oh no! Yoko were selected as the headlining bands for the Southern tour. The bands were strategically scheduled to perform by region. This allowed the most appropriate band to perform in each community. Criteria that influenced which band was selected included: fan base, style of music, community lifestyle/culture, travel schedule and availability of the band. The bands then travelled with the JobFest team, performing three thirty-minute sets at each community event.

Halfway to Hollywood performed in Abbotsford, Surrey, Kamloops, Merritt and Chilliwack. Bend Sinister performed in Penticton, Whistler and Vancouver. Acres of Lions performed during the entire Kootenay's and Island leg of the tour. Oh No! Yoko performed in Squamish

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Bend Sinister in Vancouver who was extremely well received.

**Note:** Promoting the bands in advance and having each band's name on the Southern tour promotional posters worked well and is recommended for future tours.

**Note:** Involving the headliner bands to help pre-promote the events is highly recommended. Each band has their own unique network and fan base that they can leverage to promote the tour. Clearly defining the role of the band and having them promote the tour from the very start is recommended. Utilizing the band's network is a valuable asset in helping to spread the word about the event, attract youth and recruit local talent. Having each band's name printed directly on the JobFest posters helped stimulate interest and motivate local talent to submit online to perform at the events.

The bands often travelled separately from the Crew as they were on a different schedule. They did not need to arrive for set-up, for example, so could therefore leave the last community later than the Crew.

**Note:** Whenever the headliner bands travel with the Crew, it is recommended that the headliner band stay in the same hotel as the Crew whenever possible. This allowed for easy communication between the Tour Manager and band, allowed the Crew to bond, get to know each other and include each other on team outings and dinners, ultimately building the cohesiveness of the Crew.

Acres of Lions, Bend Sinister and Halfway to Hollywood were all a great fit for the target demographic, with youth in all communities responding well to their performances.

**Note:** It is recommended to utilize Acres of Lions in future tours targeting youth.

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**Note:** If planning to attend future summer festivals it is recommended to sponsor the main stage at events versus trying to compete and setting up our own small stage in a less prominent location.

### 3.2.2 Local Talent Southern Tour

Local talent was also managed by Secret Study. An on-line submissions tool was developed by Brite-Web, Secret Study's web partner and an adjudication process was created to evaluate the talent. Both Cossette and Inventa were provided log-in information to review local talent submissions and help select talent for each event. Once talent was selected from the submission page, Secret Study would contact the talent to confirm they had been selected to perform at JobFest and arrange the logistics with the talent. Once confirmed, Secret Study would create a one-page advance sheet. This covered the talent's contact info, performance time and any equipment requirements they needed to perform. This document was sent to Inventa (usually the day before the event) and Inventa sent this document to the Tour Manager.

The local talent submission form and process was revised based on advice from MJTI's legal team. Most of these changes took place during the course of the northern tour, but several were completed during the southern tour.

The submission response increased from the Northern Tour, however was not as high as originally anticipated. The submission tool was a success in some communities where as many as fifteen submissions were received, where other communities were not as responsive with one to two submissions total. In an effort to increase submissions event posters were hung in each community during the scouting process and additional posters were sent to all key community contacts to help encourage youth to submit to perform on-line. Community Ambassadors were relied on heavily to help pre-promote local talent amongst their peers and in their schools.

Recruiting local talent proved to be challenging in some of the communities for the Southern tour. Contributing factors were notifying the youth about the local talent opportunity and spreading the word. Some local musicians expressed disappointment that the performance was not paid and did not understand the value of getting local exposure within their community. Sending posters directly to music stores, music teachers, high schools and recreation centres helped to spread the word, although the overall response was lower than originally anticipated.

**Note:** It is recommended to pre-promote the event within the communities as early as possible. Targeting youth by leveraging social media worked well. In the communities where the highest submissions were received, the Community Ambassadors or local community contacts used Facebook to spread the word to youth and encourage them to submit online.

A few of the top local talent acts of the Southern tour are captured below.

- The Statistics performed at Whistler, Crankworx and had previously performed in Prince George on the Northern Tour. The Statistics is a three member rock band, made up of male high school students. They were extremely well received and a great fit for JobFest.
- Rhino took the Blue Pill performed in Squamish and was well received. The band was a great fit for JobFest and drew an audience of thirty plus to watch their performance. The audience in attendance was very appreciative of the bands talent.
- Roy Has Fire was a great band that performed in Nelson. The band drew a crowd and is recommended for future tours.
- The Shags performed in Vernon and were excellent. The band is highly recommended in the future.
- JP Maurice performed in Victoria as an additional headliner band and was very well received. They are absolutely recommended for future tours.
- The Distributors and Braden Marshal were both selected to perform in Nanaimo via the Young Professionals of Nanaimo running a Facebook contest to have the youth vote on local talent. These two bands won the Facebook contest and performed at JobFest, both were well received.

**Note:** Local talent utilized the JobFest stage as a platform to showcase their talent. Incorporating local talent into the event run of show was well received and is recommended for future tours.

**Note:** A few areas of opportunity were recognized during the Southern tour and are recommended to be implemented for future programs:

- Secret Study needs to confirm and respond to local talent quicker. Turn-around time needs to be consistent and completed minimum one week before the event date to ensure there is no confusion.
- It is also recommended that more hours are allocated to the local talent process so that Secret Study can contact all talent that is not selected to perform. An alternate solution would be to develop a generic e-mail that automatically notifies all local talent applicants that they were not selected and thanks them for their support of JobFest 2012.

**Note:** Secret Study recommends promoting one large call for submissions at the beginning of each tour with a separate promotions budget and focus. The submission process would have a clear end date and would allow all local talent to be selected and notified much faster. This would allow radio play, on-air pre-promotion and local artist promotion of the event to run more efficiently.

### 3.3 Equipment Key Learnings

#### 3.3.1 Power

The Crew experienced fewer challenges with the generator on the Southern tour in comparison to the Northern tour. The generator was serviced after the Northern tour and the tanks were steamed and the filter was cleaned, allowing optimal performance during the Southern tour.

Although the generator was running properly, the Crew often used land power versus the generator during the Southern tour. This was a result of more access to land power and some venues specifically requested that the footprint be powered off of the land power and would not allow the generator on-site due to noise restrictions or fear of oil spilling on the venue surface.

**Note:** Where possible, it is recommended to use land power instead of the generator.

**Note:** Although a back-up generator was not used on the Southern tour, it is still recommended to have one on hand to power the tents in the event the main generator goes down or requires any trouble shooting and local power is not available. This way the event will not be compromised in any way.

**Note:** Due to the high value of the 70-kilowatt generator, it is recommended to have it locked to the vehicles when not in use on future tours.

The BC Safety Authority inspected the generator on-site in Abbotsford and confirmed that, while the generator passed inspection, a Temporary Entertainment Permit was required for that size of generator. A phone call was made to the Safety Authority who explained the requirements and permitting process and the permit was secured with the signature of a qualified technician through Production Power, the generator supplier.

**Note:** For further tours, the permit should be secured prior to the first event.

#### 3.3.2 Vehicles

The RAM 3500's rental vehicles worked extremely well for the Southern tour. The vehicles were efficient in hauling the generator, stage and Crew members through any conditions, landscape or environment. The Crew really appreciated the satellite radio included in the rental vehicles for the long drives.

**Note:** This is a feature that is highly recommended for future vehicle rentals.

The branded 24 foot truck was not as reliable. The Crew experienced the battery dying a few times and the vehicle often needed small repairs. Frequent servicing, repairs and break-downs were budgeted for as part of the amount allocated for risk.

**Note:** This should be standard for future tours. In addition, a new model vehicle should be provided.

The Production Supervisor, Tour Manager and Production Coordinator were all issued Petro Canada gas cards for the tour. Having three gas cards issued worked well, this way there was always one gas card per vehicle at all times.

### 3.3.3 Stage

The stage line SL50 stage was a great fit for JobFest and worked very well for the events. The stage is the perfect size for the event. The only issue with the stage is the design of the front wheel closest to the hitch mounts needs to be assessed. The plastic breaks after rolling on gravel and does not allow the stage to be rolled easily into place.

**Note:** A tire on a suspension system is recommended for future tours so that the stage can be moved into position easily.

Two large industrial sized fans were purchased for the Southern portion of the tour. The fans kept the main stage performers/speakers cool.

**Note:** Purchasing fans is recommended for future tours, depending on the time of year the program is activating.

**Note:** Although the SL50 stage worked well on tour, it is recommended to utilize existing stages whenever possible. The Crew used the existing stage at Whistler Crankworx which worked well and required less set-up/tear down hours.

### 3.3.4 Tents

Both of the 20x 20 inflatable amp tents are in good condition.

**Note:** The tents are a little bit dirty due to wear and tear and are therefore recommended to be cleaned before being used again.

It is noted that both barometric and elevation conditions effect the tents deflation efficiency. The Crew also found that folding the tents front-to-back in two stages worked well. After folding the tents, the Crew rolled them before storing in the truck. This process worked most efficiently.

All six blower fans are in good working condition.

**Note:** It is recommended to always have a back-up blower fan in case one of the blowers incurs damage.

After forty-plus activations the air was beginning to escape out of the seams of the tents due to wear and tear. As a result, set up took a team of six Event Representatives to push the tents up into position during the inflation process.

**Note:** The tents are recommended to be looked at by the supplier for patch work before being used again.

The tents became very hot inside during the summer heat and air did not circulate very well. Industrial sized fans were purchased as a solution for the Southern tour.

**Note:** Depending on the time of year of future tours it is recommended to install air conditioning, a mister or ensure proper fans are on-site for adequate air-flow.

The Welcome tent walls, top and frame are all in good condition.

**Note:** It is recommended to wash the walls and top of the tent before a future tour.

Sandbags: Eight sandbags are in good condition but have lost sand over time.

The Production tent frame and top is in good working condition and ready for a future tour.

### 3.3.5 Tool Presentation and Audio Visual Equipment

#### iPads

All seven iPads are in good condition. Two of the iPad kiosks (one green and one blue) require repairs from wear and tear on the Southern tour. One iPad became cracked on the Northern tour and was returned to the Ministry for lighter use during the Northern Tour.

#### Laptops

All seven program laptops, which were rented from Inventa, are in good condition. It is recommended to always have one back-up laptop on hand for future programs.

#### Computer Locks

All six computer locks became loose from wear and tear by the end of the tour and have been removed from the laptops.

**Note:** It is recommended to purchase new locks for all six laptops for future programs.

#### LCD Screens

All LCD screens are in good working condition. Minor scratches have been incurred on all units but it is recommended that the screens be utilized on future programs.

#### LCD stands

All LCD stands are in good condition and in working order. One of the four stands has broken wheels. The stand is still fully functional without the wheels (Production Supervisor has removed the wheels).

**Note:** It is recommended to re-use all four stands for future programs.

### **Audiovisual Equipment**

All Audiovisual Equipment (including mixer, amplifier, speakers and mics) is in good condition. The equipment is detailed in the separate asset inventory.

### **3.3.6 Tattoo Parlour Equipment**

#### **Tattoo Chair**

The tattoo chair is in poor condition. It has incurred wear and tear and is now leaking hydraulic fluid.

**Note:** It is recommended that the tattoo chair not be used again. The Ministry will require that this be stored.

#### **Tattoo Neon Sign**

The tattoo neon sign is in good condition.

#### **Tattoo Display Sign**

The tattoo display sign board is in working order. It has incurred marks and wear and tear over the Southern tour.

#### **Tattoo Cart**

The tattoo cart is in poor condition. It has incurred many scratches and has been dismantled to be stored.

#### **Tattoo stool**

The stool is in good, working condition.

### **3.3.7 Rock Band Equipment**

#### **Rock Band**

The PlayStation is in working condition. A new PlayStation was purchased at the start of the Southern tour.

**Note:** It is recommended to be utilized for future programs.

The Rock Band disc, two guitars, guitar stand one microphone and stand and controller are all in good working condition. The Rock Band drum kit and stool have incurred damage; however they are still in working condition.

### **3.3.8 Signage**

#### **Run of Show Signage**

The signage frame has a few minor scratches and marks but is in working order. The current creative should be discarded.

**Note:** New, event specific signage should be created for any future tours.

#### **Banners**



All JobFest upright banners (welcome and tool banners) are in working condition, with the exception of one pink banner (Rock Your Future) that was damaged due to a strong wind gust during the Southern tour. All banners (Welcome Banner, Stage banners and tool specific banners) have minor scratches and are recommended to be replaced.

The existing stage banner is in good condition.

### 3.3.9 Lighting

#### **Lighting**

All lighting (tent lighting, light dimmer bar and spot lights) are in working order.

### 3.3.10 Furniture

#### **Loveseat**

The loveseat is damaged. The legs on the loveseat broke during the final week of the tour. An event attendee jumped on the love seat, breaking the legs.

**Note:** It is recommended to purchase a new love seat for future tours and discard the existing loveseat currently in storage.

#### **Bar Tables**

The tables that hold the laptops in each amp tent are heavily scratched. It is recommended to purchase three new bar tables for future programs and safely dispose of the existing tables currently in inventory.

**Note:** It is also recommended to purchase one lower table that is wheelchair accessible.

#### **Bar Stools**

All six bar stools are in working condition, however they have incurred lots of wear and tear and scratches.

**Note:** The stools are recommended to be safely disposed of and new stools purchased for any future programs.

### 3.3.11 Uniforms

The existing uniforms of 5-in-1 jackets, toques, gloves, tattoo sleeves, hoodies and t-shirts worked well for the Southern tour. The Crew felt equipped for all weather conditions.

The Crew wore shorts for the Southern tour in addition to long pants to keep them cooler in warmer weather.

The JobFest creative on the uniforms was well received by event attendees and the creative, colors and font was perfect for the JobFest rock theme.

**Note:** Baseball caps or cowboy style JobFest branded hats and tank tops during the hot summer months are highly recommended. The hats would help the team keep cool and sheltered during peak summer heat.

### 3.3.12 Swag

There are many different pieces of swag to manage and distribute during the JobFest experience. Although visitors love the swag, having so many different pieces of swag can be overwhelming to them. Some consumers get caught up in swag versus the experience, and that can take away from the key messaging.

**Note:** Focusing on the most popular items and premium pricing is recommended. Popular items such as T-shirts, branded drumsticks, should only be distributed when youth engage with the tools and Event Representatives by answering a quiz or after engaging with multiple different tools.

Event Representatives learned that taking the time to organize the swag at the warehouse before heading out on the tour worked effectively. Prior to the Southern tour the Crew separated and organized the swag before going on the road. This made it much easier to grab the appropriate quantities of swag for each event on the road. This also attributed to the success of keeping accurate and up to date inventory numbers for weekly reporting.

**Note:** The JobFest branded pencils were one of the least popular swag items. Not many people use pencils these days (pens seem to be preferred) therefore it is recommended to produce JobFest branded pens for future programs. The WorkBC pens were well received during the Southern tour and the inventory was depleted by the time JobFest reached Nelson, one-third of the way through the tour.

WorkBC Carabiners were popular amongst youth. The WorkBC water bottles were useful and popular during the summer months on the Southern tour.

The most popular swag items of the Southern tour were: JobFest sunglasses, t-shirts, DVDs, tote-bags, drumsticks, and guitar picks.

Sunglasses were the most popular swag item of the Southern tour due to the fact that they were designed like Rayban wayfarer glasses, which resonate well with youth and are in style right now. The pink colored sunglasses in particular, were the most popular colour.

T-shirts continued to be one of the most popular swag items on the Southern tour. Event attendees responded well to the rock concert creative on the shirts. The sunglasses and t-shirts were most popular with visitors ages 12-30, both male and female.

The tote-bags were a hot ticket item on tour, specifically with visitors ages 30-55. DVD's were a great resource for teachers and educators and were extremely well received in all communities.

**Note:** These swag items are recommended for future tours.

### 3.4 Tool Specific Key Learnings

All tools were used in on-line mode for the duration of the Southern tour.

Many visitors commented that they wished they could print out their results and take them home with them. Printers, like other technical components, have challenges in an environment with dust, dirt and heat. Instead, it is recommended to somehow enable the email results features on the applications while maintaining the security of the network.

#### WorkBC and Job Bank:

Job Bank was replaced partway through the tour by the Job Search function within WorkBC. This new design makes the experience online more succinct and stream lined. Users found it much simpler and easier to search jobs. The interface is easier to navigate and information is organized in relevant format.

The site demonstrates a simple search format/layout via job and location. This is very straight forward and on point with users search needs. The fact that the tool can be localized by town/area was well received.

The Crew still received questions about options and opportunities for work for people with learning disabilities or physical challenges. It is recommended that information on these opportunities be added to the site as there are currently not immediate links or landing pages for this subject.

Primary demographic is 18-40 years old.

#### Career Trek:

This tool is highly effective for event attendees. They enjoy the one-on-one interviews; comic plot line/script and real life feel of the videos. The tool provides an honest look into the different career options (which is well received by event attendees.)

The design of the interface is simple and very visual, making the tool easy to navigate for users. The search options for the videos are a great way to engage consumers, especially when JobFest staff use the map layout for showcasing local videos filmed in the current activation community.

Some high school students in particular are very interested in checking out what their prospective careers would be like and stay to view some alternate options.

The chance to match interests and skills is a great option on the site; however, is rarely used on a first time browse by a consumer. Event attendees enjoy the personalized touch from the point of view of the hosts. This allows the event attendee the opportunity to 'get to know' the hosts Vivianna and Bryan, who are easily likable characters.

The primary demographic interested in this tool is 12-24 years old.

#### Build a Career:

This is a highly engaging tool for people coming into the tents. It is well received by event attendees of all ages.

Build a Career is primarily displayed on the iPad kiosks versus computers and is used as an introductory tool for visitors. This allows the laptops to be used for deeper exploration through the other tools.

The site attracts a wide demographic and was used on the tour by both males and females ages 10-40 years old. The Primary demographic was between ages of 15-25 year olds.

#### Job Trend Tracker

After the first page and "get started button," it's confusing for the attendee to know where to start. The search field is somewhat hidden and not obvious for users, complicating the experience. Users want to click on the word to select their search not the arrow to the far left.

This tool was popular with participants who were interested in researching statistics.

Teachers, counsellors and community stakeholders (WorkBC and Service Canada employees) were very interested in this tool due to the presentation of the statistics/information (I.e. graphs, charts and tables.) The site does a great job of using colors to define different statistic searches.

This tool was used as a secondary or tertiary tool in the event participant's experience. Once an individual focused on a particular occupation, the tool was used to research trends, income/salary amounts and projected outcomes within 20 years or less.

The implementation of social media on the site (I.e. Facebook, Twitter, and Digg), as well as email capability, was valuable to event attendees, as most event participants use at least one of these methods

of communication..

The primary demographic interested in this site is 18-40 year olds.

#### Career Explorers:

Children enjoyed the opportunity to play a game while onsite at JobFest. Most players are too young to read any of the written information throughout the game. Dice rolling and player movement between mini games was too slow. Event attendees get bored and quickly lose interest when they have to wait for the dice to roll and their player to move or their opponent to have a turn.

The online board game is too broad in scope for users. Young participants lost interest as it does not move fast enough for their attention span. The intention of the user is to “beat the game”, which ultimately takes over an hour and a half to complete. Users do not have the time to complete all levels on-site, however were encouraged to play on their own at home.

It is recommended to streamline the game into a fifteen minute experience. This way the user has the opportunity to accomplish tasks and learn skills as they move forward.

The keyboard functions are not intuitive. The period button was programmed as the main “enter” button for the Avatar to function. It is recommended that the space bar key is the primary button on the keyboard as well as the directional arrow buttons to make the Avatar function as this is more intuitive and user-friendly.

The primary demographic interested in the site is 8-12 year olds.

#### Education Planner:

Overall this is a very useful tool to showcase in on-line mode. School program information and key Learnings are extremely helpful. A great addition to the site would be to provide users with a general idea of program costs.

Education Planner is a great resource for teens who are seeking post-secondary education and scholarships. It has received many positive comments from parents.

This tool was popular with high school students looking to fund their post secondary education and to research educational institutions that offer their field of study.

The interface was recently changed to a more colorful and functional site. Career Trek is featured on the marquee at the top of the page. There is a link to Twitter and the user is encouraged to use social media on the site.

An online user can now search a program, research application and admission requirements, confirm which schools offer specific programs and save their results. The biggest asset on the site is the credentials, institutions listed by name, institutions listed by region and institution listed by type. All of these search options can immediately be accessed from the index page, which is well received.

Overall the information on this site was extremely valuable to event attendees. They enjoyed researching and discovering that they could take programs they were interested in closer to home and transfer former education credits towards a new path.

The Crew recommends that options are added to the site for users seeking information on continuing education programs. It is also recommended that the tool includes private institutions for those niche careers that many visitors are looking to pursue.

Primary demographic is 16-29 years old.

#### BC Perspectives:

The tool is designed for both teachers and students and was rarely used on tour, as event attendees were attracted to the other eight available tools more due to the creative and available content.

This tool is recommended for educators and counsellors as a teaching resource.

It is recommended to revise the design and creative of the site. The graphics and interface are outdated and the Crew recommends the site being re-branded to attract the appropriate demographic.

Event attendees occasionally showcased the video interviews that were featured on the site if an event attendee was looking for specific information on an occupation.

The site does provide a good snapshot for indecisive students thinking about going to post secondary. This tool is one of the least popular of the nine tools offered on the Southern tour. The key demographic interested in this tool is 16-25 year olds.

#### ITA (Industry Training Authority):

This tool was extremely useful in the regions that relied heavily on the trades industry (Northern BC and select Southern regions). Event Representatives referred to this tool approximately 30% of the time during event days on the Southern tour.

The new design was well received and Event Representatives found the tool useful when engaging with participants who were interested in trades. The index page has a marquee with four different focuses 1.) Aboriginal Initiatives 2.) Women in Trades 3.) Discovering Trades 4.) Apprenticeships.

The new design appeals to the target demographic and it is extremely functional. There is a large marquee, a search field and applicable headers for the different demographics that engage with the tool (i.e. educators, employers, students). Access to information is easily found in the featured boxes below the marquee.

Another feature is that an event attendee can answer a survey to discover a suitable trade and then continue researching the proper education path (and possible funding available) to acquire their ticket or Red Seal.

The primary demographic using this site is 17-28 years old.

#### Boss Yourself:

Participants answer a series of skill testing questions about entrepreneurial initiatives and earn badges that are added to a suitcase or backpack. There is no in-depth content about starting a business; most information is more top level or appeared to be common knowledge to users.

The interface is similar to Build a Career. The content is aimed at a younger audience but the design and creative is not streamlined for a particular demographic. The Crew noticed the suitcases for example are not appealing to 15-25 year olds.

The concept of the app is great; however the Crew recommends that the concept be streamlined. More content and research is required to make this tool more useful and valuable to users.

There was a need for information on starting a business from males and females 25-35 years old. The Crew felt there was an opportunity for Boss Yourself to be geared to this particular demographic as they were the demographic most interested in entrepreneurial opportunities. It is recommended that the tool feature more in-depth information about how to start a business featuring industry forecasts, accounting, marketing and promotional ideas.

The primary demographic using this tool is 15-25 years old.

### **3.5 Promotion**

Advertising has been increased for the Southern tour with the inclusion of transit interiors (interior transit ads) and transit kings (exterior transit ads), additional print insertions (increased daily insertions and campus print) and radio remote activations for key markets.

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#### **3.5.1 Radio Remote and Other Key Media South**

Radio remotes were scheduled for all 24 Southern communities. The radio remotes were well received and welcomed by the Southern communities and helped drive traffic to the event with live broadcasting. They also added to the overall event experience by conducting live interviews with speakers, the crew and event goers.

##### **Radio Remotes**

Securing radio remotes on-site at JobFest events helped to create awareness and excitement on-site. The following radio remotes were the most professional and efficient on the Southern tour:

- Star 98.3FM in Abbotsford is recommended to be used for future events as they added value to the set-up and helped to drive traffic to the footprint. They were on-site from 9:00am to 1:00pm and broadcasted three times an hour for four hours and interviewed the Tour Manager on-air.
- 102.1 Mountain FM in Whistler was on-site from 12:00pm to 4:00pm and broadcasted four times for four hours. He interviewed the Tour Manager three times on air and was very effective and easy to work with, he delivered consistent and clear key messaging on-air.
- 98.3FM, Kamloops Best Rock was on-site in Lillooet from 1:00pm to 5:00pm. She broadcasted four times an hour for four hours and the Tour Manager spoke about the “Build a Career” app and “Boss Yourself” on air. The station is recommended for future tours.

- The Beat 94.5FM are recommended for future activations as their listeners align with the target demographic. John from The Beat 94.5FM was on-site from 2:00pm to 6:00pm and broadcasted two times an hour for four hours. He had a staff of four on-site all day that were high-energy and very approachable. He interviewed the Tour Manager at 5pm and she talked about three online tools: Build a Career, Career Trek and Boss Yourself. The Beat attended both Surrey Youth Fest and the Vancouver events.
- Mountain FM in Castlegar was on-site from 2:00pm to 6:00pm and broadcasted three times an hour for four hours. The Tour Manager was interviewed twice, and she explained the idea behind JobFest 2012 and highlighted three online tools: Education Planner, Build a Career and Career Trek. The station manager Glen called the Tour Manager for a more in-depth interview at 4:30pm and this was broadcasted during the news hour. She talked about the tour dates, tools and the idea behind JobFest.
- 106.1FM Easy Rock in Revelstoke took an interest in JobFest. They were on-site from 2:00pm to 6:00pm. He interviewed the Tour Manager two times today; she spoke about Build a Career, Career Trek and the positive response thus far from the communities in British Columbia.
- It is highly recommended that Power 104.7FM in Kelowna are contacted again for future events, they were very professional and accommodating. They were on-site from 1:00pm to 5:00pm and broadcasted three times an hour for four hours. He interviewed the Tour Manager five times; she spoke about the online tools (Career Trek, Boss Yourself and Build a Career), the remaining tour schedule, the value of JobFest 2012 to communities in BC and lauded the Crew for their efforts.
- It is highly suggested that Brian from SUN FM in Vernon be invited again for future activations; he was enthusiastic, supportive and professional. SUNFM was on-site from 1:30pm to 6:00pm. He broadcasted three times an hour for four hours and interviewed the Tour Manager three times.
- The Star FM (98.3FM) Chilliwack was one of the best branded radio stations the Crew has ever worked with and the staff was also equally fantastic to work with. It is recommended they are contacted again for future activations. They were on-site from 12:00pm to 4:00pm. They had a branded vehicle, a tent and swag on site. the Tour Manager was interviewed at 1:45pm; and spoke about the concept behind JobFest 2012 and the tour schedule.

### 3.5.2 Digital Stakeholder Kits

A digital kit was put together for the Southern tour. Cossette worked closely with MJTI to develop the kits, with the Ministry ultimately being responsible for distribution to recommended stakeholders.

Suggested email copy was developed specifically for both the media and community contacts. When reaching out to media contacts, it was recommended that MJTI use the media copy and attach the digital kit along with a press release developed by Cossette. This digital package could be sent directly to media without any prior phone calls, as media contacts are comfortable receiving unsolicited story ideas and information.

For community contacts, it was recommended that MJTI use the suggested community copy along with a digital kit, and to phone the community contacts prior to submission. Community contacts are not used to receiving unsolicited information so it was especially important to ensure that they were not bombarded with unwanted material. It was recommended that MJTI follow up with a phone call after the digital package was delivered.



Cossette provided the following resources to MJTI for the Southern tour:

- A press release for media contacts
- Suggested email copy media contacts
- Suggested email copy for community contacts
- A digital folder containing:
  - o JobFest Resource Guide (a one page document containing career tool links, event hash tag and contact information)
  - o Event photo folder including five JobFest photos with cutline's and a JobFest logo

The goal of this package was to engage the influencers in each community prior to each event to promote JobFest in their communities. MJTI found that it was necessary to send the package to most recipients by WeTransfer, since systems often blocked delivery because the attachments exceeded the maximum message size allowed. It is recommended that future digital kits include all smaller files that can be attached without creating delivery problems.

### 3.5.3 Social Media South

#### Facebook and Twitter

JobFest did not have a dedicated Facebook page because MJTI requested that WorkBC remain the primary portal for all Facebook activities. Cossette developed a JobFest tab that lived within the WorkBC page, and because of this, analytics on Facebook activity were not available as members could not “like” or share JobFest.

The partnership with Nanaimo was especially successful as the group decided to launch their own “JobFest Nanaimo” page and create a contest to gather local talent submissions for the event. As a result, the group received a total of 19 band submissions. Cossette also provided the Nanaimo group with proper JobFest branding elements to use in their Facebook page.



The JobFest Twitter page was regularly updated throughout the tour, with a total of 362 tweets and 391 followers. JobFest's Twitter mentions were intermittent, with the majority of posts made about JobFest by BC Government or JobFest partners and community stakeholders (such as MLA's, business organizations, etc). There was a spike in activity surrounding the press coverage of the stakeholder kits and program expenses. These were mainly re-tweets from the Canadian Taxpayers Federation and a few other key players.

## YouTube

Similar to the Facebook page, MJTI requested that WorkBC's [YouTube channel](#) remain the primary platform for all JobFest videos. In total, 19 videos were uploaded over the course of the campaign. WorkBC has a total of 47 subscribers and 6,049 video views. The JobFest trailer received the most attention, capping out at 1,396 views, which accounted for approximately 23% of total views.

### 3.5.4 Press

Over 20 articles have been posted (both online and offline) to date on the various JobFest tour stops. There was a combination of both positive and negative local news coverage on event activities. s17

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Sample of articles:

- [Times Colonist](#): Rockstar approach promotes careers
- [The Province](#): BC government spends \$3 million on JobFest promotional swag bags
- [Vernon Morning Star](#): Band roars into town for JobFest
- [Alberni Valley Times](#): Jobfest coming to multiplex Friday afternoon
- [CTV News](#): JobFest swag bag criticized by taxpayers organization
- [Bridgeriver Lillooet News](#): JobFest 2012 draws 100 participants
- [Hello VanCity](#): Vancouver JobFest at Robson Square
- [The Omega](#): JobFest: A rock 'n' roll way to promote job market awareness
- [The Rooster](#): JobFest hits Kelowna Sept 19
- [Campbell River Mirror](#): Careers rock at JobFest
- [The Nelson Daily](#): JobFest makes stop in Nelson Thursday
- [EZ Rock 91.5](#): Jobfest rocked Ross Street!
- [HQ Campbell River](#): JobFest rocks Thunderbird Hall
- [Kitimat Daily Online](#): Jobfest – A waste of taxpayer money
- [Valley Sentinel](#): Acres of Lions headlines JobFest 2012 in McBride
- [BC Local News](#): Acres of Lions headlines Jobfest
- [Nanaimo Daily News](#): YPN readies for JobFest 2012
- [Prince George Citizen](#): JobFest generates surprises for career seekers
- [BC Taxpayer's Association](#): Is BC's \$3 million JobFest a waste of tax dollars?
- [BC Taxpayer's Association](#): BC: Exposing JobFest Promo Waste--A Case Study
- [BC Taxpayer's Association](#): BC: JobFest Case Study--Part 2
- [BC Taxpayer's Association](#): BC: JobFest Case Study--Part 3

## 3.6 Travel Logistics Key Learnings

The 24 foot truck achieves a maximum speed of 70km/hour on hills and 100km/hour on straight roads. The Penske vehicle slows down the team's travel time as it can take longer than the average google map estimated time to travel between destinations.

**Note:** It is recommended to add a minimum 10% additional travel time to estimated travel time to accommodate for the Penske vehicle. The additional travel time has made some of the Crew's days longer than originally anticipated.

Weather is another element that can contribute to longer travel time. The Crew experienced everything from rain, thunder and lightning, to heat waves and sunshine on the Southern Tour. The vehicles are properly equipped to travel safely in all elements; however it can take longer than anticipated when travelling in the pouring rain, for example.

**Note:** Event Representatives recommend having more staff members available to drive for future tours. This would help accommodate for longer drive days, allow extra coverage if one of the drivers is not feeling well and alleviate some of the pressure and responsibilities on travel days.

**Note:** It is recommended that seven out of nine staff members have a valid driver's licence for future tours.

The Crew found travelling as one convoy worked well and kept safety top of mind. The Crew found the radios purchased for each vehicle to be a huge asset. This allowed the team to communicate clearly. They could therefore plan ahead and anticipate when any of the three vehicles needed to stop.

Scheduling regular maintenance of the team vehicles is mandatory. The Crew did a great job of making sure the vehicles received oil changes and regular servicing.

**Note:** Event Representatives also recommend trying to book hotels with fridges or microwaves whenever possible. Although they understand this request cannot always be accommodated, Event Representatives felt more balanced and healthy when they were able to purchase their own groceries and prepare their own food in their room.

Activating at three-day festivals such as Abbotsford Agrifair & Rodeo, Penticton Peach Fest and Whistler Crankworx was planned and recommended for the Southern tour. The Crew found that people came from surrounding communities for the weekend events and the team was able to increase their exposures and interactions in comparison to one day events like Whistler Crankworx. Staying in one community for three days is also easier on the Crew, with less travel and set-up and tear-down. However, attendance at the southern Abbotsford and Penticton events was disappointing.

### 3.6.1 Tour Schedule South

Sequence	Community	Date
1	Abbotsford (Agrifair & Rodeo)	August 3,4,5
2	Penticton (Peachfest)	August 10,11,12
3	Whistler (Crankworx)	August 17,18,19
4	Squamish	August 22
5	Lillooet	August 24
6	Vancouver / Burnaby (Frosh)	August 28,29,30
7	Castlegar	September 4
8	Nelson	September 6
9	Cranbrook	September 8
10	Revelstoke	September 11
11	Salmon Arm	September 13
12	Kelowna	September 15
13	Vernon	September 18
14	Surrey (Youth Fest)	September 22
15	Kamloops	September 27
16	Merritt	September 29
17	Chilliwack	October 1
18	Victoria	October 5
19	Duncan	October 7
20	Nanaimo	October 9
21	Port Alberni	October 12
22	Courtenay / Comox	October 14
23	Campbell River	October 16
24	Powell River	October 19

### 3.6.2 Venues

Scout checks were completed by Inventa in all 24 communities on the Southern tour in advance to determining each community event location. Approximately two hours was allocated to conduct each site-check which was a sufficient amount of time. Outdoor high traffic locations, near major transit and easily accessible to youth were the primary locations requested. Due to availability, time of year and weather conditions, some event locations were moved indoors. A primary outdoor venue as well as an indoor, alternate venue was secured in advance in each community in the event of poor weather on the event date. Weather was great for the most part on the Southern tour, with the team only needing to utilize the alternate indoor locations during the final leg of the tour.

**Note:** It is recommended to always secure both an outdoor and indoor space in advance of future tours. Location is key to the success of the event. Activating in high traffic areas where a crowd was readily available contributed to successful event attendance. It was challenging to find high traffic, central locations in both Vancouver and Victoria. In smaller communities due to limited availability of locations, additional advertising and pre-promotion is required to attract event attendees.

**Note:** Partnering with high schools for future programs is highly recommended. This will streamline the community outreach and scouting process as schools can provide the event location. This will ensure events are well attended as students will be on-site.

### **Impact of moving events in-doors**

During the final leg of the Southern tour, the Crew had to move indoors in some communities due to poor weather conditions. As a result of moving the event indoors last minute, some key contacts were confused on the event location which resulted in lower attendance.

**Note:** It is imperative that proper signage is hung at the original location at least three hours before the event start time, directing traffic to the new location. All community contacts must be called and notified of the venue change in advance. If the event falls on a week day the school should be notified immediately.

When the Crew was forced to set-up indoors, the impact and wow factor of the footprint was not as impressionable. Many community members were excited to see the inflatable amp tents they had heard about or seen on the JobFest website.

**Note:** For future tours it is recommended to produce additional indoor equipment, such as more back drops and signage so that the experience and overall footprint can be more impactful and memorable for event attendees.

The Crew recommended activating primarily indoors for future tours. This would allow more control over the event location as there are fewer elements contributing to set-up/activation. The Crew found that indoor activations were easier to navigate. They would also be easier to pre-promote as the location would not change in the event of poor weather.

**Note:** The recommendation is to streamline the events to be held indoors in high school gymnasiums or cafeterias where they can easily engage with and access the target demographic..

### **3.6.2.1 Security**

Security was booked to be present at each six hour event. Some communities such as Penticton and Abbotsford Agrifair did not require security during the activation as security was already roaming around the event grounds throughout the day. Security is recommended overnight when set-up is scheduled the day prior to the event.

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## 3.7 Review of Staffing Structure

### 3.7.1.1 Southern Staffing

The existing staffing structure of one Tour Manager, one Production Supervisor, one Production Coordinator, one Emcee and five Event Representatives worked efficiently.

**Note:** It is recommended to hire three additional Event Representatives if attending major festivals. Additional staff will help to manage large crowds, deliver quality interactions, and to cover breaks and stagger shifts for the longer event hours.

The Crew found that having the Event Representatives frequently switch up their roles/positions within the footprint helped. This strategy ensured all team members knew all of the tools inside and out, kept things new and exciting and ensured flexibility among the team (if anyone was sick, they could cover a position, or needed a break).

All Event Representatives should be trained on all positions of the footprint so that they can cover any role as needed for the tour.

## 4 JobFest Mobile Network

### 4.1 Event Requirements

Requirements for the mobile network were communicated at the beginning of the project and were outlined in the Technical Specifications Document. A Technical Review and Troubleshooting Guide (referred to in the Northern Tour Report) resulted in improved performance for the southern tour. See further information on support in section 4.2.4.

#### 4.1.1 Online and Offline Modes

The following event requirements meet the online/offline and standalone application requirements defined in the “Scope, Requirements and Strategic plan” document for JobFest. In summary, the Ministry has identified the following technical requirements for the JobFest tour:

- 1) Stream the JobFest mash-up video and 52 Career Trek videos onto 2 55” LCD displays and 1 42” LCD display
- 2) Access to the internet from 6 laptops and 6 iPads to government public facing applications and web sites which include: Career Explorer, Career Trek, Build A Career, WorkBC, BC Job Bank, Job Trend Tracker, Education Planner, Work Futures, BC Perspectives and Trades Rock.
- 3) Install Unity software on all laptops in order to run Career Explorers

4) Access without the internet from 6 laptops to government public facing applications and web sites which include: Career Explorer, Career Trek, Build A Career, WorkBC, BC Job Bank, Job Trend Tracker, Education Planner, Work Futures, BC Perspectives and Trades Rock.

5) Generator for power source

6) 1 back up laptop

7) 1 back up iPad

8) 4 Mobile Internet Hubs

#### 4.1.2 Stand Alone Applications Requirements

The following tools have been identified by the Ministry as requiring standalone applications that do not have access to the internet:

Job Trend Tracker

Build A Career

Career Trek

Boss Yourself

#### 4.1.3 Standalone Presentations

The following tools were provided by the Ministry in PowerPoint slides in the event that Internet access was not available.

WorkBC

Education Planner

BC PerspectivesBoss Yourself

ITA

#### 4.1.4 Requirements for Streaming Media

There were a total of 4 LCD Displays in the complete JobFest setup. Please refer to the chart below for additional details.

2 - 55' LCD Displays on the JobFest stage to stream the JobFest mash-up video and 52 Career Trek videos.
1 – 42' LCD Display in stage left to stream the Rock Band game
1 – 42' LCD Display in stage right to stream the JobFest mash-up video and 52 Career Trek videos.

### 4.2 Mobile Network Key Learnings

#### 4.2.1 Technical Architecture Components

Laptops (8)

- 5 Dell laptops, 1 HP, 1 Lenovo



- 4 GB RAM
- Intel i5 processor
- 500 GB hard drive
- 17-inch display
- Wi-Fi
- Windows 7 Professional
- Firefox, Safari and Internet Explorer Browsers

Laptops included six laptops for use by visitors, one for use by the tour manager and one back-up. Laptops were rented for the duration of the tour and this worked very well. It is recommended to do this for future tours.

**Note:** The original architecture plan and purchase called for seven Dell laptops. When loading Career Trek content at Work at Play, it was determined that the two Dell laptops being used were not functioning well. In the interest of time, two replacement laptops were purchased at retail and provided to Work at Play the same day. Dell laptops were not available within that time frame. The HP and Lenovo laptops provided to Work at Play and used on tour have very similar specs to the Dell laptops on tour and have performed effectively.

#### Apple iPads (7)

- Dual-core Apple A5 processor
- 9.7-inch Multi-touch display
- WiFi

One iPad was replaced during the Northern tour due to a crack in the screen. An additional iPad was purchased for the southern tour as a back-up.

#### Apple Mac Mini Server 3 + 1(spare)

- Processor: 2.0GHz quad-core Intel Core i7 processor
- 8GB of 1333Mhz DDR3 memory
- Dual 500GB (7200-rpm) hard drive
- Graphics: Intel HD Graphics 3000 processor with 384MB of DDR3 SDRAM
- Connections and Expansion: Thunderbolt port, FireWire, USB 2.0, HDMI, SDXC card slot
- Gigabit Ethernet port, Audio in/out
- Communications: Wi-Fi and Bluetooth
- Operating system: OSX Lion Server
- Tryten's Mac Mini Security Mount

Career Trek videos were loaded directly on the LaCie media players (connected to the TV's on stage and in Stage Left) and the laptops for the northern tour and this configuration was maintained for the southern tour (see section 4.2.11 of the Northern Tour Report). The Mac Mini Server dedicated to Career Trek served as a back-up for all devices playing the Career Trek videos in the event they required reloading while the team was on the road.

#### Large Storage Device (back-up drive for Mac Mini Servers)

- 3 TB, 7200 RPM, sata hard drive
- firewire 800
- USB 2.0

#### VM Server for Career Trek + Job Trend Tracker

- Software: VMware Fusion 4
- Processor: 4 CPU
- Memory: 4GB

- Storage: 50GB
- Communication: 1 NIC
- Operating system: Linux
- Database: mySQL

#### VM Server for Build A Career

- Software: VMware Fusion 4
- Processor: 4 CPU
- Memory: 6GB
- Storage: 300GB
- Communication: 1 NIC
- Operating system: Microsoft Server 2008
- Database: Microsoft SQL Server Express

#### Bell 4G Hub (2)

- NETGEAR MBR1210 Turbo Hub
- 21 Mbps Flex plan

The Crew started the tour with one Bell hub, but an additional one was added to increase speed and add flexibility. Bell's network was very effective in providing access to the internet.

#### Rogers Rocket Hub (2)

- NetComm 3G25W-R Hub and 3G27WV-R
- Internet only with Speed Plus plan

The Crew started the tour with one Rogers hub, but an additional one was added to increase speed and add flexibility. Rogers' network provided less coverage than Bell's and was less effective overall.

#### 55" LCD Display (2)

- Cisco LCD PRO 110Q
- 55 inch
- 1080p
- Cisco Smartnet

#### 46" LCD Display (2)

- Samsung Smart TV
- 42 inch
- 1080p

#### Media Components

- LaCie LaCinema Classic HD 1Tb (3)
  - Rocketfish 2 port HDMI splitter
  - Linhaw HDMI 6' cables (3)
  - Linhaw HDMI 33' cables (3)
  - Lexar 64GB USB Flash Drive (video back up) (2)
- See notes in section 4.2.5

#### IT Transporting Case

- Pelican 1500 Case for Mac Mini (3)

- Pelican 1400 Case for Media Player (3)

#### UPS Power Source

- Small backpack UPS for each table (3)
- Surge protected power bars (3)
- Apple Airport wifi access points 1 + 1 (backup)
- Airport Express 1 + 1(backup)

### 4.2.2 Set up and Teardown

Due to the tour schedule and physical environment, the set-up of the mobile network was required to take place on the day of an event, with basic set-up of some of the larger event elements (ie. Tent and stage) taking place the day before. Set-up and teardown of the mobile network were completed by the Production Supervisor within the time permitted. As the tour went on, less time was required to complete set-up and teardown.

Although the original intention was that the Production Coordinator assist the Production Supervisor with all aspects of the set-up, the Crew determined that the most efficient structure was to have the Production Coordinator set up the stage and all the AV components, while the Production Supervisor was responsible for overseeing the set-up of the mobile network and the tents. To allow for a back-up resource, the Production Supervisor trained one of the Northern Event Representatives who was continuing on for the Southern Tour on the setup of the mobile network. The Production Supervisor had adequate time to complete set-up and teardown on his own, but this Event Representative served as an additional resource in the event the Production Supervisor was occupied with a situation involving other equipment or was off sick during the tour. The Event Representative was able to learn the workings of the network through the northern tour and was able to be an effective substitute for the Production Supervisor during a sick day on the southern tour.

### 4.2.3 Equipment Breakage

Some wear and tear occurred during the tour which is to be expected over so many events. The TV's incurred some scratches. One of the 55" stage LCDs required replacement, and this was done quickly by Boardwalk. The locks were no longer effective by the end of the tour and were cut off the laptops. Condition of the equipment is noted in the asset inventory..

### 4.2.4 Optimal Performance in Each Community

The mobile network was assessed by a representative from the IT department prior to the first event in Abbotsford. The representative determined that the network met the requirements for the Tour and was functioning effectively. If required, the IT department and Boardwalk would provide any further support. The crew was able to manage the network effectively without support, except when an LCD required replacement.

All of the communities on the Southern Tour were able to connect to the tools on-line, with the exception of Career Trek and Job Trend Tracker. Career Trek was always intended to function off-line and off-line mode was only required to demonstrate Job Trend Tracker as it generated faster performance than in on-

line mode. Network performance by each of the two hub carriers (Bell and Rogers) occasionally varied in each community, but the Crew was never without a connection. Bell typically performed better than Rogers in most of the communities on the Southern Tour.

#### **4.2.5 Evolution of Performance Throughout the Tour**

Due to the connectivity available in each community, performance was fairly consistent throughout the Southern Tour. The PowerPoint presentations were never utilized due to being able to access the applications on-line.

Build a Career experienced performance issues in on-line mode during the first few events of the Northern Tour and this was also the case in the Southern Tour, despite four hubs to manage the devices. The issue was with the application generating results. The issue was not consistent from community to community and was usually resolved by restarting the iPad.

Extreme heat in some communities on the southern tour created technical glitches in some of the mobile network components. In Abbotsford, the hard drive playing the Career Trek videos on the stage was not functioning properly and caused the videos to freeze. Once the heat dissipated, the issue was resolved. Two hard drives eventually failed leaving one functioning hard drive used to play the videos on stage. A back-up USB containing the videos was used to show the videos in stage left. The USB functioned effectively and did not affect performance of the videos. Similar issues due to heat occurred in Penticton with Career Trek and the iPads and laptops..

In Build a Career and Boss Yourself, the applications offered users the opportunity to email the results to themselves or find additional information through links to other sites. Due to security concerns and subsequent blacklisting, access to other sites on the internet were blocked, making this feature unusable and causing some frustration amongst users.

#### **4.2.6 On-Line Mode**

With the exception of the aforementioned, the on-line mode worked well for JobFest, enabling visitors to fully experience all of the tools. Career Trek and Job Trend Tracker were the only tools that were always shown in offline mode.

#### **4.2.7 Off-Line Mode**

Due to connectivity being available in all the southern communities, off-line mode was not utilized and issues related to it were not experienced.

#### **4.2.8 Security**

For security purposes, black-listing was installed on the network hubs preventing users from accessing sites other than the tools on the internet. This worked well for this purpose, but prevented users from accessing links in some of the tools.

One hub dedicated to the Tour Manager's laptop did not have blacklisting, enabling the Tour Manager to perform social media updates.

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A back-up laptop and iPad were both added to the Mobile Network for the southern tour in the case of equipment breakage. These were never required.

### 4.3 Pictures

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## 4.4 Appendix

### 4.4.1 Post-Tour Crew Workshop Notes, Cossette

A wrap-up event was held following the end of the Southern Tour to gain additional feedback from the Crew. MJTI, Cossette and Inventa, including six Crew members, were in attendance. Feedback included:

#### **Event Specifics**

The JobFest concept and equipment resonated well with the target market. The headliner and local talent was effective in drawing youth to the event and in generating a positive response from them. Youth were very receptive to how the tools were presented. The iPads were easy to use and visitors were excited about the opportunity to win an iPod. JobFest swag was very well-received particularly the sunglasses, t-shirts and tote bags. All JobFest swag should be branded including the iPods and the amp giveaways. Visitors were unsure of the free food. Once they found out that it was a local caterer, they felt more at ease. Identifying the local caterer via signage and having food like sandwiches instead of sweets is recommended.

Numerous visitors interpreted JobFest as being a career fair. Once they had arrived on site and discovered that it was not a career fair, some were very disappointed. However, once the crew explained what JobFest was about, most capitalized on the opportunity for deeper discovery of potential alternative careers and other resources. Having Work BC on-site in most communities allowed the team to provide additional answers for those there for the specific purpose of seeking employment.

#### **Attendance**

The three major contributors to attendance were venue location, association with community events and relationships and involvement from communities, particularly schools.

Venues in high traffic areas generated higher attendance and were capable of drawing in visitors who were just passing by as well as those who were aware of the event from advance communication.

Community support was invaluable in generating attendance. Communities which had a high level of community involvement in the planning process consistently resulted in better attended events. Schools and post-secondary institutions offer an abundance of the target demographic, but it was difficult to reach teachers who would make the decision to bring their students. In communities where school staff were on board with JobFest, it was arranged for students to be bussed to the event, producing spikes of attendance. In other communities, information was not shared by the Board with teachers and many students did not know about the event and did not attend. Longer and broader community outreach would allow deeper relationships and stronger support from communities, resulting in higher attendance.

Timing of the event also had an impact on attendance. Event timing of 12pm-6pm offered the best opportunity for most people in the community to attend, particularly school groups. Feedback from communities indicated that students would not be willing to attend on their own time on the weekends, so having them attend the event during the school day would result in the most students attending.

Despite lower than anticipated attendance in some communities, those visitors who did attend had a very positive response to JobFest. Many commented that they had no idea that these resources were

available and that the information and experience had made a significant impact on their career discovery. Smaller communities in particular were very impressed with JobFest and do not often, if ever, see events of that scale in their communities.

### **Ideas to generate higher awareness and attendance**

#### Pre-Promotion in Schools and Around the Community:

Due to Powell River's event being held on a teacher professional development day, the Crew went to the high school during lunch hour the previous day to spread the word about JobFest. This tactic was very successful in creating additional awareness and engaging youth prior to the event. This requires the cooperation of the school and the school board, but is recommended for future tours.

Where time allowed, the Crew would generate additional awareness by putting up posters and reaching out to community contacts face to face on the day prior to the event. This provided additional communication and faces to the JobFest name, creating a more personal engagement with the community. It is recommended that a full day be allocated for community awareness prior to the event in the future.

#### Community Outreach:

Community Ambassadors could play a greater role in Community Outreach. Providing them with a uniform and additional training and tools such as posters pre-printed with the time, date and location of the event would be beneficial. Ensuring they have more time to promote the event to the target market through face to face contact in youth-oriented venues in the community (ie. Skate parks, youth organizations) should also be considered. Community Ambassadors could also play a key role in recommending and selecting local talent.

Local talent, if selected earlier, could also play a key role in outreach and communication, by spreading the word to their fans via social media.

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### **Tools**

Build a Career, Education Planner and Career Trek were the most popular tools of all tools demonstrated during JobFest.

Visitors commented that the arts and creative roles were not well represented in the tools overall. Career Trek was missing police, fire, and other protection services. There were also discrepancies between job titles on the various tools; a job was called one title in one tool and a different title in another tool.

The Crew felt there should be more resources and funding information specific to Aboriginal communities.

Opportunities for improvement include a financial tool that provides budget and loan information and a comprehensive website that describes all the tools and recommends the order in which they can be used

to get the most benefit from them. The Crew was able to perform this function at each event, but this would be helpful for users trying to find the information on their own.

# **2011-12 RISM JobFest Tour Final Summary Report**

## **for the B.C. Ministry of Jobs, Tourism and Skills Training**

# **DRAFT**

Submitted by:

**R.A. Malatest & Associates Ltd.**

**December 3, 2012**

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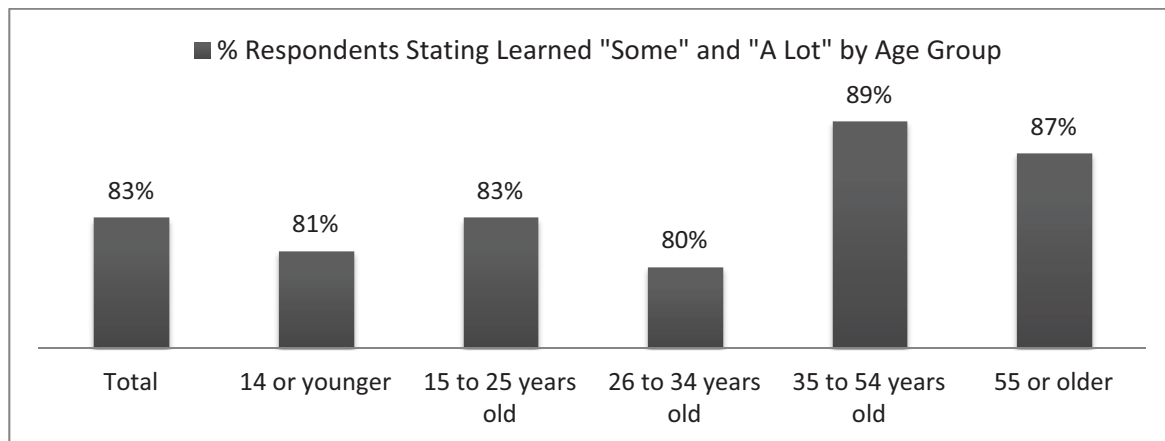
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## Section 1: Highlights

Presented below are the main highlights from evaluation activities undertaken for the JobFest Tour. The remainder of this report includes an overview of the evaluation methodology, tabulations of ballot survey results, qualitative data analysis highlights, limitations to the research and best practices and recommendations.

### Highlights

- **Survey participation.** 2,543 ballot surveys were completed by participants during the JobFest Tour. The average age of survey respondents was 26; youth 15 to 25 years old or younger comprised the largest respondent group (52%).
- **First Nations survey participation.** Approximately 37% of survey respondents identified themselves as Aboriginal ( $n = 914$ ).
- **Website/app appeal.** WorkBC received the most positive rating in terms of usefulness, with 41% of respondents reporting it as “very useful”, followed by the Build a Career app (39%) and Job Trend Tracker (33%). JobFest attendees were observably most engaged by the Build a Career app. Attendees were immediately attracted to the iPads, frequently directed to the app by Crew and more inclined to talk about their experience with the app than other tools.
- **Labour market information dissemination.** Response to: *How much did you learn about careers at JobFest?* ( $n = 2,522$ )



Source: JobFest Ballot Survey

- **JobFest website usage.** From April 23 to October 26, the JobFest2012.ca website received 28,919 visits from 21,594 unique visitors.
- **JobFest promotion.** At more than half of the JobFest events, at least one attendee mentioned hearing about the event through the newspaper, posters, Facebook, Twitter and/or the radio, while speaking to the on-site Malatest researcher.
- **Main event attractors.** Survey respondents selected the following most often as primary JobFest attractions:
  - Music (56%);
  - Possibility of obtaining career information (52%);
  - Collateral free giveaways (33%); and
  - Technology (33%).
- **Branded collateral appeal.** 60% of survey respondents liked the JobFest promotional materials they received “a lot”.

- **School attendance.** Out of the events that had large school groups attend (Salmon Arm, Chilliwack, Nanaimo and Campbell River) between approximately 80 and 200 students arrived and departed within the first two hours of the event. Many students waited in line to use the tools, the majority of students tried only one tool, mainly the Build a Career app and some students tried no tools at all as a result of high volume attendance.

School Attendance at Salmon Arm Event



School Attendance at Salmon Arm Event



School Attendance at Salmon Arm Event



JobFest Ad in Duncan Newspaper



- **Attendee expectations.** At the majority of events, some attendees were under the impression that there would be employers at the event. These attendees either brought resumes they anticipated giving to employers or commented on the lack of employers. Most interview participants compared JobFest to a career fair, although many followed this up by noting the unique characteristics of the event (e.g., technology, apps, music, youth appeal, career planning focus, etc.)
- **JobFest self-promotion.** Many survey respondents (75%) indicated they had or planned to share information about JobFest events with others via email, text or social media.



## Section 2: Background and Methodology

### 2.1 Background

Human Resources and Skills Development Canada (HRSDC) has allocated funds to the B.C. Ministry of Jobs, Tourism and Skills Training (MJTST,) through the Research and Innovation Support Measures Program (RISM), to research and develop innovative approaches to disseminating labour market information to the public. Several initiatives spanning a variety of target audiences, communication channels and strategic areas were identified and developed by MJTST. As these initiatives are considered pilot projects, each project was evaluated for effectiveness in raising awareness of the labour market. The ultimate goal was to help job seekers and their advocates, employers, career practitioners and labour market analysts to contribute to a productive labour force in B.C.<sup>1</sup>

The JobFest initiative comprised a traveling labour market information (LMI) exhibition, which visited 50 communities in B.C. JobFest was created to disseminate career information through face-to-face discussions, featured application/website demonstration and provision of collateral<sup>2</sup> branded with the JobFest logo. JobFest's target audience included job seekers and individuals interested in planning their careers. The exhibition's target age range was 15 to 25 years of age. JobFest offered an engaging and entertaining experience for attendees including live music, contests, a playable Rock Band® by Harmonix set, a faux tattoo parlor, local community speakers, free give-aways and refreshments all centred around new career resource and planning websites and applications.

### 2.2 Methodology

The purpose of the MJTST initiatives was to identify practices of labour market information dissemination. Evaluation of these initiatives provided evidence to formulate potential best practices for labour market information dissemination. The following criteria and approaches were included in the evaluation to develop these best practices:

- A mix of qualitative and quantitative research;
- Analysis of the data collected to inform lessons learned/best practices; and
- Analysis of the potential differences in behaviour in the target population.

### 2.3 Quantitative Research

Quantitative research undertaken for JobFest included:

- Ballot Surveys - A tear-off, ballot survey developed for the purpose of gathering JobFest attendee and product user feedback at JobFest events. The surveys were available for submission at all JobFest events and completion was facilitated by Malatest researchers on location. Data collected from the ballot survey has been provided in tabular form in Appendix G.
- JobFest Website Analytics - Web analytics for JobFest2012.ca reported by Google Analytics.

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<sup>1</sup> Source: R&I Support Measures Program 2011-12 Labour Market Initiatives Scoping Document

<sup>2</sup> Sundry media designed for the purpose of brand and/or product promotion.

## 2.4 Qualitative Research

Qualitative research undertaken by Malatest for the JobFest initiative included focus groups and interviews with JobFest attendees, as well as observational data. Focus group and interview guides were developed to gather experiential impressions of JobFest attendees. Interview guides were developed to gather feedback from target youth JobFest attendees and community leaders (chiefs, elders, economic development officers, educators, career practitioners, etc.) attending JobFest events. A maximum of seven in-person or telephone interviews were completed with individuals living or working in each community visited by JobFest. Finally, an observation guide was developed for the purpose of categorizing research observations on location at all JobFest events.

Standard qualitative analysis techniques have been used to analyze and present the findings from the focus groups, JobFest interviews and observations. Findings have been analyzed and grouped by theme. Inductive content analysis has been completed whereby responses were reviewed by evaluation question to identify themes and areas of concurrence or divergence within and across stakeholder groups. This conventional content analysis approach uses inductive reasoning, by which themes and categories emerge directly from the raw responses through careful examination and constant comparison.

In analyzing and reporting results, similarities and differences in responses have been noted and highlighted. In addition, the following guidelines are used when reporting the categories identified from the open coding process:

No/None: refers to instances where no individual identifies with the particular issue or topic.

Few/Very Few: refers to instances where only one or two individuals expressed a particular opinion.

Some: refers to instances where between one-quarter and one-half of the participants reported a particular opinion.

Several/Many/Most: refers to instances where the majority of, but not all, participants were of the same opinion and/or held similar perceptions regarding a selected issue.

All: reflects consensus across all participants.

### 2.4.1 Interview Participant Overview

A total of 140 community leader JobFest interviews were conducted. Participants constituted a range of roles as community leaders, as detailed in Table 2.1, with most working as employment counsellors, youth workers, educators, First Nations representatives and city government representatives. Gender distribution included 81 female and 59 male participants. The majority of participants (n=136) stated that they used the Internet daily. Participants rated their computer skill levels on a scale of “very skilled”, “somewhat skilled” and “not very skilled”, resulting in 83 self-rated “very skilled” participants, 49 “somewhat skilled” and 7 “not very skilled” participants.

**Table 2.1**  
**Community Leader JobFest Interview Participant Community Roles**

Community Leader Role	Total Participants
Employment Counsellor/Youth Worker	55
Teacher/Principal	24
First Nation Government/Chief Elder/First Nations Support Worker	23
City Government/Mayor/Chamber of Commerce	15
Policy/Economic Development	7
Local Industry/Employer Representative	8
Post-Secondary Educator	4
Social Worker	4

A total of 144 JobFest interviews with youth were conducted. Educational attainment of interviewees included those who had some high school (n = 88), completed high school (n = 31), some or completed college/trade/vocational training (n = 15) and some or completed university (n=10). Gender distribution included 79 females and 65 males. Participant ages ranged from 14 to 25. Employment status of youth participants included 38 unemployed and looking for work, 35 employed and looking for work, 34 employed and not looking for work, 15 unemployed and not looking for work and 2 who did not wish to provide their employment status.

#### 2.4.2 Focus Group Participant Overview

Focus groups were held during the JobFest tour for the purpose of gathering feedback from target audiences about the new WorkBC and Career Trek websites. As participants were recruited during JobFest events, a JobFest component was incorporated into the focus group discussions. The following table depicts focus group topics by location held during the JobFest main tour.

**Table 2.2**  
**Focus Group Locations and Target Groups by Topic Area**

Main Topic	Location	Target Group
WorkBC	Prince Rupert	Career practitioners and educators
	Terrace	Youth
	New Aiyansh	Youth
	Nelson	Youth
	Cranbrook	Youth
	Victoria	Career practitioners and human resource professionals
Career Trek	Prince Rupert	Youth
	Kitimat	Youth
	Castlegar	Youth
	Duncan	Youth

### Section 3: JobFest Interview and Focus Group Overview

The majority of interviewees (n = 140) found out about JobFest through a community member such as an employment counsellor/agency, social worker, teacher, local government, college, etc. A total of 100 interviewees also noted word of mouth through family/friends or Facebook as a way they found out about the event, however, these comments were more likely from youth (n = 86) than community leaders (n = 14); see Table 3.1 for details. The promotional mail-out kit was mentioned by 23 community leaders as a method by which they found out about JobFest.

**Table 3.1**  
**Interview Question: “What brought you out to JobFest?” Community Leader and Youth Responses**

Response Category	Community Leader (n=140)	% Community Leader	Youth (n=144)	% Youth	Total Responses	% of Total
Heard about it through a community member: employment counsellor/agency, social worker, teacher, local government, college, etc.	111	79%	29	20%	140	49%
Found out through Facebook and/or word of mouth through family/friends	14	10%	86	60%	100	35%
Contacted directly/invited to speak	60	43%	1	1%	61	21%
Interested in career information or job opportunities	12	9%	42	29%	54	19%
Saw ads/posters	18	13%	34	24%	52	18%
Heard there would be entertainment	11	8%	20	14%	31	11%
Saw the event set-up or truck/heard the music	6	4%	19	13%	25	9%
Received the Kit	23	16%	0	0%	23	8%
Newspaper	6	4%	11	8%	17	6%
JobFest2012 website	10	7%	6	4%	16	6%
I promoted the event to others	15	11%	0	0%	15	5%
Heard on radio	8	6%	6	4%	14	5%
Saw an opportunity to target youth (by vendors, educators, career counsellors)	11	8%	0	0%	11	4%
General interest; to see what it was about; seemed cool	5	4%	5	3%	10	4%
Important for community/I like to attend community events	8	6%	0	0%	8	3%
Nanaimo Aboriginal Youth Conference or event in other community	5	4%	3	2%	8	3%
Other	7	5%	1	1%	8	3%

Source: JobFest interview data

Note: The total for “% of cases” does not add up to 100% due to multiple responses

When JobFest interviewees were asked about their favourite part of the event nearly half (n=152) responded positively stating that the event was inviting, entertaining, engaging, informative, etc. Some youth respondents (n = 40) specifically noted that the tools and people at JobFest gave them ideas about which career direction to investigate and generally provided good, educational information. A total of 34 community leaders commented on the youth appeal and overall appearance of the event specifically.

Pages 133 through 134 redacted for the following reasons:

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Youth focus group participants were asked to provide single words or phrases describing their impressions of JobFest. Participant impressions are listed alphabetically below:

- Atmosphere
- Better than a regular job fair
- Concert
- Crew helpful
- Crew likable/new people
- Different kinds of careers
- Drumsticks
- Educational
- Food
- Free Stuff/winning stuff
- Getting a job
- Headphones
- Humor
- Information
- iPads
- Jobs
- Mind opening
- Music
- Rock Band
- Salaries
- Slow iPads<sup>4</sup>
- Tattoos
- Water bottle
- Welcoming

In general, youth focus group participants found the events to be engaging and entertaining. Several made comments about the free giveaways and food. Some expressed enthusiasm for the information provided at the events and a few for the tools featured at the events.

Adult focus group participants in Prince Rupert who attended the JobFest event were more inclined to discuss the merits of the tools featured at the event than youth participants at JobFest locations. In general, adult participants were interested in Trades Rock, the Education Planner and the WorkBC website. One adult participant expressed great enthusiasm for the Build a Career app. Some adult focus group participants in Victoria were aware of the event, but none attended JobFest.

### 3.1 JobFest Career Planning Tool Qualitative Findings

Youth and community leader interviewees were asked which tools they used at JobFest and to provide a rating of “very useful”, “somewhat useful” or “not at all useful” reflecting their experience with the tool. A summary of interviewee ratings and reported experiences with each of the RISM tools is provided in this section. Tables 3.2, 3.3 and 3.4, below, show interviewee ratings for each of the RISM tools.

**Table 3.2**  
**JobFest Youth Interviewee Ratings of RISM Tools Featured at JobFest**

Tool	Youth Rating (n = 144)		
	Very Useful	Somewhat Useful	Not at All Useful
Boss Yourself (n = 7)	3	3	1
Build a Career(n = 125)	50	65	10
Career Explorers (n = 10)	0	5	5
Career Trek (n = 50)	38	12	0
Job Trend Tracker (n = 25)	17	8	0
WorkBC (n = 33)	23	9	1

<sup>4</sup> Noted by Kitimat focus group participants only.

**Table 3.3**  
**JobFest Community Leader Interviewee Ratings of RISM Tools Featured at JobFest**

Tool	Community Leader Rating (n =140)		
	Very Useful	Somewhat Useful	Not at All Useful
Boss Yourself (n = 6)	2	3	1
Build a Career(n = 65)	31	30	4
Career Explorers (n = 4)	0	2	2
Career Trek (n = 27)	24	3	0
Job Trend Tracker (n = 25)	17	5	3
WorkBC (n = 17)	13	4	0

**Table 3.4**  
**JobFest Interviewee Ratings of RISM Tools Featured at JobFest**

Tool	Total Interviewee Rating (n = 284)		
	Very Useful	Somewhat Useful	Not at All Useful
Boss Yourself (n = 13)	5	6	2
Build a Career(n = 190)	81	95	14
Career Explorers (n = 14)	0	7	7
Career Trek (n = 77)	62	15	0
Job Trend Tracker (n = 50)	34	13	3
WorkBC (n =50 )	36	13	1

#### Boss Yourself

*Used by 13 interviewees; 7 youth; 6 community leaders.*

The Boss Yourself app was available during the final 18 of the 50 total JobFest main tour events. A total of 13 interviewees noted using the Boss Yourself app with 5 rating the tool as “very useful”, 6 rating it “somewhat useful” and 2 rating it “not at all useful”. One interviewee who rated the app “not at all useful” felt that it did not compare to the other tools available, the other interviewee stated that he felt the application medium was not a way in which he would like to gather information about entrepreneurship. Interviewees provided a variety of reasons for which they rated the app as “somewhat useful” and “very useful”. Among these reasons were: ease of use, interested in testing own knowledge, found app an informative or a helpful learning tool and appeal to young people.

#### Build a Career

*Used by 190 interviewees; 125 youth; 65 community leaders.*

Out of the 140 community leaders who used the tools featured at JobFest, a total of 65 interviewees used the Build a Career app, with 61 rating it “very useful” or “somewhat useful” and 4 as “not at all useful”. Many youth interviewees (n = 125) used the Build a Career app. Most youth rated the Build a Career app as “very useful” or “somewhat useful” (n = 115). The iPad technology was noted as attractive to both youth and community leaders. Some community leaders remarked the tablet technology and downloadable application format were attractive and relatable to youth.

### Career Explorers

*Used by 14 interviewees; 10 youth; 4 community leaders.*

The Career Explorers game saw minimal use at JobFest events. A total 4 community leader and 10 youth interviewees used the game. These interviewees rated the game as “somewhat useful” (n = 7) and “not at all useful” (n = 7). Several interviewees commented that the game appeared to be designed for younger children and/or that it was difficult to understand how to play. One participant felt that the information provided by the game was useful because it was offered in a clear and concise format.

### Career Trek

*Used by 77 interviewees; 50 youth; 27 community leaders.*

All JobFest interviewees who used the Career Trek website or watched the videos at JobFest found Career Trek to be useful. Career Trek was rated “very useful” by 62 interviewees and “somewhat useful” by 15 interviewees. The primary reason interviewees rated Career Trek as “somewhat useful” rather than “very useful” was a desire for videos about careers of interest to participants. The visual format and straightforward web interface offered an effective approach for providing labour market information to youth.

### Job Trend Tracker

*Used by 50 interviewees; 25 youth; 25 community leaders.*

The same number of youth (n = 25) and community leader (n = 25) interviewees used the Job Trend Tracker at JobFest events. The Job Trend Tracker was considered a “very useful” tool by 34 interviewees, while 13 interviewees rated it “somewhat useful” and 3 rated it “not at all useful”.

### WorkBC

*Used by 50 interviewees; 33 youth; 17 community leaders.*

Similarly, interviewees who commented on the WorkBC website (n = 17 community leaders and n = 33 youth) found the website to be either “very useful” (n = 36) or “somewhat useful” (n = 13). Only one youth interviewee found the website to be “not at all useful”.



## **Section 4: Limitations**

### Threats to Ballot Survey Validity

While a dedicated researcher was tasked with administering the ballot survey with JobFest attendees at each event, it cannot be guaranteed that all respondents completing the survey had much experience at the JobFest event prior to survey completion. Attendees were encouraged to participate in the survey through the incentive of a prize draw, which may have contributed to some enthusiasm for completing the survey without sufficient use of the tools or interaction with other aspects of the JobFest event. In order to encourage completeness and accuracy of responses, the Malatest researcher asked attendees whether they had used the tools before attendees completed the form. The Malatest researcher also provided assistance to individuals demonstrating low literacy and/or asking questions about the form. However, due to other tasks required of the on-site researcher, monitoring of survey activities could not be offered at all times.

### Threats to Observational Data Validity

Observational data was collected as a means of qualitative support for other qualitative and quantitative data collected during JobFest events. While observations may elucidate other data collected, all observational records should be interpreted with caution as it is subject to circumstantial bias and personal bias of the on-site researcher. In order to reduce potential personal bias, the Malatest researcher consulted with the JobFest Crew and interview data prior to formally recording observations after events. Consequently, observational data was substantiated by other data collected at JobFest events.

## Section 5: Best Practices and Recommendations

Best practices and recommendations have been established based on the findings from the ballot surveys, focus groups, interviews and event observations conducted by Malatest. In general, JobFest attendees participating in research activities felt the JobFest exhibition was a family friendly, engaging and entertaining experience. Attendees were satisfied with the information provided by the websites, applications and Crew.

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Best practices have been identified for the general format of the exhibition and promotion. A number of recommendations have also been made for promotion, information dissemination and exhibition format.

### 5.1 Best Practices

#### Exhibition Format

- Using a variety of technology and media is appealing to target and stakeholder groups.
- A music/rock concert focus is an appealing draw for youth.
- Offering free giveaways is an excellent motivational tool for youth.
- Providing an online resource for individuals interested in attending JobFest to find information about activities, dates, times, locations and who to contact for additional information is useful and valued by stakeholder groups.

#### Promotion

- Community coordination is an effective method for planning and promoting local events.

### 5.2 Recommendations

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### Information Dissemination

- When possible, provide information directing attendees to featured websites and applications.
- When possible, invite individuals and organizations to provide face-to-face information to attendees about job opportunities, careers in general and educational programs.
- Provide collateral with information about how/where to find the tools featured at the event.
- When possible, offer print-outs of information obtained by attendees through use of tools at events.

### Exhibition Format

- Individuals invited to speak at events should be provided with detailed information about the purpose of the event and what points their speech should address.
- Consider coordinating school attendance with scheduled speakers.
- Consider providing a formal event guide for attendees in order to clarify the purpose of the event and direct attendees to the tools.
- When possible, estimate event traffic flow and/or maximum volume and provide devices and activities to accommodate all attendees in order to maximize engagement. Alternatively, arrange for classes to attend at staggered intervals throughout the day.
- When possible, host events at schools in order to best reach target groups.

# JobFest 2012

## *Provincial Tour visiting 50 Communities*



## Project Closeout Report

<b>Abstract</b>	This document summarizes the project execution, the successes, challenges, and lessons learned.
<b>Version</b>	Final Report
<b>Date</b>	December 7, 2012
<b>Authors</b>	Veronika Ho, Project Manager Margaux Finlayson, Project Analyst

## CHANGE RECORD

VERSION NO	DESCRIPTION OF CHANGE	CHANGED BY	DATE
Drafts V1 to V5	Draft iterations written by the Ministry project manager and the Ministry project analyst, for feedback by the project owner and sponsor.	Veronika Ho and Margaux Finlayson	November 1 to November 22, 2012
Draft V6	Final Draft submitted to Jennifer Wray, Project Owner, for feedback	Veronika Ho and Margaux Finlayson	November 26, 2012
Final	Incorporates feedback from Jennifer Wray and Deanna Young	Veronika Ho and Margaux Finlayson	December 7, 2012

## DISTRIBUTION LIST

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Jennifer Wray (Project Owner Director LMP)		✓	✓
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# Approvals

This Project Closeout Report is approved by:

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**Kaaren Lewis**, Project Sponsor  
Research & Innovation Support Measures Program

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Date

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**Jennifer Wray**, R & I Program Director & Project Owner  
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Date

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**Margaux Finlayson**, Project Analyst  
Research & Innovation Support Measures Program

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Date



December 7, 2012

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**Veronika Ho**, Project Manager  
Research & Innovation Support Measures Program

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Date

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# Background

## 1. Project Purpose and Objectives

As part of Research and Innovation funding under the Labour Market Development Agreement, the Ministry of Jobs, Tourism and Skills Training introduced the JobFest Project in March 2012 and concluded it in October 2012. This innovative new pilot program engaged and informed over 16,000 British Columbians – especially young people and their families – about labour market trends and the many exciting career opportunities available in our Province.

Designed as a rock concert themed exhibition event, JobFest visited over 50 communities throughout British Columbia, travelling as far north as Dease Lake and Fort Nelson. It provided those communities – especially ones in rural and remote areas – with labour market and career information presented in an interactive and educational format.

While on location, JobFest featured inspiring youth stories, interactive career discovery, a headliner band and local community talent. JobFest staff guided visitors through information displays and job tools, answered questions and ensured greater awareness of the many labour market services available.

Career tools featured and demonstrated to event attendees during the JobFest 2012 Tours were:

1	Build A Career	An interactive game demonstrated on iPad kiosks
2	Career Trek	52 career videos looped on large screens and shown on laptops
3	Career Explorer	Interactive game mostly for very young audiences, on laptops
4	Job Trend Tracker	Web tool showing job trends, supply & demand, shown on laptops
5	Boss Yourself	Interactive game on laptops, showing entrepreneur skills
6	ITA BC	Web pages with ITA information, shown on laptops
7	Education Planner	Website with educational institute information, shown on laptops
8	BC Perspectives	Website with education and skills information, shown on laptops
9	WorkBC	“Umbrella” Site for all career tools and Job Bank

## 2. Key Stakeholders

Key stakeholders were identified within both internal government and external community stakeholder groups. Internal government stakeholders included the Ministries of Social Development; Education; Advanced Education, Innovation and Technology; Aboriginal Relations & Reconciliation; and several Agencies and Authorities.

External community stakeholders included local economic development centres, WorkBC Employment Services Centres, post-secondary institutions, school districts and high school principals, Aboriginal organizations, recreation and community centres, youth organizations, Service Canada, ServiceBC, and Chambers of Commerce.

# Successes

The following is a summary of five key success areas observed during the tour execution. Many ideas for improvements were identified by the project team and project stakeholders. They are listed in the “Lessons Learned” section of this report.

## 1. Budget

The JobFest Project was completed on time and under budget. Total approved budget was \$3.5 million over two fiscal years, and total expenditures were below this budget, at \$3.2 million. Scope control was at times difficult. The project owner and sponsor made timely decisions, and the project team responded to required changes quickly.

## 2. Attendance and Youth Engagement

Attendance targets were developed during the business requirements definition phase. Evaluation experts Malatest and internal Ministry staff advised on realistic targets. Using BC Statistics records, target numbers were determined for each of the 50 communities to be visited. Targets were met in most communities. The JobFest 2012 Tour engaged over 16,000 event participants, primarily within the target demographics of 15 to 25 years. (see Appendix for 1-page summary).

## 3. Community Event Program

The Ministry business requirement stated that the JobFest community event should be fun and engaging, with opportunities to win items, receive handouts, and see local talent perform. The vendor submitted several concept ideas during the design phase, and the final selections for JobFest 2012 branding and event program design were successful.

## 4. Community Participation

Community engagement worked well. Participation of WorkBC Employment Services Centres, post-secondary institutions and other community agencies helped boost attendance. Local speakers and performers from each community were invited to be part of the JobFest event. Ministry staff participated in and supported this effort. A sub-contracted talent agency managed performers’ applications and selection. Some communities were more active than others.

## 5. JobFest Website

The JobFest project required a simple, yet attractive, website that would appeal to young adults. The main purpose was to provide date and location information. There was simple social media content linking to the Ministry’s Twitter and Facebook presence. The website also featured a page linking to the nine career tools showcased during each community event, and a number of videos of JobFest events, produced by the project team. The purpose of the website was to be “live” for the duration of the community tours, and to cease to exist shortly after tour completion. This goal was accomplished.

# Challenges

This section provides a summary of eight key challenges experienced during the execution of the Northern and Southern Tours. Many of these challenges generated ideas for improvement. These ideas are listed in the “Lessons Learned” section of this report.

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## Conclusions

The JobFest 2012 pilot project was an ambitious undertaking. It was successful in that the project achieved what it set out to accomplish, and the project came in on time and budget. Communities received this innovative grassroots approach well, and their feedback was generally very positive. Many young adults and youth commented that they would not on their own have found the information shared with them.

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# Appendix

## JobFest Project – Attendance Summary

<b>Northern Tour</b>					
<b>Location</b>	<b>Total Pop*</b>	<b>15-24 Pop*</b>	<b>Attendance</b>	<b>% Obtained</b>	<b>% Goal</b>
Prince Rupert	6950	1850	400	22%	25%
Skidegate	781	85	200	235%	25%
Kitimat	8987	1175	50	4%	25%
Terrace	11320	1590	200	13%	5%
New Aiyansh	805	135	100	74%	25%
Kitwanga	480	90	155	172%	25%
Iskut	335	70	15	21%	25%
Dease Lake	65	15	80	533%	25%
Hazelton	293	25	125	500%	25%
McBride	660	90	150	167%	25%
Prince George	83225	10880	250	2%	5%
Mackenzie	4539	625	120	19%	25%
Fort Nelson	4514	725	64	9%	25%
Prophet River	86	86	36	42%	25%
Fort St. John	17402	3190	80	3%	5%
Dawson Creek	10994	1720	45	3%	5%
Chetwynd	2633	415	50	12%	25%
Smithers	5217	730	130	18%	25%
Houston	3163	475	160	34%	25%
Burns Lake	2107	330	240	73%	25%
Fraser Lake	1354	150	80	53%	25%
Fort St. James	1355	130	80	62%	25%
Vanderhoof	3865	510	120	24%	25%
Williams Lake	10745	1550	595	38%	5%
Quesnel	9326	1270	80	6%	25%
100 Mile House	1885	275	110	40%	25%
			3715		

<b>Southern Tour</b>					
<b>Location</b>	<b>Total Pop*</b>	<b>15-24 Pop*</b>	<b>Attendance</b>	<b>% Obtained</b>	<b>% Goal</b>
Abbotsford	133,500	18,650	575	3%	5%
Penticton	32,875	3,505	391	11%	5%
Whistler	9,825	1,555	1,670	107%	5%
Squamish	17,155	1,940	160	8%	5%
Lillooet	2,320	235	200	85%	5%
Vancouver	603,500	73,380	2,571	4%	5%
Castlegar	7,815	885	161	18%	5%
Nelson	10,230	1,250	170	14%	5%
Cranbrook	19,315	2,310	113	5%	5%
Revelstoke	7,140	800	131	16%	5%
Salmon Arm	17,460	1,985	359	18%	5%
Kelowna	117,310	15,680	475	3%	5%
Vernon	38,150	4,430	205	5%	5%
Surrey	468,250	64,220	1,650	3%	5%
Kamloops	85,680	12,045	241	2%	5%
Merritt	7,110	850	71	8%	5%
Chilliwack	77,940	10,130	257	3%	5%
Victoria	80,020	9,555	220	2%	5%
Duncan	4,930	415	123	30%	5%
Nanaimo	83,810	10,360	310	3%	5%
Port Alberni	17,745	1,910	218	11%	5%
Courtenay	24,095	2,650	35	1%	5%
Campbell River	31,185	3,525	351	10%	5%
Powell River	13,165	1,365	151	11%	5%
			10808		
*Stats received from Census BC					

**Note:** In addition to the above, there were an estimated 2,500 to 3,000 total attendees at the Aboriginal Youth Conference (Nanaimo), Skills Canada Trade Show (Abbotsford), Simon Fraser University (Burnaby), and the special event at the Legislature (Victoria).