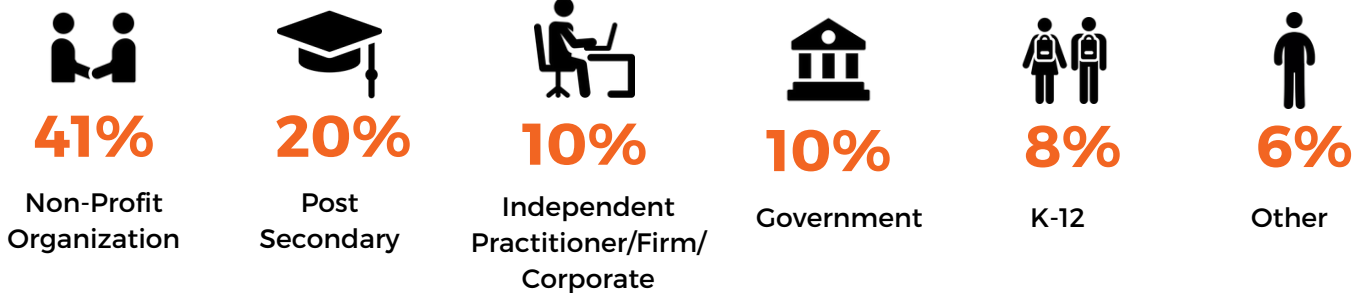


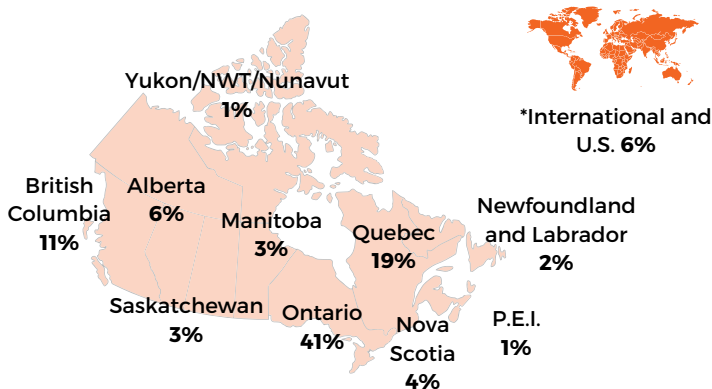
CERIC is thrilled that you are considering a webinar proposal. An average of 7,355 people register for our webinars each year. To assist you in crafting a compelling presentation and amplifying its influence, we have developed this guide to enhance your understanding of our audience.

## DEMOGRAPHICS

### Audience by Sector



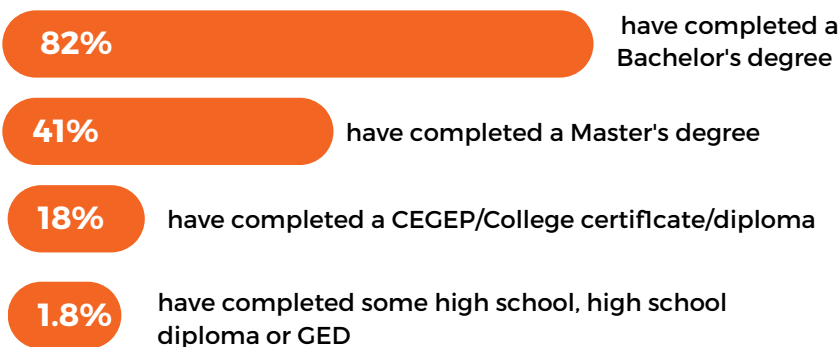
### Audience by Province



### 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

### Educational Level



### 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.