

MARKETING CAMPAIGN

2017



**EXPORT**

The Indigenous Marketplace

*“Opening windows of opportunity.”*

# WHAT IS EXPORT?

A skills inventory and vendor registration database. EXPORT will provide YOUR company with searchable resumes of skilled and trained Indigenous people, targeted job posting opportunities and pre-qualified Indigenous owned vendors.



## Individuals

Once you have created your profile you will be able to build your resume and have access to job and training opportunities.

[Get Started](#)



## Indigenous Businesses

If your company's name is not on the EXPORT Registry, complete your registration to unlock the benefits and view opportunities.

[Get Started](#)



## Indigenous Communities

Give your leadership member data and reports, forecasts, scholarships, a community web site and tools to assist with capacity building and job creation.

[Get Started](#)



## Corporate Partners

If your company is looking to hire contractors or employees, contact the Centre to post your jobs and procurement opportunities.

[Get Started](#)



**LEADING THE WAY TO A SUSTAINABLE FUTURE.**

# JOIN OUR MARKETING CAMPAIGN!

EXPORT is Canada's best kept secret, but we are going to change that, starting in Saskatchewan!

EXPORT's commitment and focus to community allows corporate partners a direct connection to Indigenous people, communities and business.

Is your company building a representative workforce and looking to engage or hire Indigenous individuals or contractors? Let us tell YOUR story!



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# THE EXPORT COMPANY SHOWCASE CAMPAIGN

Starting in Saskatchewan, and with the help of community Labour Force Development Personnel from across the province, **EXPORT is kickstarting our Company Showcase Campaign, which begins February 2017.** The campaign will highlight companies who have a desire to successfully engage with Indigenous Communities and will include:

- ✓ Posters and Promotional Cards in:
  - Over 120 Communities and organizations across Saskatchewan
  - Over 80 Provincial and Community Schools
  - 15 Post secondary educational institutions
- ✓ Monthly Advertorial in Eagle Feather News\*
- ✓ Social Media Promotion\*
- ✓ EXPORTDATA.CA web feature and monthly email campaign
- ✓ Global News 3 part feature will launch the campaign

\*Each month a highlighted company / employee

**BUILD YOUR RESUME.  
ACCESS JOBS & TRAINING.  
START YOUR CAREER.**

 **EXPORT**

SASKATCHEWAN FIRST NATIONS  
NATURAL RESOURCE  
CENTRE OF EXCELLENCE

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**MEET LAKELYN WYLIE**  
**AGE 25**  
**COMMUNITY PEACE RIVER**  
**EMPLOYED BY YOUR COMPANY**

"The training I received from **YOUR COMPANY** is the reason I have a career today!"

**YOUR LOGO HERE**

**MENTORSHIP PROGRAMS AVAILABLE IN YOUR COMMUNITY!**  
JOIN TODAY!

**PARTNERS**

**YOUR LOGO HERE**

**WWW.EXPORT.CA**

Example Poster



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# EXPORT COMPANY SHOWCASE CAMPAIGN DETAILS

The Export Company Showcase Campaign will be highlighting up to 10 companies committed to working with Indigenous people. **We will be choosing 1 company to highlight per region, in 10 regions across the province (companies may be showcased in multiple regions).**

A mentorship ad will highlight the company and a personal testimonial of an Indigenous person or business you have employed. You will also be featured in one of our monthly advertorials in Eagle Feather News, promoted through social media, highlighted on [exportdata.ca](http://exportdata.ca) and spotlighted on posters and promo cards being distributed to communities and their leadership all across the province. Global News will create awareness for all profiles on [exportdata.ca](http://exportdata.ca) while also featuring three companies on a 3 part Global News series that will launch the campaign.

- Companies Selected: Now - January 31st, 2017
- Photo shoots and interviews with leadership and featured employee: Jan 9th - Feb 10th, 2017
- Posters and Promo cards Print Deadline for logos: Feb 7th, 2017
- Global News 3 part feature series: Feb 10th - Feb 20th, 2017
- Launch on EXPORTDATA.ca (all profiles): Feb 10th, 2017
- Print Distributed to Communities: Feb - March 2017
- Monthly Features begin: Feb 2017



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# SIGN UP TODAY!

EXPORT is the most effective way to engage Indigenous communities when looking for employees or contractors. Becoming a part of the EXPORT Company Showcase Campaign will showcase your company to Saskatchewan and the World showing **you are committed** to local inclusion and engagement with Indigenous people, communities and businesses.

Invest in YOUR Corporate Social Responsibility today!

## Cost

- \$7,500 For Company Showcase Campaign Participation\*
- \$10,500 Includes Global News Feature\*\*

*\*Includes Corporate Membership to Export. Limited to the first 7 companies to sign up*

*\*\*Includes Corporate Membership to Export. Limited to the first 3 companies to sign up*

*\*\*Companies will also receive a corporate video to post on company website*

*Sign up by January 31st. Company profile, logo and employee info must be submitted by February 10th, 2017.*

## Contact Our Marketing Team

Derek Rope: (306) 292-5277.  
[drope@exportdata.ca](mailto:drope@exportdata.ca)

Dale Friesen: (306) 230-9555.  
[dfriesen@exportdata.ca](mailto:dfriesen@exportdata.ca)

Learn More: [www.exportdata.ca](http://www.exportdata.ca)

*Ask to see our complete marketing kit.*



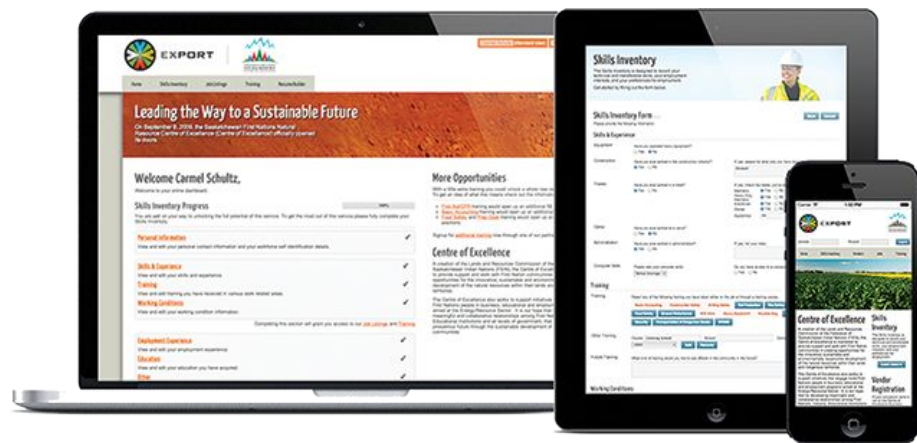
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# EXPORT CORPORATE MEMBERSHIP

Join our marketing campaign and you will receive all the benefits of corporate access to the EXPORT database for 12 months (a \$5000 value)!

## Job and Procurement Posting with Resume Search

- Company Profile
- Unlimited job and procurement postings
- Competency Posting with training opportunities
- Procurement and search reports
- Prequalified Vendors
- Qualified Vendor Search
- Individual profile and search reports
- Qualified Resumes View
- Trades apprentice searching and recruitment
- Inclusion Reports
- Administrative Support



EXPORTDATA.CA



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# ENHANCING YOUR CORPORATE CITIZENSHIP

In addition to the benefits you will receive by using the EXPORT tools provided in your Corporate membership, your participation also ensures that Indigenous Communities have access to additional opportunities.

You will be helping local communities and people maximize business and employment opportunities where you operate.

## Community Benefits Include

- Member Data and Reports
- Training Forecasts
- Tools for Labour Force Development
- Resume Builder
- Training Opportunities
- Job Opportunities
- Procurement Opportunities



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# EXPORT NEWS

There continues to be a lot happening with EXPORT. Here are some highlights!

## EXPORT IS GOING MOBILE

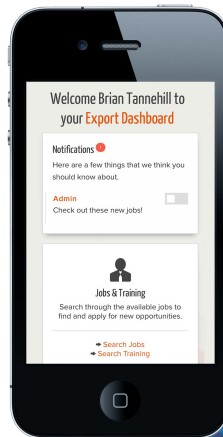
We are currently working on our Mobile app to be launched in iTunes and Google Play Q1, 2017

## EXPORT BUILDS TRIBAL COUNCIL ACCESS

EXPORT is developing customized permission and support services to allow Tribal Councils to utilize the tools, while maintaining data security and integrity for the clientele they serve

## EXPORT EXPANDS ACROSS CANADA

EXPORT now has partner communities in BC, Alberta, Saskatchewan and Ontario



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