



EVENTS

INCLUSION WORKS ‘12

May 1-3, 2012 • Westin Hotel • Edmonton, AB
Canada’s biggest Indigenous Inclusion Event and Recruitment Fair

Table with 2 columns: Item Name and Price. Items include Delegate Registration (1045), Recruitment Fair Station: Interview Station-Graduate Portfolio Booklet (7500), Trade Show Booth (1950-Standard Exhibitor, 2350-Premium Exhibitor), and Welcome Networking Reception and Dinner (100).

LEADERSHIP CIRCLE INCLUSION THINK TANK

Maintaining Your “Inclusion Curve”

Table with 2 columns: Item Name and Price. Item: Delegate Registration (495).

TRAINING

Build management competencies within your organization

MASTERING ABORIGINAL INCLUSION

Leadership management training program designed to help employers create inclusive workplaces and become employers-of-choice. Training includes a CD with five self-study modules and certificate.

Table with 2 columns: Item Name and Price. Items include PUBLIC: Delivered in major cities across Canada (995), ONLINE: Mastering Aboriginal Inclusion Modules Online-Eight online learning units. Cost per license: (1-2: 195, 3-9: 165, 10-24: 146, 25-49: 97, 50+: Customized Pricing), and IN-COMPANY: Customized workshop (Customized Pricing).

MASTERING ABORIGINAL INCLUSION IN MINING

Specifically designed to help mining employers grow their individual business case for inclusion and discover proven tools and tips to improve organization performance and recruit, retain and advance Aboriginal employees. All training includes five self-study modules and certificate.

Table with 2 columns: Item Name and Price. Items include PUBLIC: Delivered in major cities across Canada (995) and IN-COMPANY: Customized workshop (Customized Pricing).

ABORIGINAL PROCUREMENT

Comprehensive training and advisory program to help organizations develop and deliver successful Aboriginal procurement programs that will meet their purchasing needs, achieve sustainability and inclusion goals. Includes participant guide, templates and certificate.

PUBLIC: Delivered in major cities across Canada	995
ONLINE: Includes video modules, resource documents, a learning journal and competency checks, as well as a skills survey	495
IN-COMPANY: Customized workshop	Customized Pricing

GUIDING CIRCLES

Two-day interactive, flexible, and fun holistic career development workshops designed to help facilitators guide individuals toward career rewarding paths. The workbooks combine a traditional Aboriginal world view with contemporary career development concepts to help people achieve career satisfaction. Workshops include 10 booklets and certificate.

PUBLIC:

Guiding Circles Step 1: <i>Understanding Yourself</i>	895
Guiding Circles Step 2: <i>Finding New Possibilities</i>	895

IN-COMPANY:

Guiding Circles Step 1 or Step 2:	Customized Pricing
-----------------------------------	--------------------

ADVERTISING

Marketing and promotional opportunities in addition to those available exclusively to our *Leadership Circle* partners. Advertisers are required to provide all creative elements and copy.

eNEWSLETTER - ABORIGINAL HR NARRATOR

Deadline: 30 days prior to publication

Published: March 15, June 15, September 15, December 15

Distribution: 12,331 (October 2011)

Artwork: 15 days prior to publication date. Employers to provide all creative elements and copy.

BANNER AD (NEWSLETTER PARTNER): 468 X 60 PIXELS, JPG, GIF

Your ad is the first thing readers see when they open their online newsletter. Your message will be prominently displayed on the top right of the newsletter. *(One ad opportunity available each issue)*

English	1520
Add a second display ad to be featured on the French site	200

FEATURE EMPLOYER (HORIZONTAL): 468 X 60 PIXELS, JPG, GIF

Your company's information will display at the bottom of the eNewsletter cover as well as the bottom page of each story page. *(One ad opportunity available each issue)*

English	1260
Add a second display ad to be featured on the French site	200

FEATURE EMPLOYER (VERTICAL): 468 X 60 PIXELS, JPG, GIF

Featured on the top right of the story headline on one story page.
(Five ad opportunities available each issue)

English	995
Add a second display ad to be featured on the French site	200

eANIMATED (ADDED FEATURE)

Transform your English display ad into an animated message	290
Add a second display ad to be featured on the French site	200

WEBSITE (ABORIGINALHR.CA)

50,000 visitors (43K repeat, 7K new)

On Top Pages: Inclusion Works Event • Inclusion Works Recruitment Fair • Events • Programs and Projects

BANNER AD

An ad, shaped like a strip extending across the entire top or bottom of the page.

English	1520
Add a second display ad to be featured on the French site	200

FEATURE EMPLOYER: 250 X 250 PIXELS, GIF

Includes hyperlink. No animation.

English	1260
Add a second display ad to be featured on the French site	200

INCLUSION NETWORK

Canada's National Aboriginal Online Job Site (Powered in partnership with the Workopolis Niche Network)

BRAND DESIGN TEMPLATE

A wholly unique template for job postings with the company logo and graphic standards.

English	1500
French	2000

FEATURED EMPLOYER

Have presence on the main career landing page with your company logo (or text) displayed as a "Featured Employer", which can link directly to your jobs or the company's "employer profile" page	4000
--	------

BANNER AD

An ad, shaped like a strip extending across the entire top or bottom of the page	25 CPM
--	--------

ONLINE ASSESSMENT TOOLS

ABORIGINAL WORKPLACE HEALTH CHECK ASSESSMENT TOOL

Available now ONLY to *Leadership Circle* partners in a beta test format.

How do your inclusion efforts measure up? The saying of “what gets measured, gets done” is the driving value behind our new assessment tool, designed to mine for information that will help employers better understand what strategies, practices and organizational behaviors say about their commitment to Aboriginal inclusion.

CORPORATE SOCIAL RESPONSIBILITY ASSESSMENT TOOL (COMING SOON)

This tool will help you align your Indigenous corporate social responsibility initiatives to your business case for inclusion. Beta test version will be available to *Leadership Circle* partners in 2012.

INCLUSION NETWORK

Canada’s National Aboriginal Online Job Site

1-Job Pack	300
3-Job Pack	810
5-Job Pack	1200
10-Job Pack	2100
1 Job post and resume database access for 30 days	700
30 days access	500

BRAND DESIGN TEMPLATE

A wholly unique template for job postings with the company logo and graphic standards.

English	1500
French	2000

FEATURED EMPLOYER

Have presence on the main career landing page with your company logo (or text) displayed as a “Featured Employer”, which can link directly to your jobs or the company’s “employer profile” page

4000

BANNER AD

An ad, shaped like a strip extending across the entire top or bottom of the page

25 CPM

CORPORATE SOCIAL OPPORTUNITIES

Customized donations to build the workplace skills and competencies of young Indigenous professionals

- Sponsor a post-secondary graduate to attend the *Inclusion Works National Aboriginal Recruitment Fair*
- Sponsor our Young Indigenous Professionals group: our youth strategy initiative that provides inclusion insights to employers and mentorship and career pathing advancements for Indigenous professionals.
- Sponsor *Guiding Circles* facilitator training to help Aboriginal people achieve career satisfaction, break down cultural barriers and better understand Aboriginal workforce challenges.
Cost: 895/participant
- Help build your future generation of Aboriginal workers: Donate points to our charitable arm, which helps tackle deep rooted barriers to Aboriginal inclusion.
Charitable tax receipts are issued for donations to the Council’s charitable arm.