



Media Advisory

FOR IMMEDIATE RELEASE

EDUCATION at WORK SUMMIT TO FOCUS ON NEEDS OF EMPLOYERS

BRANTFORD (April 1, 2014) – Two mini-summits taking place next week will focus on identifying the education and training needs of local employers.

The Education WORKS Alliance will hold the interactive, mini-summits – each is only a few hours long – Tuesday, April 8, and Wednesday, April 9, at the Brant Sports Complex, Lafarge Hall, at 944 Powerline Rd. in Paris. Day 1 runs from 7 a.m. to 10 a.m., while Day 2 is 8 a.m. to 10 a.m.

Day 1 will feature political, community and business leaders talking about what needs to be done to ensure our workforce meets the demands of the local economy, for today and for tomorrow.

The keynote speaker is Brock Dickinson, of consulting firm Millier, Dickinson, Blais. Dickinson is an expert on how a skilled, educated workforce is necessary to build a community's economic prosperity and development.

"We know a well-educated, well-trained workforce is crucial in today's workplace," said Jaymie Nelson, co-ordinator of the Education WORKS Alliance. "But we want to hear ideas from business leaders about what needs to be done to meet their education and training needs locally. Are there needs not being met?"

The interactive workshop will be led by Queen's University's Executive Decision Centre, which uses special software to collect ideas and identify priorities from participants.

The second mini-summit, on April 9, will see staff at local education institutions and employment services listen and respond to the ideas identified on Day 1, possibly developing actions to move forward on.

[Education Works Alliance](#) is a network of more than 30 organizations formed to raise the education, literacy and skill levels of Brantford, Brant, Haldimand, Norfolk, Six Nations and New Credit residents. The Alliance was started by the Workforce Planning Board of Grand Erie, and is supported financially by the Ontario Trillium Foundation.

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NOTE TO MEDIA: The keynote speaker on April 8, Brock Dickinson, will speak at 7:30 a.m. for about 45 minutes. If media are unable to attend but wish to interview Brock Dickinson, please contact Jaymie Nelson to make arrangements.

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