

# TECHNATION<sup>CA</sup>

Industry Insider Newsletter

February 28, 2020

## TECHNATION Celebrates International Women's Day: Upcoming Events and Activities

International Women's Day (March 8 - #EachforEqual) is just around the corner and to help celebrate, TECHNATION and some of its partners are pleased to highlight a few initiatives designed specifically to increase diversity and inclusion in the Canadian tech workforce.

As a reminder, International Women's Day is a day dedicated to honoring the achievements of women throughout history and all across the globe and is typically a day for women from all different backgrounds and cultures to band together to fight for gender parity and women's rights.

We are proud to support diversity and inclusion measures every day and appreciate your ongoing support of the activities of the Association and of its members. If you are interested in participating in any of the initiatives listed below, or would like additional information, please reach out to Denise Shortt, Vice President, Industry Development and Diversity and Inclusion, TECHNATION directly ([dshortt@technationcanada.ca](mailto:dshortt@technationcanada.ca)).

Be sure to look out for our social posts as well – we'll be highlighting some of our own female superstars working within our Association!

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### Future Skills Centre Project

TECHNATION is collaborating with **Ryerson University's Diversity Institute's ADaPT** team on a Future Skills Centre Initiative. This initiative helps to bridge the gap for underemployment and addresses the future of work and skills gap for entry level talent. Specifically, this program will help recent graduates in Ontario, Alberta and Nova Scotia. The benefit to you? **We can effectively match our participants to your entry level hiring needs at no cost.**

**ADaPT**  
Advanced Digital and  
Professional Training

As a reminder, [ADaPT](#) is a skills development program that equips recent graduates (Undergrad and Masters programs) with in-demand skills (professional and digital). After completing 70 hours of hands-on workshop training, they are placed in meaningful employment which varies from entry level full-time, contract and internships within information, communication and technology (ICT) roles. Positions can range from a Data & Business Analyst, to Digital Marketing, to Technical Sales and Call Centre, Developers. The list is extensive!

Participants come from a variety of different educational backgrounds and from many underrepresented groups.

**If you require any more information, have hiring needs and have job postings to share**, please contact Sangeeta Mehta, Manager Partnership Development at [sangeeta.mehta@ryerson.ca](mailto:sangeeta.mehta@ryerson.ca) or 416-997-7264. Please let Sangeeta know you are a TECHNATION member.

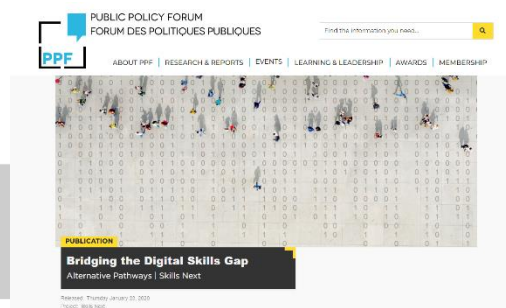
In addition, as part of this initiative, TECHNATION is also conducting needs assessment evaluations to better determine your hiring needs now and into the future, so please contact me ([dshortt@technationcanada.ca](mailto:dshortt@technationcanada.ca)) if you are willing to participate in a very brief survey.

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## Bridging the Skills Gap: New Publication

TECHNATION recently partnered with Ryerson's Diversity Institute to research and publish a paper on digital skills. Please do [read our paper](#) and engage with us on this important issue.

Digital skills and digital careers are part of every industry's future. Yet employers say they can't find workers with the information and communication technology (ICT) skills they need. In this Report, authors Denise Shortt (TECHNATION), Brian Robson (Ryerson University) and Magdalena Sabat (Ryerson University) explain how Canada doesn't really have system for figuring out where digital technology jobs end and regular jobs begin - and explore how shared definitions of digital skills and careers will be the gateway for policymakers and employers to fill any gaps.



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## TECHNATION Women-led Tech Trade Mission to Web Summit

TECHNATION continues to be committed to supporting female founders and leaders. In November 2019, we hosted another women-led tech trade mission to Europe with funding support from Global Affairs Canada. Six companies participated in this highly successful mission, designed to help support female founders as they grow and scale their companies and do business globally. Two of our delegates were also invited to speak at the 2019 Web Summit

Conference, in highly coveted speaker roles. TECHNATION also hosted a well-received Women Entrepreneurs dinner event prior to the conference with over 100 guests in attendance, including the Canadian Ambassador and key members of the Canadian delegation to Lisbon.



**Testimonial:** *“The role of TECHNATION was instrumental in supporting and promoting female entrepreneurs during the 2019 Web Summit. The*

*excellent panel discussion on female-led tech businesses they organized in conjunction with the WOW Dinner, successfully portrayed Canada as a leader in technology to an international audience. Thanks in part to TECHNATION's female tech trade mission, Web Summit organizers announced that the percentage of female attendees at this year's Web Summit was the highest ever, at 46.3%."*

Lisa Rice Madon, Ambassador, Embassy of Canada (Lisbon, Portugal).

All female founders or CEOs that are interested in future TECHNATION trade missions, please contact me as future opportunities are currently being assessed (dshortt@itac.ca)

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## Women Entrepreneur Knowledge Hub – Women's Entrepreneurship Conference

The Women Entrepreneurship Knowledge Hub (WEKH) is pleased to present its annual [Women's Entrepreneurship Conference](#), which will focus on and explore ways to increase and support diverse women entrepreneurs in Canada.



The Conference will bring together a team of researchers from Canada and around the world alongside key stakeholders to better understand the barriers that diverse women face and discuss best practices to advance inclusive innovation. This is a conference you do not want to miss!

The event will be held at the Marriot Hotel (100 Kent Street, Ottawa, ON K1P 5N9) on March 26-27, 2020.

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## CAMSC Diversity Procurement Fair - Discount for TECHNATION Members



CAMSC is hosting the 16th annual *Diversity Procurement Fair* (DPF20) on April 15-16, 2020 in Toronto. This is a collaborative and innovative platform for

learning, networking and developing your business with international corporates and Aboriginal and Minority-owned businesses. As one of CAMSC's largest business networking events, it also acts as a knowledge hub and resources centre for new conglomerates, Aboriginal and Minority suppliers to tap information from. In this two-day event, you'll learn from global business leaders as they share best practices for securing contracts and exchange ideas for an innovative alliance.

As a TECHNATION member, you are eligible for an Association Members Discount – an **early bird discounted rate** of \$325 per person (with \$75 discount).

Early Bird discount ends on 28<sup>th</sup> February! [Click here](#) to learn more or to register.

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## **TECHNATION President and CEO to Participate in Ricoh Canada Employee Event**

On March 10, as part of their internal focus on diversity, and as part of their International Women's Day celebrations, member company Ricoh Canada will host an event for employees in their Mississauga office. Angela Mondou, TECHNATION President and CEO will provide an overview on her perspective on breaking down barriers in the workplace based on her unique experiences as a woman in a leadership position. Highlights will be provided in an upcoming TECHNATION newsletter

