



ita

YOUR TICKET.

**FIRST ANNUAL
SKILLED TRADES INNOVATION FORUM**

2015 Wrap Report

Overview

BC's first annual **Skilled Trades Innovation Forum** held at the Vancouver Convention Centre on June 2, 2015 was attended by close to **400 tradespeople, apprentices, employers and training providers** from across the province.

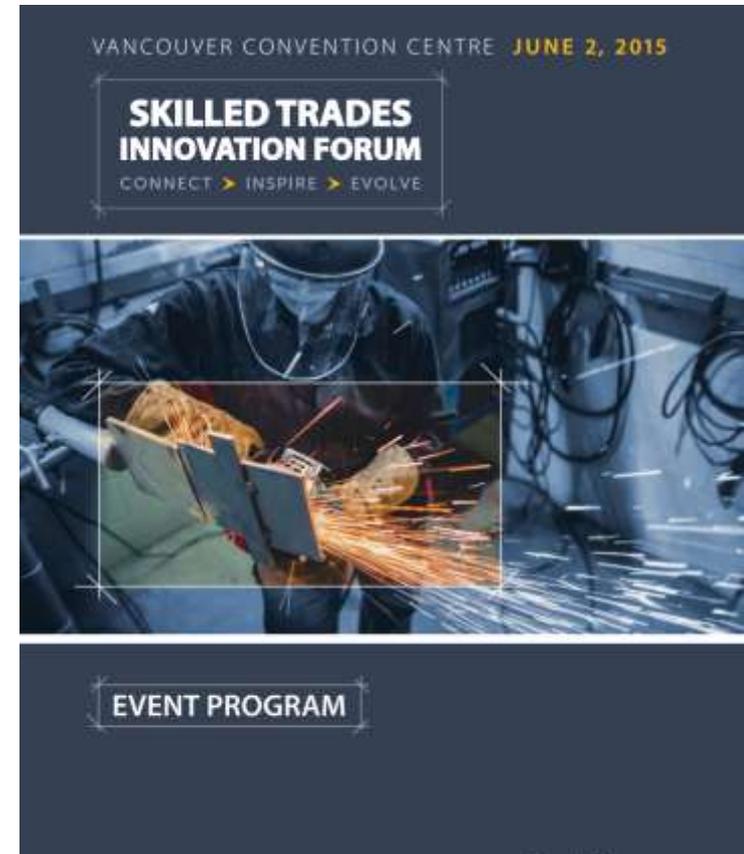
The goal of the Forum was to create an annual event where employers, apprentices and key stakeholders from the K-12 system, First Nations' communities and training institutions can unite to share best practices and work together in developing innovative programs that break down barriers to accessing trades training.

Through information gathered from the working sessions at the Forum, a direct outcome will be to develop an ***Apprenticeship and Trades Training Best Practices Guide and Innovation Resources Toolkit*** in the fall of 2015.



Event Branding

Several pieces of collateral were developed for the Forum, including a Forum logo, an event program, event signage and a microsite to register and to access all related materials.



Welcome and Opening Remarks

Gary Herman, CEO, ITA, welcomed participants and highlighted the reality that the trades training system is becoming data driven.

The **Honourable Shirley Bond**, Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour discussed the opportunities in the trades in BC and the importance of innovation.

Following the Aboriginal welcome performed by **Spakwus Slolem** (the Eagle Song Dancers), **Gwyn Morgan**, ITA Board Chair, spoke about the nature of innovation as a “seed” and the requirements for innovation to flourish.



Keynote Speaker

Jason Dorsey, Chief Strategy Officer at the Center for Generational Kinetics, was the keynote speaker at this year's event, speaking on the topic of recruiting and retaining young workers (millennials).

He spoke humorously about generational differences, shining light on the ways we can better understand and relate with one another's working styles.



Plenary Session

Following the keynote presentation, **Jane Worton**, Queenswood Consulting, and **Tim Woods**, Deliberation Network, explained what was learned from the process of engaging several regions across BC (Fort St. John, Nanaimo, and Kelowna) in dialogue about innovation and trades training.

In table groups, participants also had the opportunity to consider responses to the question, “What enables innovation?” Ideas were expressed visually and posted gallery-style.



Apprentice Panel

This year's event featured an apprentice panel during lunch moderated by **Jas Johal**, the Director of Communications at the BC LNG Alliance.

Participating apprentices included:

- **Leigh Wall**, Truck and Transport Mechanic, 2nd year apprentice
- **Josh Jardine**, Pipefitter, 1st year apprentice
- **Luke Chandler**, Automotive Service Technician, 2nd year apprentice
- **Darren Flemming**, Electrician, 4th year apprentice



Apprentice Panel: Live Broadcast

The apprentice panel was streamed through **Periscope**, an application that enables you to broadcast live video to the world.



Breakout Sessions

Throughout the day, forum participants participated in **3 out of 12 breakout sessions** of their choice where they heard brief presentations and engaged in discussion. Over **40 moderators and speakers** presented in these working sessions. Sessions varied in format, and included either presentation(s), panel discussions with Q&A, “lightening rounds”, and/or interactive demonstrations with activities.



Breakout Sessions

Session topics included:

- Cultural Diversity in the Workplace: Overcoming Barriers and Seizing Opportunities
- Essential Skills and Employability
- Mentorship and Succession Planning
- Trades Training Partnerships
- Regional Access: Taking Training to Apprentices
- Blending Old and New: Creative Approaches to Training
- Mobility of Apprentices and Skilled Workers
- Building Successful Apprenticeships: Three Models
- Leveraging Technology to Improve Apprenticeship Experience



Graphic Facilitator

Two Graphic Facilitators visually captured the major themes and key points as a permanent record. All final boards can be found at itabc.ca/innovation-trades.



Reception

Following the forum, over 100 forum participants attended a connecting event which was held at the Pan Pacific Hotel to exchange learnings and ideas that were discussed throughout the day, and to network with other members of the trades training community.



Media Relations

Media outreach was conducted prior to the event, along with the distribution of a news release the day following the forum. The Journal of Commerce attended the forum and conducted a series of interviews with both the apprentices on the panel as well as **Gary Herman**, CEO, ITA.

A total of **five media stories** were generated, and a total of **75,000 media impressions** were obtained surrounding the Skilled Trades Innovation Forum.

Coverage in the **Journal of Commerce** included:

- [Trades Training Partnerships](#)
- [Jason Dorsey on Recruiting and Retaining Millennials](#)
- [Skilled Worker Mobility](#)
- [Apprentices Optimistic About the Future](#)
- [VIDEO, ITA President Gary Herman at the Skilled Trades Innovation Forum](#)



Media Relations: Coverage



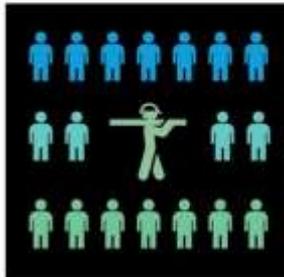
Trades Forum BLOG: Skilled worker mobility

LABOUR

60 0

by JOC DIGITAL MEDIA Jun 9, 2015

The mobility of skilled workers and apprentices was the topic of one of the last sessions of the day at the Industry Training Authority's Skilled Trades Innovation Forum, held June 2 at the Vancouver Convention Centre.



Jeff Ritter, the CEO of the Saskatchewan Apprenticeship and Trade Certification Commission (SATCC) and Jeff Lekstrom of the ITA, and a consultant to the Pan Canadian Harmonization Initiative looked into the challenges of increasing worker mobility across Canada. Ritter began by describing the efforts of apprenticeship authorities across Canada to harmonize apprenticeship.

"It's been 13 different paths to the same destination," he said.

But, industry is saying it needs the mobility issues that arise from this disparate approach and thus

harmonization is necessary, Ritter said.

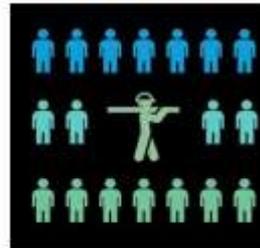
Trades Forum BLOG: Trades Training Partnerships

LABOUR

82 0

by JOC DIGITAL MEDIA Jun 2, 2015

Jim Pelton, the executive director of continuing and professional studies at Kwantlen Polytechnic University, served as moderator for the trades training partnerships session at the Industry Training Authority's Skilled Trades Innovation Forum, held on June 2 at the Vancouver Convention Centre.



The first panel for the session featured John Webster, the CEO and president of the Aboriginal Community Career Employment Services Society (ACCESS), Merike Kolga, a training specialist with Seaspan, and Stephen Sallaway, the associate dean for the school of construction and the environment at the British Columbia Institute of Technology (BCIT).

Sallaway said BCIT has a strong partnership with Seaspan and ACCESS, and said the methodology used is to build on existing trades.

For example, a marine trade has similarities to other construction careers that BCIT already trains for and

foundation classes span both industries.

Apprentices optimistic about future

LABOUR

110 0

by WARREN FREY Jun 11, 2015

Apprentices see a bright future in the changing landscape of British Columbia's skilled trades. Several apprentices reflected on their career choices at a panel at the Industry Training Authority of B.C.'s Skilled Trades Innovation Forum, held recently in Vancouver.



The apprentices came from a variety of backgrounds, including heavy equipment repair and automotive maintenance.

When asked why they entered the trades, truck and transport mechanic Leigh Wai said she was laid off from her former job and wanted to make a drastic change. While nerve-wracking, it was "an adventure" that would lead to usable skills in her day-to-day life.

"It's probably the best decision I've made," she said.

Electrician Darren Flemming entered the trades after obtaining a university degree in business administration and said he was "another Generation Xer who missed the boat" before switching careers.



Event Social Media: Overview

For the Skilled Trades Innovation Forum, a social media strategy was created to help amplify the events of the day. The strategy included:

- The development of an event hashtag: **#TradesForum2015**
- Social media posts leading up to the event and post-event
- Live social media posting at the forum
- Monitoring social media throughout the day
- A live-streamed Apprenticeship Panel through the social media app, Periscope

Activity On Twitter			
Metric	#TradesForum2015 Twitter Mentions	Unique Twitter Users	Estimated Total Twitter Impressions
Event Lead Up	11	6	10,185
Day of Forum	262	84	384,859
Post Event	63	41	53,518
TOTAL	336	115*	448,562



Event Social Media: ITA Coverage

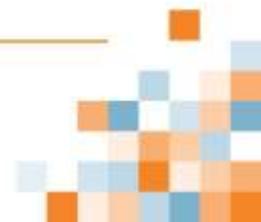
Leading up to the forum, throughout the event and post-forum ITA published real-time content on ITA's social channels including Facebook, Twitter and LinkedIn.

In total, there were **three Facebook posts, three LinkedIn posts and 25 tweets.**



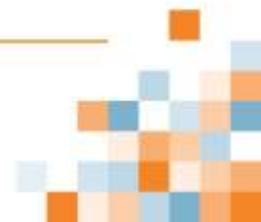
Activity On @ita_bc Twitter During The Event	
Retweets	11
Favourites	41
Engagement Rate*	2.7%
Impressions	8,200

* Number of engagements divided by impressions



Event Social Media: Twitter Engagement

ITA social media fans and event participants demonstrated their social media engagement throughout the forum. These are some examples of some of the tweets that received the highest engagement.



Event Social Media: Apprenticeship Panel

ITA used Periscope, a social media app, to live broadcast the Apprentice Panel hosted during the lunch. The video was also later posted on YouTube and ITA's social media channels for anyone who missed the live broadcast. View the full panel discussion at bit.ly/ITA_ApprenticePanel



ita ITA_BC
@ita_bc

LIVE on #Periscope: #TradesForum2015:
BC Apprentice Panel Q&A
periscope.tv/w/V084vDMwOTY0...

ita Industry Training Authority
Published by Elizabeth Adamson [?] · June 2 ·

And we're live on #Periscope at #TradesForum2015! Click the link to see Jas Johal, Director of Communications for the BC LNG Alliance, interview apprentices about innovation in action in the skilled trades. If you have the Periscope App, follow @ita_bc and check it out! <http://bit.ly/1Q41Gn>

A photograph of a panel discussion on a stage. Five people are seated in white chairs. From left to right: a man in a suit, a woman in a black dress, a man in a white shirt, a man in a dark shirt, and a man in a dark suit. They are engaged in conversation. The background is a blue curtain with "INNOVATION FORUM" and "TRADES FORUM" visible on the sides.

#TradesForum2015: BC Apprentice Panel Q&A
ITA_BC from Vancouver, British Columbia
PERISCOPE.TV



Video: Building Innovation Into Trades Training

A video was created to screen at the forum, showcasing innovation within the trades. The companies that participated in the creation of this video are: Mott Electric Ltd. (Vancouver, BC), CCT Controls (Fort St. John, BC), and First Truck Centre (Surrey, BC).



Forum Summary Video

Following the forum, a recap video was created to summarize the day's event.



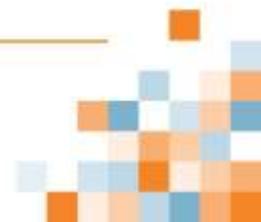
Contributors and Partners

The forum was jointly hosted by the **Industry Training Authority (ITA)** and the **Ministry of Jobs, Tourism and Skills Training (JTST)**. Inventa and Edelman were involved with event planning and execution, and a total of 10 partners contributed to the overall success of the day's event.

Hosts and Organizers



Partners



Key Learnings: Survey Results

Evaluation forms were distributed to participants to obtain their feedback about the event. Based on the responses of **89 participants** who completed the survey:

- The majority of respondents were satisfied/highly satisfied with the forum
- The majority of respondents felt that attending the forum was beneficial/highly beneficial
- Most respondents indicated that the benefit of exchanging views with other participants and ITA was quite high
- Over 80 per cent of respondents indicated that the forum was relevant/highly relevant to their current work
- The majority of respondents rated the quality of speakers and forum content as high
- A large majority of respondents agreed that they learned quite a bit, had a good chance to share their views, and that the event showcased innovation
- Most respondents were satisfied/highly satisfied with all sessions



Key Learnings

Forum attendees noted the following items as being areas for improvement:

- Lunch format changed for more networking opportunities
- Registration for breakout sessions
- Description of breakout session format
- More apprentices & youth
- More/clearer voting about satisfaction with the forum and key learnings
- Stronger finish
- Include a funding announcement
- Tightly defined theme
- Deliver an award

For more information about this year's forum, visit itabc.ca/innovation-trades

