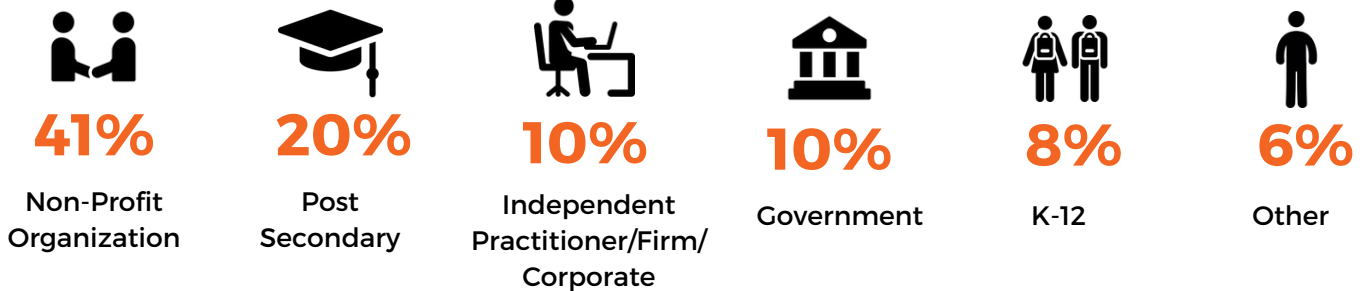
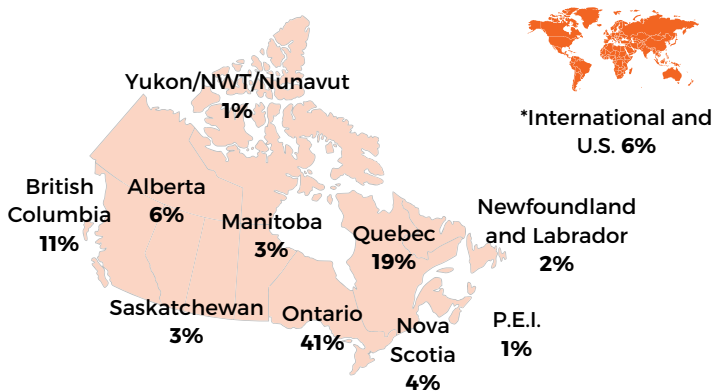


CERIC is thrilled that you are considering a webinar proposal. A total of 4,446 people attended our webinars in 2022. To assist you in crafting a compelling presentation and amplifying its influence, we have developed this guide to enhance your understanding of our audience.

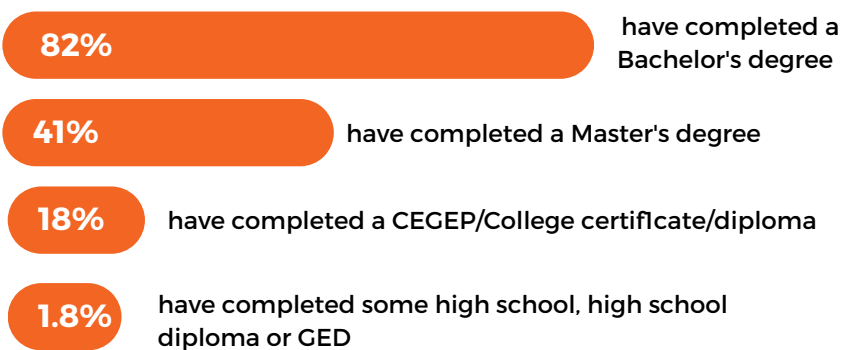
DEMOGRAPHICS Audience by Sector



Audience by Province



Educational Level



Audience by Profession

- Career Development Practitioners
- Employment Advisors
- Career & Guidance Counsellors
- Career & Life Coaches
- Career Educators, Trainers & Facilitators
- Vocational Educators & Trainers
- Job Developers
- Vocational Rehabilitation Specialists
- Executive Directors, Managers & Co-ordinators
- Human Resource Professionals
- Workforce Planners
- Academics & Students
- Mental Health, Social Services & Immigrant Services Workers

Areas most frequently studied

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

The values that deeply resonate with our audience

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.