



## Labour Market Forum

# *The Future of Your Workforce*

*November 22, 2007  
Rodd Royalty Inn  
Charlottetown, PE*

## About the Forum

The PEI labour market is facing significant changes over the coming five to ten years. As older workers move towards retirement, there are fewer new entrants into the labour force to take their place. Employers must find ways to recruit and retain the best staff to ensure continued business success. This year's Forum will focus on practical tools and information that employers of all sizes can implement within their business.

## Who Should Attend?

- **Business owners/employers** who want real tools and new ideas to help with workforce planning
- **Educators** who want to learn about emerging trends
- **HR practitioners/ Labour Market analysts** who want to learn more about how they can support Island businesses and workers
- **Community organizations** who work with businesses or jobseekers to match skills to needs
- **Anyone** who wants to learn more about labour market trends and tools for planning

**REGISTRATION IS ONLY**

**\$25!**

*Great door prizes, draws and contests!*

## Agenda

7:30am–8:00am	Ceridian Canada Breakfast: John Cardella
8:30am–8:45am	Opening Remarks
8:45am–9:30am	Making Sense of Workforce Trends Speaker: Paul Chaulk
9:30am–10:30am	Workshop: Planning for Your Future Workforce Modules 1 and 2 Don MacCormac
10:30am–11:00am	Nutrition Break and Trade Show
11:00am–12:30pm	Workshop: Planning for Your Future Workforce Modules 3 and 4 Don MacCormac
12:30pm–1:00pm	Lunch
1:00pm–2:15pm	KEYNOTE SPEAKER: Jen Wetherow Building Trust in the Workplace: How to be a Great Employer
2:15pm–2:45pm	Nutrition Break and Trade Show
2:45pm–3:45pm	Panel: What I look for in a Great Employer
3:45pm–4:30pm	Closing Remarks / Evaluation / Door Prizes / Trade Show

**Register NOW!**  
[www.peiasc.ca](http://www.peiasc.ca)

**KEYNOTE SPEAKER:**  
**Jen Wetherow**

Jen Wetherow is the Director for the Great Place To Work Institute Canada, which oversees the Best Workplaces in Canada list.

Having worked in the public, private and not-for-profit sectors, she brings with her a broad understanding of organizational culture. Jen works with clients in a wide variety of organizations to assess workplace culture, discuss options for change, and support the transformation process. She brings a creative and positive approach to helping organizations become great places to work.

**Building Trust in the Workplace**

Great workplaces are built on trust—the cornerstone of quality jobs and performance excellence. High trust relationships require behaviors that can be learned and embedded into an organization’s culture. These are key insights from the Great Place To Work Institute’s research on the fundamentals of great workplaces.

This session will outline the Institute’s framework for building a great place to work, present the business case for creating a high trust culture, and provide specific data and best practice examples from the Institute’s assessment and publication of “Best Workplace” lists around the world, including those seen in *Fortune*, *HRMagazine*, the *Financial Times* and the *Globe and Mail’s Report on Business* magazine.

The 2007 Labour Market Forum is Presented in Partnership with:



**About the PEIASC**

The PEIASC is a provincial sector council network that encourages the development of representative and sustainable sector councils, promotes cross sector collaboration and ensures that necessary work is undertaken to address human resource issues across Prince Edward Island.

Sector councils provide a neutral forum to discuss human resource related matters and concerns, propose long term solutions and implement solutions that will have the greatest impact on the industry and benefit each sector. A major objective of a sector council is to create a labour force that is responsive to the current and changing needs of industry.

The PEIASC initiative is funded through the Labour Market Development Agreement, co-managed by Service Canada and the provincial Department of Development and Technology.

**NEW APPROACHES...NEW SOLUTIONS**

**“We are proud to support the development of a strong Island workforce.”**