



Exhibit at the Residential Construction Career Expo

Source Real Time Leads. Help Profile Your Company as an Industry Leader

In response to the industry's skilled labour shortage, under the support of CHBA BC and presenting sponsor [FortisBC](#), HAVAN's Women's Council is launching the inaugural online Residential Construction Career Expo on November 1, 2022, supported by a 6 month marketing campaign.

- ✔ **Connect** with young women, immigrants and visible minorities actively looking for employment
- ✔ Provide a point of contact for younger women (14 - 17) and their influencers to **explore the industry**
- ✔ Showcase HBA members as **industry leaders** offering safe workplaces that embrace diversity, equity, and inclusion
- ✔ Generate **awareness** of the residential construction industry as a successful **career choice for women**
- ✔ Source **real-time leads**



TARGET & MESSAGING

The homebuilding industry offers vibrant, lucrative, safe, and empowering career opportunities for women

Targeting young women ages 14-24, the 14-17 year-old market and their influencers (parents and teachers) will be encouraged to explore the industry as a successful career choice via information and resources located on the website and during the online Expo, with the 18-24 year-old market encouraged to attend the Expo to look for employment.

HAVAN's virtual Career Expo will be marketed through industry and government channels, schoolboards, and immigration centres, supported by a six-week paid digital campaign (TikTok, IG, FB), and six-month direct-marketing campaign.

RESIDENTIAL CONSTRUCTION CAREER EXPO

WHEN: Live Event November 1
(Platform remains open through November 5)

WHERE: Online **TIME:** LIVE 11:00AM - 7:00PM PST

BOOKING DEADLINE: Friday, October 7

BOOTH SPACE IS LIMITED. BOOK EARLY!

PRESENTED BY:



HAVAN
Women's Council



CANADIAN
HOME BUILDERS' ASSOCIATION
BRITISH COLUMBIA

The Leading Advocate of the Residential Construction Industry in BC

PRESENTING SPONSOR:



VIRTUAL PLATFORM

Designed for career fairs, the [online EASY VIRTUAL FAIR platform](#) has been selected for the best user experience! Featuring virtual halls designed by geographical region and business verticals (Custom Builders/Renovators; Designers; Developers/Multi-Family Builders; Professional Services/Trades), attendees will be able to navigate with ease. A maximum of 20 booths per hall are available.

VIRTUAL BOOTHS: WE'LL HELP YOU LOOK YOUR BEST!

Choose what features you want! Virtual Booths offer state-of-the-art graphics and feature instant Live Video Chat, Text Chat, Live Videos (host in-person Interviews or Presentations), free Job Postings, meeting schedulers and personalized branding. **All booths come with a Career Expo Ambassador - we build your booth for you at no additional charge!**

REAL TIME LEADS

Attendees are automatically captured, with a contact list provided to exhibitors post event, providing you with real-time leads.



VIRTUAL CAREER EXPO - THREE BOOTH OPTIONS

ASSETS	GOLD PREMIER BOOTH \$650	SILVER STANDARD BOOTH \$500	BRONZE BRAND BOOTH \$350
Branded booth linked to corporate website	✓	✓	✓
Appointment scheduler (use Google docs or Calendly etc to schedule appointments during and post event)	✓	✓	✓
White papers (offer promotional materials for guests to download)	✓	✓	✓
Additional FREE job posting on HAVAN.ca/careers (Unlimited job postings on Career Expo site)	Up to 3 postings	Up to 2 postings	One posting
Live host(s)	Up to three staff	Up to two staff	
LIVE video chat (host your own presentation!)	✓	✓	
LIVE chat messages	✓	✓	
Featured in white paper targeting industry and schools	✓	✓	
Opportunity to participate in live and pre-recorded panel discussions. Topics TBC	✓	✓	
Featured in newsletter marketing	✓		
Featured in social posts	✓		

ARE YOU READY TO MEET THE NEW WORK FORCE?

The industry faces many barriers impeding the delivery of homes to our communities. From global macro-economic issues impacting the supply chain to delays with permitting at the local municipal level, the biggest underlying issue is a shortage of skilled trades. Without an adequate supply of workers, business owners will continue to face employment issues and the volatility that comes with securing and maintaining a dedicated workforce.

In response to the labour shortage, [the demographics in the industry are shifting](#). More women are receiving subsidized training and mentorship than men, and the number of companies with diversity policies in place has risen to 84% from 62% just a few years ago. At least 17% of the projected skills gap has been filled by tradeswomen, who are now 5.7% of the skilled workforce and 5.5 times more likely to recommend the trades as a career path.

ADDITIONAL CAREER EXPO EXHIBITOR OPPORTUNITIES

In response to labour shortages and the recognition that attracting women into the industry presents a viable solution, additional opportunities are being secured for exhibitor participants to ensure everyone puts their best foot forward.

- **HAVAN EDUCATION: DEI Courses offered exclusively to exhibitors and your staff**

Ensure you are an equal opportunity employer, with a welcoming, safe workplace. HAVAN will be offering online courses focused hiring women and the benefits to your business' bottom line, and recommended industry best practices for diversity, equity, and inclusion (DEI) on the job site.

- **WORK EXPERIENCE**

Many work experiences turn into future employment opportunities. In addition to targeting job seekers, we will be targeting younger women aged 14-18 and their influencers (parents and counsellors) to explore the industry through a work experience program. HAVAN is working with members to establish an industry best practices guideline to ensure both parties know their obligations in advance, for the best possible experience.

