

THE GET REAL MOVEMENT
VIRTUAL UNIVERSITY
CAREER CONFERENCE

MARCH 23RD 2024

FREE CONFERENCE
BY APPLICATION



THE GET REAL MOVEMENT VIRTUAL UNIVERSITY CAREER CONFERENCE

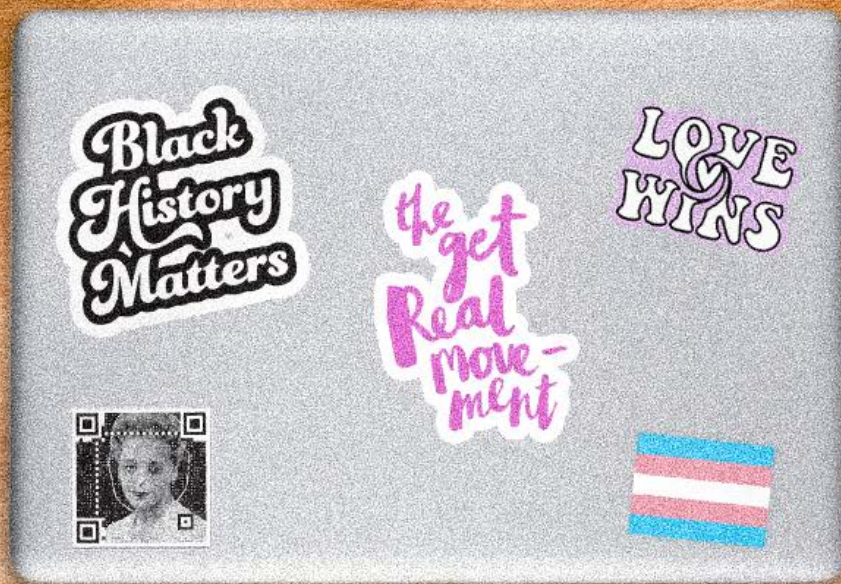
WE KNOW FROM RESEARCH AND EXPERIENCE WORKING IN THE CORPORATE DEI SPACE THAT YOUNG PEOPLE FACE MANY BARRIERS IN THE HIRING PROCESS AND IN THE WORKFORCE, DUE TO FACTORS SUCH AS GENDER IDENTITY, RACE, AND SEXUAL ORIENTATION, TO NAME A FEW; AT THE SAME TIME, RESEARCH ALSO SHOWS THAT COMPANIES THAT EMBRACE DEI AND HIRING A DIVERSE WORKFORCE PERFORM BETTER, BUT WHILE THE BUSINESSES WE WORK WITH ARE HOPING TO HIRE DIVERSE, YOUNG, TALENTED CANDIDATES, THEY OFTEN AREN'T SURE HOW TO DO THIS KIND OF OUTREACH.

IN 2023 WE LAUNCHED OUR VIRTUAL CAREER CONFERENCE IN RESPONSE: A FREE, ONE-DAY VIRTUAL EVENT PROVIDING UNIVERSITY AND COLLEGE STUDENTS FACING ONE OR MORE BARRIERS IN THE WORKFORCE WITH PROFESSIONAL SKILL DEVELOPMENT, REAL-WORLD EDUCATION FROM DIVERSE INDUSTRY PROFESSIONALS, AND NETWORKING OPPORTUNITIES WITH COMPANIES THEY MIGHT NOT OTHERWISE HAVE THE CHANCE TO.

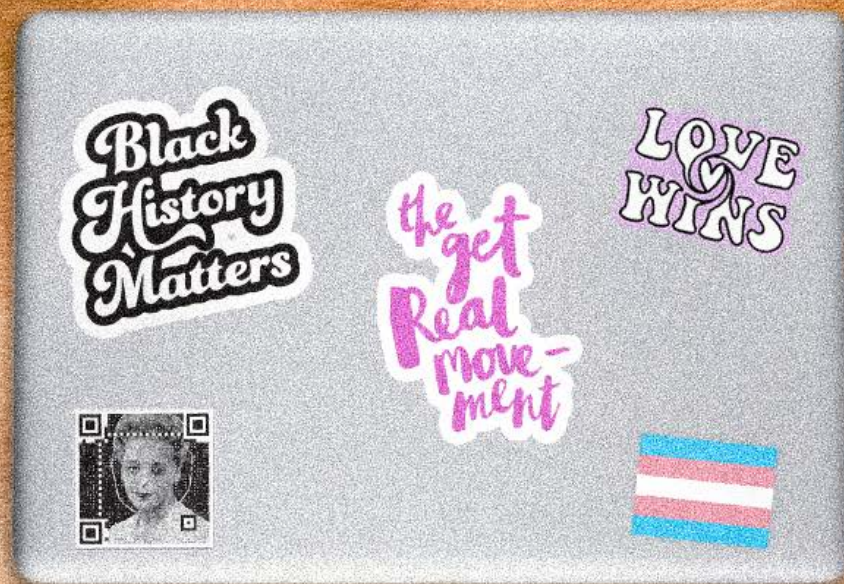
THE EVENT WAS A MASSIVE SUCCESS,
AND WE ARE SO EXCITED FOR OUR 2024 CONFERENCE
TO BE EVEN MORE IMPACTFUL!



**HERE IS A SUMMARY
OF THE IMPACT
FROM OUR 2023
VIRTUAL CAREER
CONFERENCE!**



**THE GET REAL MOVEMENT'S
VIRTUAL UNIVERSITY
CAREER CONFERENCE
2023**



Kiehl's
SINCE 1851



CAREER CONFERENCE SCHEDULE: SATURDAY MARCH 25 2023

9:00-9:45 AM

OPENING CEREMONIES

9:45-10:45 AM

PREP SKILLS WORKSHOP

PERSONAL BRANDING, LINKEDIN, SCHOLARSHIPS

10:45-10:50 AM

5 MINUTE BREAK

10:50-11:50 AM

LIVE SKILLS WORKSHOP

INTERVIEWING, NETWORKING,
PUBLIC SPEAKING, COMMUNICATION

11:50-12:00 AM

10 MINUTE BREAK

12:00-1:00 PM

1 HR LUNCH 'N' LEARN
WITH RECRUITERS

1:00-2:00 PM

PANEL A:
MARKETING &
ADVERTISING

PANEL B:
START UPS &
ENTREPRENEURSHIP

2:00-2:10 PM

10 MINUTE BREAK

2:10-3:10 PM

PANEL C:
DEI WORK WITHIN
COMPANIES

PANEL D:
NON-PROFITS &
CHARITIES

3:10-3:20 PM

10 MINUTE BREAK

3:20-4:40 PM

1 HR 20 MIN FOCUSED BREAK OUT
ROOMS WITH SELECT COMPANIES

4:40-5:00 PM

AWARDS/PRIZES + CLOSING
(THANK YOU'S)

virtual
career
conference

THE GET REAL MOVEMENT VIRTUAL UNIVERSITY CAREER CONFERENCE

THE EVENT CONTAINED:

PROFESSIONAL SKILLS-BASED WORKSHOPS COVERING TOPICS SUCH AS RESUMES & COVER LETTERS, LINKEDIN STRATEGY, SCHOLARSHIP WRITING, AND INTERVIEWING TIPS LED BY DELOITTE AND GLOBALLY RECOGNIZED CAREER STRATEGY COACH & FORMER FORTUNE 500 SENIOR DIRECTOR TIFFANY UMAN;

FIVE EDUCATIONAL PANELS WITH LEADING INDUSTRY PROFESSIONALS WHO THEMSELVES FACE ONE OR MORE BARRIERS IN:
MARKETING & ADVERTISING,
START-UPS & ENTREPRENEURSHIP,
DEI IN THE CORPORATE SPACE,
NON-PROFITS & CHARITIES,
AND RECRUITING & HIRING;

AND BREAKOUT SESSIONS WITH RECRUITERS FROM COMPANIES SUCH AS KIEHL'S CANADA, DELOITTE, AND MCDONALD'S CANADA.



WE ARE THRILLED WITH THE RESULTS FROM THE 2023 CONFERENCE!

100% OF STUDENTS REPORTED THAT THE CAREER CONFERENCE GAVE THEM ACCESS TO NEW INFORMATION AND PANELISTS THEY WOULD NOT HAVE HAD ACCESS TO OTHERWISE.

98% OF STUDENTS REPORTED THAT THE CAREER CONFERENCE GAVE THEM ACCESS TO ORGANIZATIONS AND COMPANIES THAT THEY WOULD NOT HAVE HAD ACCESS TO OTHERWISE

98% OF STUDENTS SAID THEY WOULD ATTEND THE CAREER CONFERENCE NEXT YEAR IF GIVEN THE OPPORTUNITY

86% OF STUDENTS SAID THEY FELT MORE PREPARED FOR JOB SEARCHING, INTERVIEWING, AND ENTERING THE WORKFORCE FOLLOWING THE CAREER CONFERENCE

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**VIRTUAL
CAREER CONFERENCE**

**NON-PROFITS &
CHARITIES PANEL**



DANE BLAND
HEAD OF DEVELOPMENT
RAINBOW RAILROAD



CHRIS STUDER
EXECUTIVE DIRECTOR
THE GET REAL MOVEMENT



MARLEY BOWEN
EXECUTIVE DIRECTOR
THE GET REAL MOVEMENT

CO-HOST



VICTORIA PEDRI



RUBY AWAN
MARKETING MANAGER
HACKERGAL



SCOTT STIRRETT
FOUNDER & CEO
VENTURE FOR CANADA

CO-HOST



COURTNEY ALLAIN

APPLICATIONS DUE MARCH 13TH TO JOIN!
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**VIRTUAL
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**MARKETING & ADVERTISING
PANEL**



ADAM THUR

EXECUTIVE CREATIVE DIRECTOR
DDB



RICA ECKERSLEY

EXECUTIVE CREATIVE DIRECTOR
DDB



RACHAEL ABRAM

CONTENT DIRECTOR
LG2

CO-HOST



MONICA HENAO



GRACE CHO

CREATIVE DIRECTOR
RETHINK

CO-HOST



CHRIS STUDER

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**VIRTUAL
CAREER CONFERENCE
RECRUITERS'
LUNCH N' LEARN**



BRIEN CONVERY
VICE PRESIDENT &
TALENT ACQUISITION
QUADREAL PROPERTY GROUP



AINSLEY FOUBISTER
SENIOR TALENT SPECIALIST
STACK ADAPT



MARY PAPAGIANNIS
SENIOR MANAGER, TALENT
VENA SOLUTIONS

CO-HOST



MATTHEW LEBLOND

CO-HOST



CHRIS STUDER

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**VIRTUAL
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START-UPS & ENTREPRENEURSHIP PANEL



MEAGHAN WRIGHT
FOUNDER
MIRRION IMAGE MEDIA



MARIE WRIGHT
FOUNDER
MIRROR IMAGE MEDIA



STEPHANIE FLORIO
CO-FOUNDER
SWOB INC.

CO-HOST



**LUCAH
ROSENBERG-LEE**



YANAL DHAILIEH
CO-FOUNDER & CEO
PEACE COLLECTIVE



KAYLEY REED
FOUNDER & CEO
HERMANA AGENCY
FOUNDER & CMO: NORM.AI

CO-HOST



MARLEY BOWEN

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DEI IN THE CORPORATE SPACE PANEL



LATANYA FARQUHARSON
EXECUTIVE ASSISTANCE
WEALTHSIMPLE



KATE HARRISON
DIRECTOR, CREATIVE &
COMMUNICATIONS
RECIPE UNLIMITED



RALPHAEL ALYMAN
DIVERSITY, EQUITY
AND INCLUSION ADVISOR
L'ORÉAL CANADA

CO-HOST



JAY BREWSTER
PROGRAM MANAGER
DIVERSITY, INCLUSION,
& BELONGING, PEOPLE &
CULTURE
SHAW



JULIA CHO
CONTENT &
MARKETING MANAGER
PURDYS CHOCOLATIER

CO-HOST



STEPHANIE REBELLO
BOARD DIRECTOR
GET REAL MOVEMENT

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STUDENT TESTIMONIAL

"THE GET REAL CAREER CONFERENCE WAS AN AWESOME AND ORGANIZED EXPERIENCE WHERE I LEARNED SO MUCH ABOUT A VARIETY OF CAREERS I'M INTERESTED IN.

I LIKED HOW THE FIRST HALF OF THE DAY WAS SPENT WORKING ON MY PERSONAL BRAND AND CAREER TIPS FROM KNOWLEDGEABLE PROFESSIONALS.

THE PANELS AND NETWORKING IN THE AFTERNOON WERE A GREAT WAY TO APPLY WHAT I LEARNED IN THE MORNING.

I LOVED HOW WELCOMING EVERYONE WAS, CAN'T WAIT FOR THE NEXT ONE!"

—SHELBY



STUDENT TESTIMONIAL

"I WAS AMONG 100 STUDENTS THAT HAD THE PRIVILEGE OF ATTENDING GET REAL'S FIRST VIRTUAL CAREER CONFERENCE! BEING A FINAL YEAR STUDENT, I'M NO NEWBIE WHEN IT COMES TO CAREER EVENTS SO I WASN'T SURE IF I'D LEARN ANY NEW INFORMATION.

BOY WAS I MISTAKEN!
FROM THE IMPACTFUL MESSAGES SHARED DURING THE OPENING CEREMONY TO THE HELPFUL POINTERS GIVEN DURING THE VARIOUS PANELS AND BREAKOUT ROOMS, THERE WAS SOMETHING TO LEARN FROM EVERY PRESENTER AND ATTENDEE.

I FEEL BETTER EQUIPPED WITH SKILLS THAT WILL FACILITATE MY ENTRY INTO THE JOB MARKET EVEN AS I ENTER INTO THE UNKNOWN OF POST-GRAD LIFE.

A BIG THANK YOU TO THE GET REAL TEAM
AND ALL WHO WERE INVOLVED!

THANKS AGAIN!"

-ANGELIQUE



STUDENT TESTIMONIAL

"I JUST WANTED TO SAY THANK YOU FOR
THE WORKSHOP ON SATURDAY!

I KNOW IT WAS LATE TO ACCEPT ME
BUT I AM TRULY GRATEFUL THAT I WAS ABLE
TO ATTEND IN THE END.

I LEARNT A LOT, AND AS AN INTERNATIONAL
STUDENT, I FEEL MORE CONFIDENT ABOUT MOVING
THROUGH THE JOB MARKET IN CANADA NOW.

ALL IN ALL, A GREAT EXPERIENCE."

-THANDI



STUDENT TESTIMONIAL

"AS A STUDENT WHO ATTENDED THE GET REAL CONFERENCE, I CAN CONFIDENTLY SAY THAT IT WAS AN INVALUABLE EXPERIENCE. THE CONFERENCE PROVIDED A PLATFORM FOR STUDENTS WHO HAVE FACED ROADBLOCKS IN THEIR EDUCATION JOURNEY TO CONNECT WITH INDUSTRY PROFESSIONALS, LEARN VALUABLE CAREER SKILLS, AND EXPAND OUR NETWORKS.

THE PANELS WERE PARTICULARLY ENLIGHTENING, AS THEY COVERED A RANGE OF TOPICS FROM JOB SEARCHING STRATEGIES TO MANAGING WORKPLACE CHALLENGES. THE SPEAKERS WERE ALL EXPERTS IN THEIR FIELDS AND SHARED PRACTICAL TIPS AND INSIGHTS I CAN APPLY IN MY OWN CAREER.

BUT WHAT I APPRECIATED THE MOST WAS THE NETWORKING OPPORTUNITIES. I WAS ABLE TO MEET AND CONNECT WITH PROFESSIONALS FROM A VARIETY OF INDUSTRIES, WHO WERE GENUINELY INTERESTED IN HEARING ABOUT MY EXPERIENCES AND OFFERING ADVICE. IT WAS A GREAT OPPORTUNITY TO BUILD RELATIONSHIPS THAT COULD POTENTIALLY LEAD TO FUTURE JOB OPPORTUNITIES.

OVERALL, THE GET REAL CONFERENCE WAS AN EMPOWERING AND INSPIRING EVENT THAT LEFT ME FEELING MOTIVATED AND EQUIPPED TO OVERCOME ANY OBSTACLES IN MY EDUCATION AND CAREER JOURNEY. I WOULD HIGHLY RECOMMEND IT TO ANY STUDENT LOOKING TO GAIN VALUABLE SKILLS AND CONNECT WITH LIKE-MINDED PROFESSIONALS.

THANK YOU AGAIN TO EVERYONE THAT
MADE THIS CONFERENCE HAPPEN."

-CHRIS



STUDENT FEEDBACK

I really liked what Dane Bland said about the importance of rest. There is so much emphasis on "hustle", and not enough conversation on respecting your limits.

learnt about the needed soft skills, facing an interview, how to build own personal brand .

Hearing about Dane Bland's work with Rainbow Railroad was super insightful, and I'll definitely be reaching out to chat about how it relates to my current work as well. I am also going to try to reach out to others who expressed willingness to chat/mentor!

Learning that a career path is not linear and can look different for everyone. - it's okay to change things up. Also, if I am really passionate about a project, I should just go for it.

I learned that going easy on myself and not putting too much pressure to be perfect and have my dream job straight out of school is necessary for long-term success and to avoid burnout. I also learned that even as a creative person, I really like the idea of working in Accounts in the advertising industry since I'm a people-person.

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STUDENT FEEDBACK

I really learned a lot like using tricks when you talk to the representatives and resume , cover letter

I loved hearing the recruiters' perspectives on DEI during the lunch and learn. It's uplifting to know that recruiters are rooting for candidates to succeed - it was really humanizing.

I learned the importance of DEI and the types of things companies implement to promote DEI.

Each session was very informative, got to learn a lot, especially the Break-out Rooms with the Companies was just awesome; A VERY PRODUCTIVE EVENT INDEED <3 Thank You for the Wonderful Opportunity !!!

The discussion I had with Deloitte representatives was so insightful. They were so friendly and supportive. So were all the facilitators and hosts.

A well grounded, robust and all round career guides

In the marketing panel Grace gave advance about creating a portfolio of your work and sometimes it can ads that you made up to help you earn a job

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STUDENT FEEDBACK

- 1) The DEI Panel was incredibly rewarding. Thank you so much for finding a way to get onto the panel.
- 2) The backgrounds for the final networking breakout rooms were such an amazing idea. It gave us so many prompts to ask questions from.

The whole setting was awesome! I stayed throughout! And highly informative!

The end session to be able to meet different recruiters and ask any questions we had and network with them was super super helpful and I am really grateful for that opportunity.

Everything was grand, a very productive event indeed.

To be specific to one, The Break-out Rooms with Companies was the best part for me; got to hear so much from them.

The openness of all of the panelists regarding their lived experience in getting to their current careers.

I love how approachable everyone was! They answered all our questions and they were so nice, I really enjoyed it!

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STUDENT FEEDBACK

thank you for the invite been very informative

Learned great things in the non-profit breakout room!

The interaction and the valuable questions asked. People usually don't have a safe place to talk about some sensitive topics but here we are.

Dane speaking about the Rainbow Railroad hits every single one of my boxes when it comes to fundraising and spreading awareness for political asylum seekers!

The DEI Seminar was incredibly rewarding. Almost life changing I would say, seeing all the wonderful opportunities out there affirmed my commitment to pursuing DEI as a career path.

The overall energy and prescence of all the speakers has been amazing thus far! I have loved the marketing and advertising panel the most, with the non profit one being a close second. I am learning so much!

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STUDENT FEEDBACK

Great recommendations from Dane for next steps, bridging the gap between undergrad and working in the NGO sector

Watching the video at the beginning that talked about different experiences in life and how things didn't go as planned but still worked out :)

Interviewing and networking skills

I get to listen to amazing talented people! Loved all I learned about interviews and cover letters because I'm currently looking for a job and I really needed that information.

The energy and the speakers are so inspiring and impactful with their work and words.

speaking with panelists from get real, from charities & non-profits, as well as wealth simple! also learned some new tips and tricks for resume and cv writing

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STUDENT FEEDBACK

The interactions and questions asked by people. This is a safe place for some traditionally sensitive questions.

you guys are the best thanks

I liked the variety of panels and speakers who came to create well-rounded discussions on jobs and how to best present myself.

The Nonprofit panel!

I liked the break out rooms & different companies

The opportunity to hear about non-profit sector specific advice! - Panel on Non-Profits and Charities.

Breakout rooms with event partners

live skills workshop

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STUDENT FEEDBACK

Connecting us with the people who are already working in the industry

Learning about valuable skills and opportunities that organizations have

An amazing selection of panelist from industry leaders across Canada!

Clarity and the truth behind everything

The non-profit panel discussion was my favorite

The energy and the rich discussion. Also how well it was planned. KUDOS TEAM YOU DID A GREAT JOB.

The detailed information (Resumes, public speaking etc.) And the intimate and personal environment built with the panelists. Giving big organizations a friendly face and an open door to look into for opportunities

Welcoming nature!

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STUDENT FEEDBACK

I loved the panelist discussions.

I loved the sessions with Tiffany. They were really actionable and insightful.

I really enjoyed the skills workshops because the knowledge that was presented are foundational when looking for a job or starting your career. The speakers were lovely, and I really appreciated their stories and learning about their journey. I also enjoyed the breakout rooms because I had the opportunity to learn more about these big companies and, more importantly, what they look for in a new team member. The panellist in each breakout room provided amazing advice and insights, and I can't wait to see their projects unfold.

The diverse companies that provided a lot of great information :)

Hearing from so many different panelists! I thought it would be the same throughout the day, so it was nice to hear from people all over the career spectrum.

I liked the variety of organizations and panels that we were able to access, and how the conference was recorded so we can access the panels that we missed.

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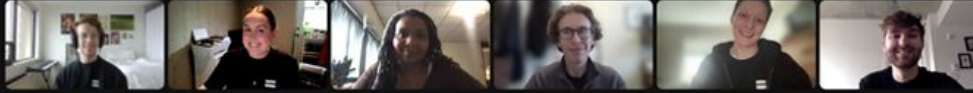
Tiffany Uman's sessions! I've attended a couple career conferences/events and didn't expect to learn anything new when it came to resume/LinkedIn tips but I was pleasantly surprised!

I appreciated the chance to interact directly with professionals in an approachable and encouraging manner.

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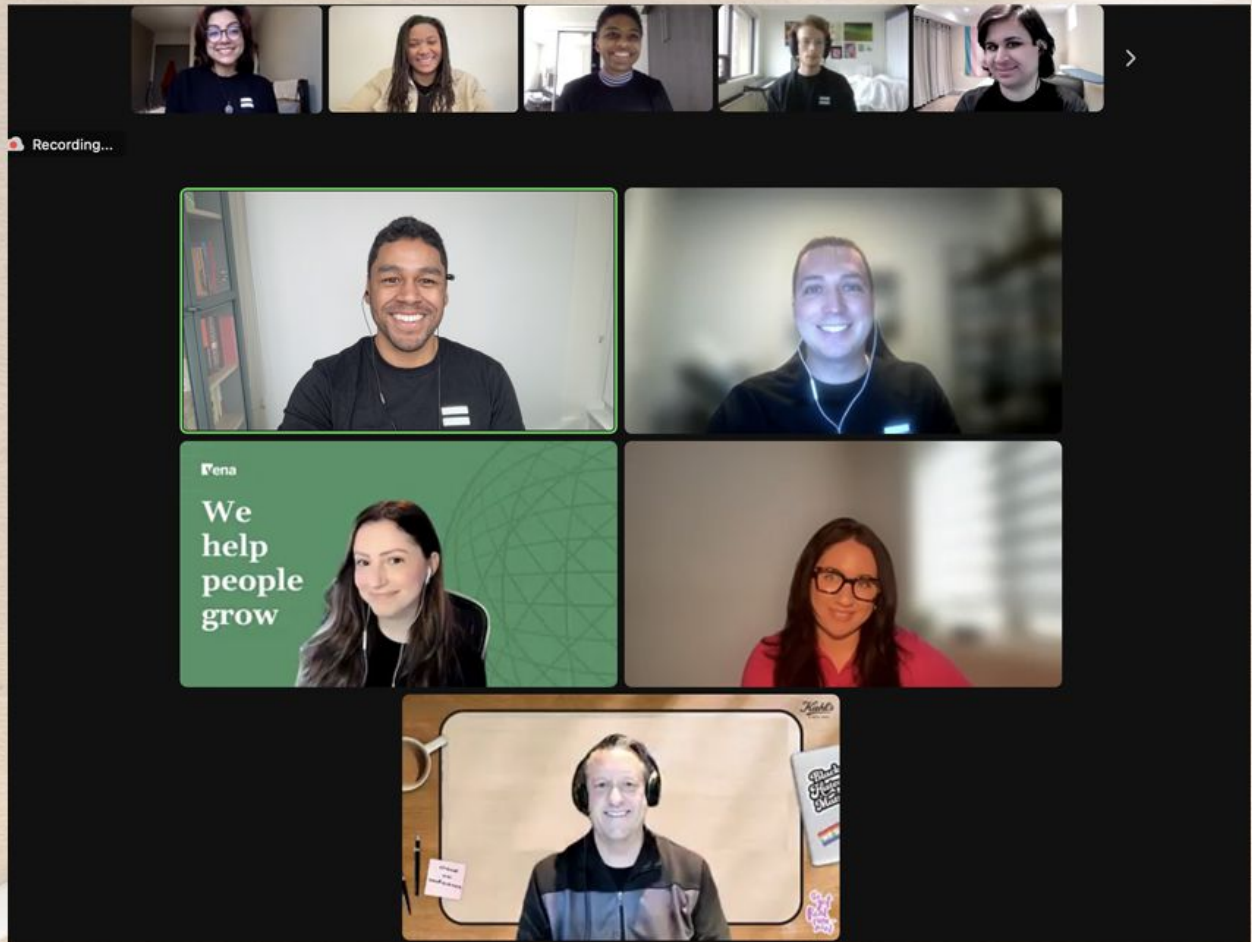
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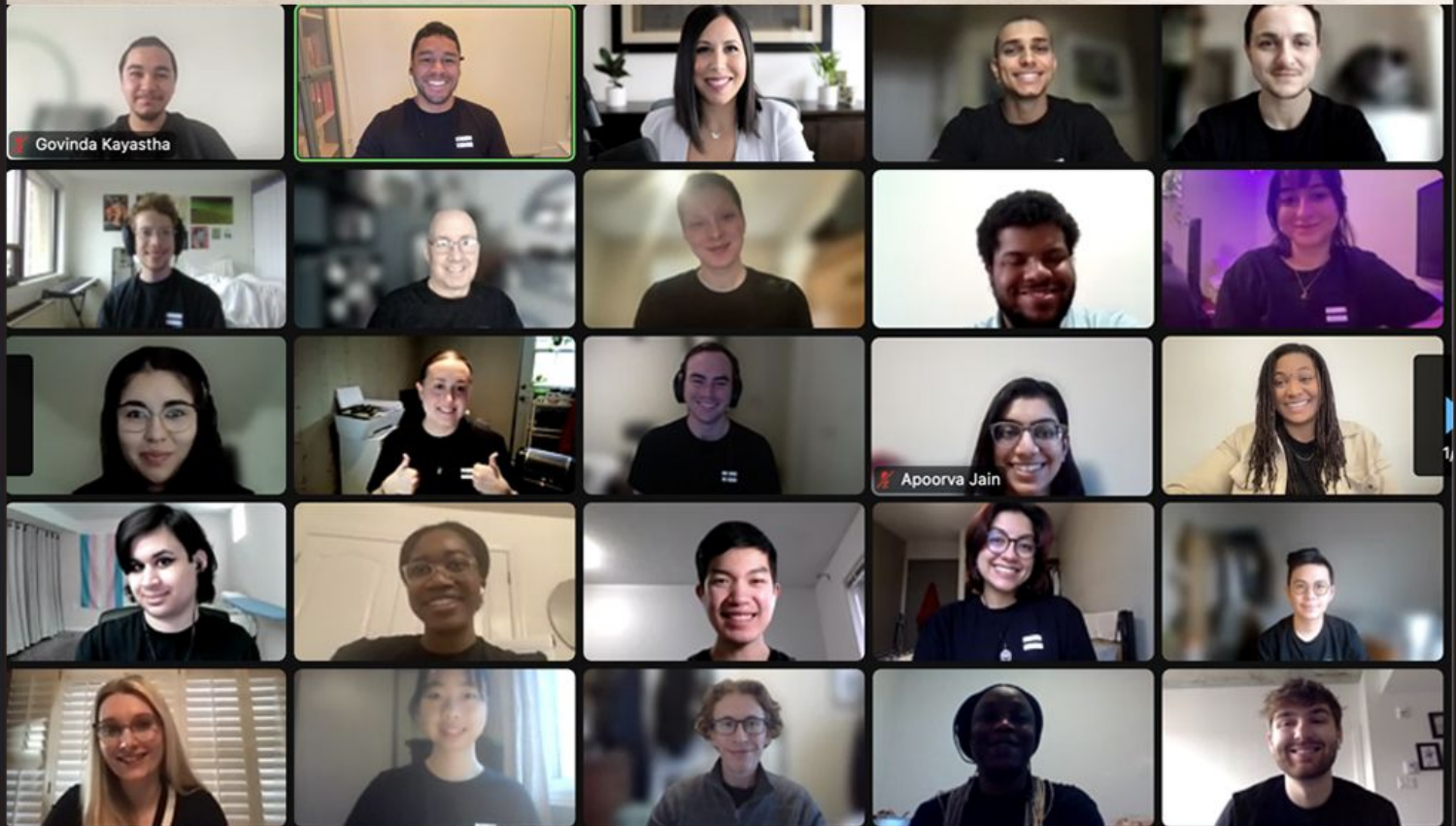
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