CERIC Audience



CERIC is thrilled that you are considering a webinar proposal. A total of 4,446 people attended our webinars in 2022. To assist you in crafting a compelling presentation and amplifying its influence, we have developed this guide to enhance your understanding of our audience.

DEMOGRAPHICS

Audience by Sector



41%

Non-Profit Organization



20%

Post Secondary



10%

Independent Practitioner/Firm/ Corporate



10%

Government



8%

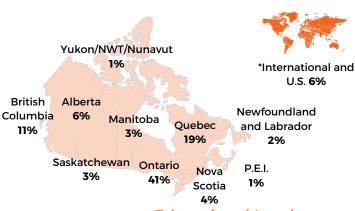
K-12



6%

Other

Audience by Province



- Career Development Practitioners
- Employment Advisors
- Career & Guidance Counsellors
- · Career & Life Coaches
- Career Educators, Trainers & Facilitators
- Vocational Educators & Trainers
- · Job Developers

- Audience by Profession

 Vocational Rehabilitation
 - SpecialistsExecutive Directors,
 - Managers & Co-ordinators
 Human Resource
 Professionals
 - Workforce Planners
 - Academics & Students
 - Mental Health, Social Services & Immigrant Services Workers

Educational Level

Areas most frequently studied

- Counselling
- Educational psychology
- Career development
- Education
- Psychology
- · Organizational behaviour
- Human resources
- Social work

Bachelor's degree have completed a Master's degree

18%

have completed a CEGEP/College certificate/diploma

1.8%

have completed some high school, high school diploma or GED

The values that deeply resonate with our audience

have completed a

Inclusivity

A respectful, inclusive and equitable environment that invites all stakeholders, especially the historically disadvantaged, to contribute to meaningful discussions and decision-making.

Accessibility

Allowing for the fullest access to our research, learning and engagement opportunities in order to support the largest number of career professionals and have the broadest impact.

Collaboration

Non-partisan, pan-Canadian and multi-sectoral: within partnerships, projects, and advocacy, encourages participation from multiple actors for a greater benefit.

Diversity

Diverse people, skillsets, schools of thought and backgrounds that offer a spectrum of perspectives and know-how are intentionally sought and represented.

Integrity

Our processes and procedures are available and understood by our stakeholders; demonstrating transparency, openness, communication and accountability in all of our actions.

Aspiration

Committed to new and imaginative ways and means to enhance the value and body of knowledge within career development; curious and takes smart risks to inspire, challenge and achieve results.