

## **Canadian Apprenticeship Forum**

### **MEDIA ADVISORY FOR IMMEDIATE RELEASE**

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### **CAF-FCA to Host Biennial National Apprenticeship Conference - Mastering the Journey**

Ottawa, ON - The Canadian Apprenticeship Forum is pleased to announce the upcoming National Apprenticeship Conference scheduled for June 2-4, 2024, at the Calgary TELUS Convention Centre in Calgary, Alberta. The conference, now in its 12th year, is set to convene on the theme of Mastering the Journey.

Bringing together leaders, innovators, and experts from the apprenticeship and skilled trades training sector, the National Apprenticeship Conference will feature engaging keynote presentations, insightful panel discussions, and interactive workshops focused on improving apprenticeship outcomes by supporting completion. Attendees will have the opportunity to delve into discussions surrounding the latest trends, challenges, and opportunities within apprenticeship and the skilled trades field.

#### **Event Details:**

- Date: June 2-4, 2024
- Location: Calgary TELUS Convention Centre, 36 8 Ave SE, Calgary, AB
- Theme: Apprenticeship: Mastering the Journey
- Website: [bit.ly/MasteringTheJourney](https://bit.ly/MasteringTheJourney)

#### **Confirmed Speakers:**

- Sébastien Sasseville: Endurance Athlete | Motivational Speaker | Leadership and Change Management
- Rajan Sawhney: Minister of Advanced Education | Government of Alberta
- More than 50 Canadian and international presenters including apprenticeship champions, practitioners and trainers committed to apprentice success.

#### **Highlighted Sessions Include:**

- Global Best Practices in Apprentice Retention
- Recruiting and Retaining a Dynamic & Diverse Workforce
- Equity, Diversity, Inclusion & Accessibility in Apprenticeship
- Supporting Reconciliation: Indigenous Employment Initiatives

**Press Opportunities:**

Media representatives are invited to attend and cover the National Apprenticeship Conference. Opportunities for interviews with keynote speakers, panelists, and organizers may be available upon request. Please contact Shawn Watson at [shawn@caf-fca.org](mailto:shawn@caf-fca.org) for any media inquiries.

**Accreditation:**

Media personnel interested in attending the National Apprenticeship Conference are requested to RSVP by Thursday, May 30, providing their name, media outlet, and contact information to secure credentials.

**About CAF-FCA:**

The Canadian Apprenticeship Forum is a national, not-for-profit organization working with participants in all regions of Canada. We influence pan-Canadian apprenticeship strategies through research, discussion, and collaboration—sharing insights across trades, across sectors and across the country—to promote apprenticeship as an effective model for training and education. Our Board of Directors is comprised of representatives of business, labour, the jurisdictional apprenticeship authorities, education, and equity-seeking groups. Through its work, CAF-FCA has become known and respected and the Center of Excellence in Apprenticeship Research and Innovation, shedding light on key issues affecting apprenticeship, such as the perceived barriers to access and completion and the business case for apprenticeship training.

For more information, visit the CAF-FCA website at [caf-fca.org](http://caf-fca.org).