

35^e MONDIAL DES MÉTIERS

35th WORLD SKILLS COMPETITION

35. BERUFSWELTMEISTERSCHAFT



Place de la Technologie

Montréal

Programme souvenir

Stade olympique
du 11 au 14 novembre 1999

Souvenir Programme

Olympic Stadium
November 11 to 14, 1999

Erinnerungsprogramm

Olympiastadion
11. - 14. November 1999

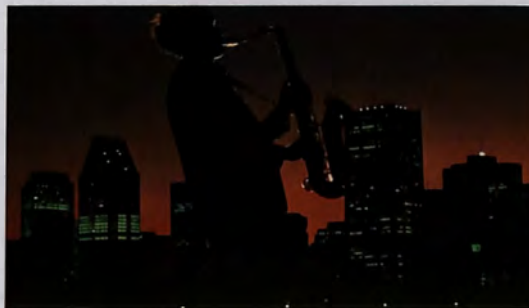


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Canada, Quebec and Montreal Play Host of the 35th World Skills Competition

A member of the International Vocational Training Organization since 1993, Canada has been participating in international vocational and technical training competitions since that year when it sent a delegation to the 32nd World Skills Competition in Taipei, Taiwan. One year later, on June 4, 1994, Canada, Quebec and the City of Montreal were chosen by the IVTO, during its Annual General Assembly in Gibraltar, to host the 35th World Skills Competition in 1999. Mandated by the national organization, Skills Canada, *Corporation du 35^e Mondial des Métiers* was created to organize the event.

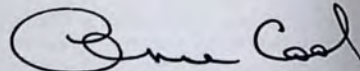


Each year, Montreal attracts many visitors to a number of prestigious international events including the Canadian Grand Prix, International Jazz Festival, Francopholies, Just for Laughs Festival and the World Film Festival. Montreal has also played host to two major events: the 1967 World Fair "Man and His World" and the 1976 Olympic Games. Able to meet the Competition's demanding infrastructural needs, the Olympic Stadium became the site of the 35th World Skills Competition—henceforth an integral part of Montreal's history.

Message from the President of Skills Canada



As we look back at the success and accomplishments of the 35th World Skills Competition it is my pleasure to write to you on behalf of the Board of Directors of Skills Canada, our dedicated staff, and the thousands of volunteers who contribute time and energy to our organization. Skills Canada would like to take this opportunity to congratulate *Corporation du 35^e Mondial des Métiers* on a job well done. Your dedication, hard work and leadership created what was by far the biggest and best demonstration of skilled trades and technology Canada has ever seen. The legacy you have left behind will fundamentally change and help our organization grow. Thanks to the 35th World Skills Competition, the opportunities for Skills Canada in the future are boundless. With the momentum, enthusiasm and public awareness created in Montreal, we can continue to build the partnerships and alliances that have made us so successful.


Anne Cool

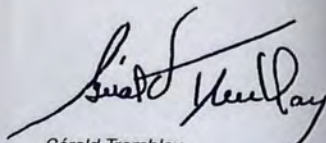
Message from The Honorary President of the 35th World Skills Competition



We owe the success of the 35th World Skills Competition to the contribution of our political, economic and social partners, to the many participating countries and to the exceptional calibre of the young competitors. The event's success was also rooted in the positive reaction of parents and their children, the public at large, the media—which contributed to raising the profile of the event—the dynamic, determined and courageous staff as well as the thousands of teachers and volunteers who, for decades, have devoted their energy to promoting trades and technologies.

Organizing and holding this international event underlined the importance of setting and attaining ambitious goals, and unequivocally confirmed how critical it is to work together to create a competitive edge based on

With strong affiliates across the country, each sponsoring their own skills competitions and programs, Skills Canada will continue to make a significant and positive impact on the career choices of young people throughout Canada. A sincere congratulations to the 38 members of Team Canada as well as all the young competitors who joined us from around the world. Your performance reflected your skill level and dedication to your craft. You should be proud of your efforts and accomplishments. To the experts and trainers who shared their time, energy and knowledge to make this adventure a reality, many thanks and I look forward to our continued relationship as we look towards Seoul 2001.


Gérald Tremblay

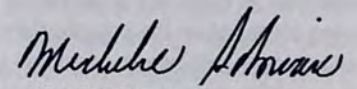
Message from the Chairperson of Corporation du 35^e Mondial des Métiers



It seems like only yesterday that the 35th World Skills Competition—the event par excellence for the promotion of vocational and technical training—was far off on the horizon.

That's why after three years of unrelenting work, it gives me so much pleasure to thank all the members of the Corporation and the Board of Directors for their invaluable contribution to the success of this large-scale celebration of trades and technologies. I would like to take this opportunity to highlight the unparalleled contribution of the management team: Pierre Lupien, Lucy Wells and Jean-Luc Trahan, and their leader, a man of experience who combines leadership, an iron hand and a velvet glove with a science all his own: Jacques Lanoux. His arrival at the helm of the Corporation, one year before the event,

allowed us to navigate successfully to our destination. I would also like to express my sincere thanks to our government partners for their support and their belief in the importance of this project. A special thanks goes to the standard-bearer of the event, Gérald Tremblay. The ardour, passion and conviction with which he spread the message and the will to build of the 35th World Skills Competition contributed in no small way to changing the way people think about trades and technologies. Before closing the book on this unique adventure, I would like to express the wish that the success of the 35th World Skills Competition lives on through the work of Skills Canada, and I congratulate all those who contributed to our ability to proudly proclaim: mission accomplished!


Micheline Sabourin



Official inauguration of the competition site. From left to right: Micheline Sabourin, Anie Samson, Montreal City Councillor, Yves Archambault, President and CEO of Réno-Dépôt, Diane Lemieux, Quebec Minister of State for Labour and Employment, Lucienne Robillard, President of Treasury Board of Canada, Gérard Tremblay, Cees H. Beuk, outgoing President of the IVTO, and Jacques Lanoux.



Three years ago, when we embarked on the great adventure of the 35th World Skills Competition, we set out four goals to achieve in relation to the status of trades and technologies in Quebec and Canada: to enhance the place of vocational and technical training; to harmonize the needs of business and the education system; to make the first-ever international trades and technologies competitions in Canada a success, by attracting 100,000 visitors; and to respect our overall budget. Based on these goals, the team at *Corporation du 35^e Mondial des Métiers* accomplished its mission, as evidenced by the findings of a survey conducted during the event and included in this document.

Running the Organizing Committee of the World Skills Competition is quite the undertaking: from our first faltering steps, when the organization was composed of only a few employees, right up until the event itself, by which time we had a workforce numbering



Jacques Lanoux with Quebec Premier Lucien Bouchard, at the opening ceremony.

in the hundreds, time was short and the task before us was enormous.

Given the short timeframe, growth must be structured and the organizing committees should be able to transfer their expertise to their successors. Consequently, it

would be advisable for the IVTO (World Skills) to put into place a consultative committee made up of representatives of past organizing committees so that the general administration of the competition and associated events is organized according to clearly laid out specifications and guidelines.

From the standpoint that organizing committees have the moral responsibility to transmit important information and to identify areas of improvement that could be useful to future competitions, I would like to address one problem area that recurred in Montreal, Lyon and St. Gallen: late test selection and the resulting problems for the Organizing Committee.

Due to this tardiness, it was very difficult, if not impossible, to acquire the necessary material and equipment and, by extension, a real struggle to find sponsors for these items (a double challenge given the event's low notoriety). How can organizers of an event, who are committed to its success, be placed in such a position? Who are they supposed to be serving? If we take it as a given that the *raison d'être* of this event is to celebrate youths and their trades, I believe it is critical that this objective never be lost sight of or superseded by technical considerations and the demands of a handful of international experts.

This year, the international organization made an important shift in terms of its name and the marketing of the event. Let's hope that this change is not simply cosmetic, but a fundamental step toward the sharing of expertise among organizing committees and the successful achievement of the technical dimension of the competitions.

Jacques Lanoux
Jacques Lanoux

Chief Executive Officer,
Corporation du 35^e Mondial des Métiers



- 1950 Madrid, Spain
- 1952 Madrid, Spain
- 1953 Madrid, Spain
- 1954 Madrid, Spain
- 1955 Madrid, Spain
- 1957 Madrid, Spain
- 1958 Brussels, Belgium
- 1959 Modena, Italy
- 1960 Barcelona, Spain
- 1961 Duisburg, Germany
- 1962 Gijón, Spain
- 1963 Dublin, Ireland
- 1964 Lisbon, Portugal
- 1965 Glasgow, U.K.
- 1966 Utrecht, Netherlands
- 1967 Madrid, Spain
- 1968 Bern, Switzerland
- 1969 Brussels, Belgium
- 1970 Tokyo, Japan
- 1971 Gijón, Spain
- 1973 Munich, Germany
- 1975 Madrid, Spain
- 1977 Utrecht, Netherlands
- 1978 Pusan, Korea
- 1979 Cork, Ireland
- 1981 Atlanta, U.S.A.
- 1983 Linz, Austria
- 1985 Osaka, Japan
- 1988 Sydney, Australia
- 1989 Birmingham, U.K.
- 1991 Amsterdam, Netherlands
- 1993 Taipei, China (Taiwan)
- 1995 Lyon, France
- 1997 St. Gallen, Switzerland
- 1999 Montreal, Canada**

The International Vocational Training Organization (IVTO) is a not-for-profit association of agencies and organizations devoted to promoting vocational and technical training in their respective countries. Operating worldwide, the IVTO's mission is to encourage youths and their mentors (teachers, trainers or employers) to achieve world-class standards of excellence in commerce, services and industry, and to promote vocational and technical training. The IVTO also works to foster exchanges between educators and trainers from around the world and to promote international skills and technology competitions.

The World Skills Competition has been held for close to half a century and has come to symbolize the pinnacle of excellence in vocational and technical training. Every two years, hundreds of young students and workers gather from around the world, accompanied by their teachers and trainers, to compete against their peers in various trades and technologies. The competitors are selected on the basis of their skills during regional and national competitions held in over 30 countries.

The headquarters of the International Vocational Training Organization is located in Zurich, Switzerland. Following a decision by its General Assembly, the organization will soon change its name to World Skills and modify its logo accordingly.

This change will not, however, prevent the IVTO from marking its 50th anniversary in the year 2000 with a large celebration in Lisbon, Portugal. As for the next editions of the World Skills Competition, they will be held in Seoul, Korea, in 2001 and in Dubai, United Arab Emirates, in 2003.





Skills Canada is a national, not-for-profit organization which works with employers, educators, labour groups and governments to reposition trades and technologies as a first career option for Canadian youth. Our mandate is to look for ways to guide students toward the professional opportunities available in skilled trades and

technologies. In partnership with business, labour and government, we are helping to secure Canada's future skilled labour needs.

The challenge is great. Recent studies indicate that in the new millennium, nearly 40% of new jobs created in Canada will be highly skilled. In 1998, that number was just over 20%. This doubling of skilled job opportunities places a major strain on Canada's future economic growth. Put simply, Canadian industry faces a critical shortage of skilled labour for the new century.

The lack of information regarding the opportunities in trades and technology prohibits many young Canadians from considering a career in skilled trades. Through our annual provincial and national skills competitions, Skills Canada helps make these occupations more visible and tangible for teachers, students and parents.

Skills Canada—together with our many public and private partners—wants youth to understand the many opportunities, benefits and rewards of skilled and technological jobs as a first career choice. Improving the expertise and confidence of individuals pursuing a technical career will benefit us all. Skills Work!



Inauguration of the Skills Canada Pavilion, from left to right: Steve Goodwin, Executive Director of Skills Canada, Gérald Tremblay, Canadian astronaut Julie Payette, Mike Saucier, Director General of Youth Employment Strategy, and Anne Cool. The Pavilion was sponsored by Boeing Canada Technology, HRDC-DRHC, Fluke Electronics and Strait Crossing.



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35th WORLD SKILLS COMPETITION
35. BERUFSWELTMEISTERSCHAFT

The first thing that catches the eye when one looks at the "35th World Skills Competition" logo is the large, fiery yellow letters, which clearly mention the name of the event in the three official languages of the International Vocational Training Organization.

Next, above "Montréal 99", the easily recognizable red maple leaf, the emblem of Canada, host country of the 35th World Skills Competition, attracts attention.

Behind it, discrete but all-encompassing, a large, royal blue oval—the colour symbolizing Quebec—highlights the presence of La Belle Province at this major event, forming the Q, which has always represented Quebec.

Partners in the advent of the largest international vocational and technical training event in Montreal, Canada and Quebec are also united in this logo since the point of the maple leaf completes the letter Q, becoming its tail.

In the middle of the maple leaf, a stylized torch symbolizes the transfer from one organizing committee to another of experience and passion, which, since 1950, have ensured the continuity of this event. In addition, long ribbons, like flames, appear to be fluttering in the wind of November 1999, conveying a general sense of dynamism and motion.

Lastly, the logo colours, with the exception of the purple replacing the black, are the same as those of the Olympic rings: yellow, blue, red and green. Fashioned after the celebrated Games, participants from the five continents, sharing a healthy spirit of competition and excellence, were in Montreal in November 1999.

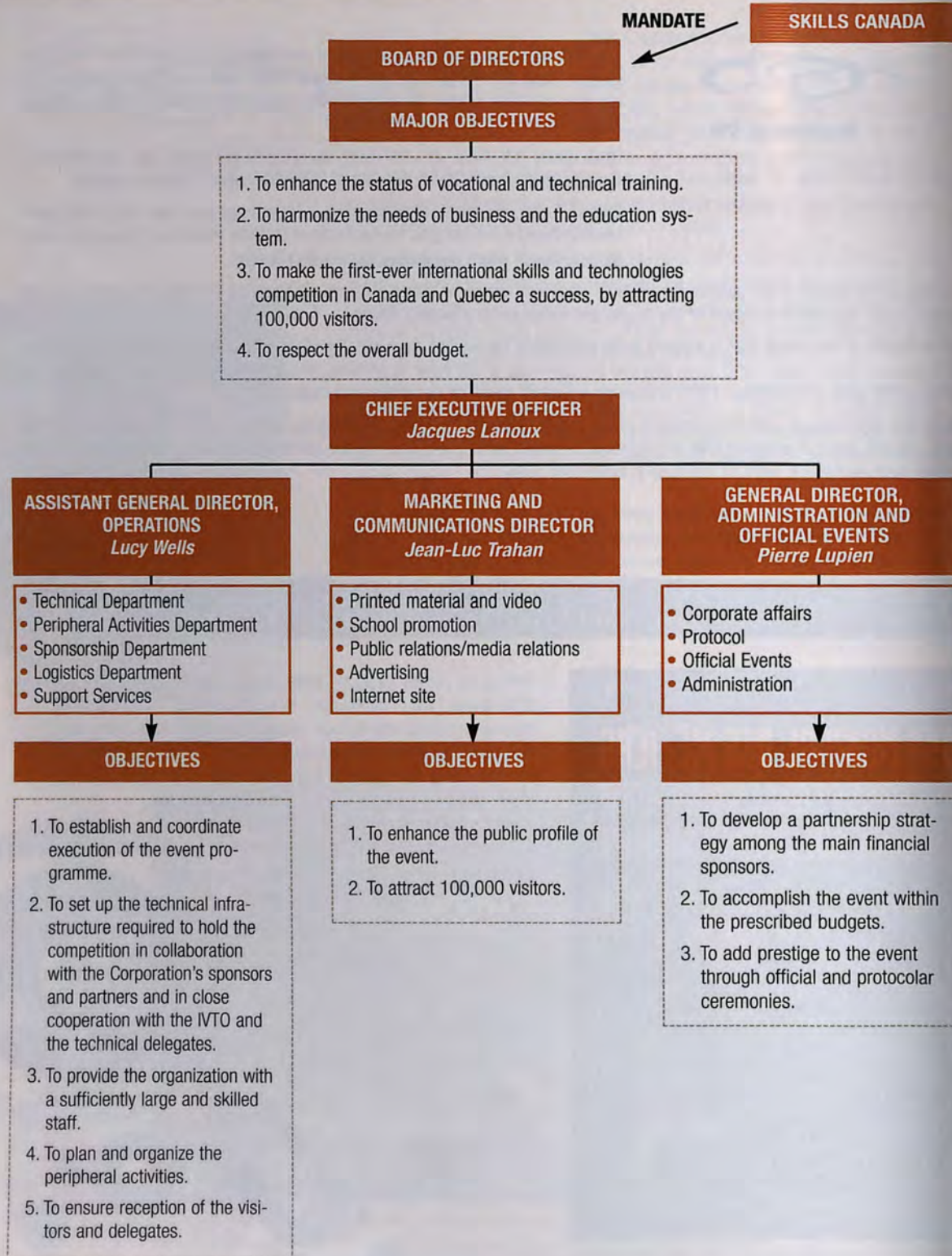
Techno: The face of the 35th World Skills Competition

35^e MONDIAL DES MÉTIERS
35th WORLD SKILLS COMPETITION
35. BERUFSWELTMEISTERSCHAFT



Techno, a surreal being of undetermined gender, personifies the 35th World Skills Competition. Techno's universe of dark colours may seem cold at first, but just below the surface burns a fiery passion for the world of trades and technologies: the flaming orange letters blazoning the name of the event; tools, both traditional and state-of-the-art, orbiting around Techno; the reddish glow of a rising sun, illuminating the side of Techno's head—all harbingers of a new era when trades and technologies will enjoy the recognition they deserve. Looking calmly into the future, Techno's forthright gaze instils confidence.

The official illustration was designed by CPM Cartier Promotion Marketing in collaboration with 2+2 Communication.



Corporate affairs

Organizing an event the scope of the 35th World Skills Competition required the organization to first obtain legal status. The Organizing Committee was incorporated on January 29, 1997, and *Corporation du 35^e Mondial des Métiers* received its official status on May 25, 1998.

The Corporation was represented by its Administration & Official Events division at the IVTO general assemblies and the competitions in Lyon, France, in 1995 and St. Gallen, Switzerland, in 1997. Representatives from the Corporation also participated in the provincial, territorial and national vocational and technical training olympiades in Canada, which took place in the provinces and territories prior to the 35th World Skills Competition.

General administration

IVTO operations require an organizing committee that is flexible and open to change. This administrative approach significantly restricted the administration's ability to develop an accurate overall budget. As a result, the administration had to make major budgetary modifications on three occasions, the third just prior to the competition.

While financing plays a core role in the organization of an event the scale of the World Skills Competitions, it is above all dependent on the fluctuations of the overall budget. As such, the ability to carry through on the 35th World Skills Competition was due in large part to the full commitment of the governments of Canada, Quebec and Montreal who made substantial investments. As for private-sector partners, it was necessary to develop and implement a dynamic and innovative approach in order to convince them to invest in the event and make it their own. To do so, a sponsorship guide was produced, in collaboration with Marketing and Communications as well as Operations, which set out the benefits offered by the Corporation in function of the nature of the sponsorship, thus fostering an approach based more on marketing than patronage. That said, soliciting private sponsorship proved to be a difficult task due to limited awareness of the World Skills Competition and the nature of the competition itself.

While the three directors were responsible in large part for the administration of human and financial resources, they were provided with logistical support in the form of an internal management guide that laid out the operating norms, developed and produced by Administration and Official Events.

Protocol

Many dignitaries from the Canadian government, Quebec government and the City of Montreal, as well as ambassadors, consuls, chargé d'affaires and commercial delegates from the countries represented at the 35th World Skills Competition participated in a very rigorous protocolar programme in keeping with the stature of this international event. *Corporation du 35^e Mondial des Métiers* was responsible for this area, and drew on the expertise of the public relations firm National to contribute to the smooth running of the various activities set out in the programme.

In terms of receiving and welcoming these distinguished guests with all the respect due them, the Corporation set up a VIP reception area in the Olympic Stadium. Four volunteers were on-hand during the four days of the event to accompany these guests during their visit to the competition site. The volunteers also ensured that the reception area was staffed at all times in order to assist VIPs upon their arrival at the Olympic Stadium. During the official ceremonies, these volunteers were in charge of receiving the guests of honour.



Dr. Cees H. Beuk with the General Director of the Corporation, Pierre Lupien.



Official and protocolar ceremonies

1. Opening and closing ceremonies

The two ceremonies were conducted by a group of entertainment professionals under the supervision of an artistic director and producer, who was also responsible for the official ceremonies during the Quebec and Canadian competitions in 1996 and during the 1998 Quebec competitions. The team in charge of the ceremonies also organized the youth show on Sunday, November 14, 1999 for the candidates and team leaders, as well as the entertainment during the farewell evening on Wednesday, November 17, 1999. Furthermore, on January 16, 2000, several thousand TV watchers in Quebec tuned into "A chacun son métier," a one-hour special produced by the artistic director of the official ceremonies and broadcast by TVA. The production and broadcast of this show was scheduled as part of the communications plan.

The opening and closing ceremonies highlighted the international dimension of the event and celebrated youth through music, circus performance and dance, three art forms for which Quebec is renowned and that know no linguistic barriers. There were also performances by Quebec rappers and Amerindian folk artists, combining the modernity and hybrid nature of our culture and the ancestral traditions of North America's First Nations. Overall, some 100 artists from various disciplines were involved in one or other of the ceremonies.

The ceremonies' artistic dimension constituted a major challenge: performances had to reach out to audience members ranging in age from 17 to 65. Solid, trilingual hosting by two professional Quebec actors, Élyse Marquis and Gilbert Turp, helped to harmoniously meld the presentations, speeches, oaths, and the awarding of medals that characterized both evenings.

The production team of 12 members was supported by some 40 technicians, while 130 people were assigned to reception and security. A 15-member video team was in place to capture the ceremonies for posterity. In total, over 5500 people participated in the opening ceremony while the audience at the closing ceremony numbered close to 4800.

On Wednesday, November 10, 1999, Quebec Premier Lucien Bouchard and the Minister of Human Resources Development Canada, Jane Stewart, inaugurated the 35th World Skills Competition during the opening ceremony. Also present were Montreal Mayor Pierre Bourque, Skills Canada President Anne Cool and IVTO President Dr. Cees H. Beuk. Quebec Minister of State for Health and Social Services, Pauline Marois, and Quebec Minister of State for Education and Youth, François Legault, also participated in the ceremony.

During the closing ceremony, on Wednesday, November 17, 1999, François Legault, Quebec Minister of State for Education and Youth, Danielle Vincent, Assistant Deputy Minister, Quebec region, Human Resources Development Canada, Dr. Cees H. Beuk, outgoing President of the IVTO, and newly elected IVTO President, Tjerk Dusseldorp, all said a word at the podium.

At the end of the ceremony, after having addressed the audience, the Honorary President of the 35th World Skills Competition, Gérald Tremblay, handed over the IVTO flag to the representatives from Korea, host of the 36th World Skills Competition in 2001, namely Sang Yong Choi, President of the Korean Committee, and Jaioh Lim, representative of the City of Seoul. Also present were Anie Samson of the City of Montreal, and the new IVTO President, Tjerk Dusseldorp. The passing of the flag was preceded by a performance by a Korean dance troupe from Montreal.

2. Official inauguration of the competition site

On Thursday, November 11, 1999, at 10:00 a.m., Lucienne Robillard, President of the Treasury Board of Canada, and Diane Lemieux, Quebec Minister of State for Labour and Employment, accompanied by Anie Samson, Associate Councillor to the Executive Committee of the City of Montreal, and Yves Archambault, President and Chief Executive Officer of Réno-Dépôt, conducted the official inauguration of the competition site. Also present were IVTO President Dr. Cees H. Beuk, the Honorary President of the 35th World Skills Competition, Gérald Tremblay, and the Chairperson of the Corporation, Micheline Sabourin.

Sixty people attended the inauguration, held at the VIP café, including representatives from the event's main partners and sponsors.



3. Inauguration of the Skills Canada Pavilion

The inauguration of the Skills Canada Pavilion took place in the presence of the Honorary President of the 35th World Skills Competition, Gérald Tremblay, Canadian astronaut Julie Payette, Director General of Youth Employment Strategy, Mike Saucier, President of Skills Canada, Anne Cool, and Executive Director of Skills Canada and Canada's technical delegate to the IVTO, Steve Goodwin. A visit of the Pavilion followed the brief ceremony.

4. Official Hydro-Québec breakfast

On Friday, November 12, 1999, at 7:30 a.m., some 350 guests sat down to the official Hydro-Québec breakfast. The diners were addressed by the Honorary President of the 35th World Skills Competition, Gérald Tremblay, the President of Skills Canada, Anne Cool, Dr. Cees H. Beuk, President of the IVTO, and Roger Lanoue, Senior Director of Strategic Planning at Hydro-Québec. The Quebec Minister for Child and Family Welfare, Nicole Léger, was also present.

Guests included representatives of the various partners and sponsors associated with the 35th World Skills Competition. Several official delegates and diplomats from participating countries were also present as were various government representatives. The breakfast was followed by a guided tour of the competition site.

This breakfast was part and parcel of the spirit behind the Corporation's sponsorship policy and is a fine example of the appropriation of the event—and its potential spinoffs—by one of our main sponsors, Hydro-Québec. By means of this breakfast, Hydro-Québec also demonstrated how creative a company can be in taking full advantage of its role as sponsor.

5. Official inauguration of *Place de la Technologie*

On the morning of Friday, November 12, 1999, Jean Rochon, Quebec Minister of Research, Science and Technology, accompanied by Gaétan Boucher, President and Chief Executive Officer of the *Fédération des cégeps*, and Robert Nault, member of the Board of Directors of the *Conseil régional de développement de l'île de Montréal* (CRDIM), led the official inauguration of *Place de la Technologie*. Also present at the event were the Honorary President of the 35th World Skills Competition, Gérald Tremblay, the Vice-Chairperson of the Corporation and President of *Place de la Technologie*, Roch Tremblay, and the Chairperson of the Corporation, Micheline Sabourin.

The ceremony was followed by a guided tour of *Place de la Technologie* during which participants had the opportunity to talk with the exhibitors. Many of the participating CEGEPs and their main associates were present for the occasion.

Conclusion

With respect to one of the three objectives set out by the Administration and Official Events division, namely to enhance the prestige of the event by holding official and protocolar ceremonies, there is no question that the event was a success. Politicians of various stripes rubbed shoulders under a common and unifying banner: the promotion of vocational and technical training.

Lastly, it should be noted that greater participation by foreign governments in future competitions would significantly enhance the competition's prestige and make it an event not to be missed by the international community.

Pierre Lupien

Pierre Lupien
General Director
Administration & Official Events



Fifty-five thousand square metres in the Olympic Stadium, bustling with 41 workshops, 609 workstations, 125 sponsors and partners, 400 volunteers and contract employees, 2034 participants from around the world and a series of peripheral activities...now that is an exceptional challenge!

To bring the 35th World Skills Competition to fruition, Operations had to complete the following five mandates.

Establishing and coordinating the events programme

The events programme, an overview of which is included in this document, gives an indication of the scope and complexity of the event, not the least of which is the exceptional fact that it took place over a period of 14 days.

The second distinguishing characteristic was the event's multifunctional character which, of course, included four days of competitions, but also featured official IVTO meetings, preparatory work for the international experts, sessions to assess and rate the tests, social and tourist activities, and two official ceremonies.

There is no question that the programme, developed in early 1998 and then approved by the IVTO, was activity-packed but it is fair to say that, overall, it was implemented smoothly and efficiently.

Setting up the technical infrastructure required for competitions, in collaboration with the Corporation's sponsors and partners and in close cooperation with the IVTO and technical delegates

It is important to point out from the outset that the IVTO is in charge of the competitions and ensures their supervision, in accordance with IVTO regulations. The Corporation is responsible for supplying and operating the infrastructure required to carry out the competitions. Concretely, this includes identifying a suitable location (the Olympic Stadium was the only building in Montreal that could supply the necessary space); drawing up the overall plans, as well as those for the workshops and workstations; identifying, based on the descriptions of the trades supplied by the IVTO, the equipment, tools, material and services required for each of the competitions and obtaining these items from various sponsors; planning and executing the installation and dismantling of the site; ensuring the safety of persons and equipment; responding, in the year leading up to the competition, to a full range of technical requests and questions from international experts and the IVTO, and so on.

This was a huge and technically complex undertaking which, given the nature of the event, had to be flawless. Despite certain difficulties along the way, to be expected given the context, Operations considers the Competition a success.

This success was the fruit of exceptional collaboration between the Corporation, governments, the education sector and private enterprise. It must be pointed out that the event received crucial financial support from the federal government, the Quebec government and the City of Montreal, without which this event would never have seen the light of day.

Furthermore, 15 vocational training centres belonging to six school boards, and two colleges graciously provided the Corporation with various services including pre-assembling and installing the booths, preparing the material and parts necessary for the competitions, lending equipment, tools and personnel, and much more. The collaboration of the education sector (vocational and technical) was also greatly appreciated.

The competitions could not have taken place without the support received from the private sector. Most of the equipment, tools, material, supplies and furnishings—estimated to be worth over \$20 million—required to transform the Stadium into a huge multidisciplinary plant from November 11 to 14, were supplied by 115 companies as sponsors.

The Corporation also benefited from the critical financial support of over 14 corporate sponsors, large companies and public organizations, whose commitment to the 35th World Skills Competition attests to their interest in the training of a skilled workforce in Quebec. Their contribution was considerable.

In exchange for contributions in the form of money, services or equipment loans, these partners and sponsors received free tickets, the opportunity to participate in special activities, billing at the competition site, advertising in the Corporation's official documents, on its Internet site and, in some cases, on the event's television and printed advertisements, as stipulated by the Corporation's sponsorship policy, adopted in August 1998.



Providing the organization with a sufficiently large and skilled staff

Three distinct categories of staff were employed to get the 35th World Skills Competition up and running:

1. The Corporation's regular staff: a workforce that gradually expanded to 30 members, a relatively small team given the scope and diversity of their tasks.

2. The Corporation's support staff: made up of contract employees and volunteers, this personnel joined forces with the regular team beginning in early November and worked out of the Olympic Stadium. These 400 or so individuals included the following teams:

- 8 floor supervisors;
- 42 workshop supervisors;
- 51 workshop supervisor assistants, including 11 from other provinces;
- 25 professional hosts;
- some 80 interns from the *Institut de Tourisme et d'Hôtellerie du Québec* (ITHQ) in rotation, who served as hosts and guides;
- over 100 handlers and runners, with varied work schedules;
- 10 translators and 6 interpreters; and
- some 80 workshop facilitators who answered visitors' questions, working during the four days of the competition as volunteers.

This corps of workers was joined by teams of students from training centres who built the booths during the installation of the site. These youths and their teachers donated their time as volunteers.

The exceptional work carried out by the floor supervisors and workshop supervisors deserves special mention. They worked under difficult conditions during the installation of the site and when the international experts arrived. The success of the competition is due in great part to their efforts.

Last but not least, special mention must be made of the outstanding contribution of the 38 Canadian experts who provided support to the Corporation's technical team for two years, giving advice and assistance in their various fields of expertise. They gave generously of their time and energy for which the Corporation is deeply grateful.

3. Specialized firms: these organizations operated out of their respective workplaces with their own staff, a management approach favoured by the Corporation in order to limit the growth of the regular team. Given the importance of the firms' expertise in their various areas of activity, this approach proved to be central to the success of the event since the Corporation would never have been able to build up this kind of know-how over a period of two years.

These firms included JPD Multi-Management inc., in charge of receiving and looking after the 2034 international participants (accommodation, meals, transportation, social and tourist activities, accreditation, etc.), and Exoservice Standard inc., responsible for signage and décor at the competition sites, setting up administrative and other offices at the Olympic Stadium and acting as a telecommunications and security consultant.

The Corporation recognizes that the services rendered by these specialized firms were top-rate—it clearly made the right choice of experts. Working in partnership with the Corporation's regular team as well as the corps of contract employees and volunteers, these firms made a significant contribution to ensuring that the 35th World Skills Competition was a first-class event marked by the best in professionalism Quebec and Canada has to offer.

Furthermore, Operations is grateful to the *Régie des installations olympiques* (RIO) for its unwavering support and astute guidance.

Planning and organizing the peripheral activities

In early 1998, the Corporation decided to enhance the competition by holding a series of peripheral activities for the benefit of both the visitors and the image of the overall event.

A posteriori, congratulations are due for making this decision since, overall, the peripheral activities were a tremendous success. This document includes a summary of the five activities that were organized by Operations.



Ensuring reception of the delegates and visitors

1. Receiving the delegations

JPdL Multi-Management inc., which began working with the Corporation in January 1998, was responsible for receiving and looking after the needs of the 2034 international participants.

Its mandate was to plan, organize and carry out all of the activities related to the delegates' stay in Montreal—some delegates stayed in Montreal for 11 days, others for 14 days and still others, who had daily packages, for three or four days. Services included receiving delegates at the airport, accommodation, meals, excursions and other activities, transportation for some activities, assistance to delegates during their stay, and so on. Accreditation of the 2034 participants as well as the Corporation's personnel, exhibitors and sponsors also fell to JPdL.

It is important to point out that in January 1998 four different packages had already been developed to structure the participants' stay; packages that were to be sold to and paid in full by the delegates. It should be noted that public funds were not used to finance this aspect of the event. Rather, it was a commercial undertaking that represented over \$4 million in business activity.

There is not enough space here to chronicle all of the services offered to the delegations. Suffice it to say that in everyone's opinion, JPdL's work was top-rate and its personnel's professionalism gave the event an excellent public image. Being responsible for over 2000 people for such a long period of time represents a colossal undertaking that was applauded across the board. In fact everything was meticulously planned, right down to offering Thai and halal meals to those who requested them.

The IVTO delegates' outstanding cooperation should also be highlighted. Certainly, the tone was set in Sao Paulo when the Corporation announced that the packages would be managed on a commercial basis, which may help to explain why there were no difficulties in Lyon in 1995 and St. Gallen in 1997. Furthermore, JPdL staff strictly enforced policy from the outset with regard to lost coupons and misplaced name tags. That said, the delegates certainly deserve credit for having contributed to the success of this aspect through their positive attitude and cooperation.

2. Receiving visitors

Since skills competitions are relatively unknown to the public, the Corporation wanted to make sure that visitors obtained the necessary information about the competitions and, in particular, about the nature of the tests given to the candidates.

The role of the special booklet, distributed in several newspapers the week before the event and available at the Olympic Stadium, was two-fold. Firstly, it was a reference guide for parents, youths and the general public on the 41 trades and technologies in competition. Secondly, its role was to serve as an exhibition guide for visitors at the Olympic Stadium.

Information sheets presenting and explaining the competitions were also available on display stands located around the workshops, and turned out to be very popular. They were well designed, succinct, answered basic questions and had a strong visual appeal. For some competitions, however, the tests were only selected a few days before the event, and as a result information sheets were only produced for 20 of the 41 workshops.

In addition to the written material, two facilitators were available in each workshop over the four days to answer visitors' questions. Given that competitions are, by definition, very visual, visitors left the Stadium satisfied and, most importantly, informed about the world of vocational and technical training, which, after all, was the event's primary objective.



Lucy Wells, Assistant General Director of the Corporation, talking with Diane Lemieux, Quebec Minister of State for Labour and Employment, during the official inauguration of the competition site.

Conclusion

The 35th World Skills Competition was, without a doubt, a tremendous success, as attested by the attendance of 85,000 visitors and the widespread print and electronic media interest in the event.

While Operations worked behind the scenes, it was the very cornerstone of the event, and it attained most of the objectives it set out for itself. This required overcoming a number of major obstacles, some of them related to internal organization and others to the dynamics of the working relationship with the IVTO.

World Skills will spearhead change in the technical component of future competitions, allowing greater freedom to develop a more versatile event that will highlight the true focal point—young candidates and visitors as well as the wealth of opportunity offered by vocational and technical training.

The Corporation issued a report to the new President of World Skills with recommendations on how to resolve certain problems that arose in Montreal and at previous competitions. We'll have to wait for Seoul, and particularly Dubai, to see if they bear fruit.

Lucy Wells

Lucy Wells
Assistant General Director
Operations



For 50 years now, the World Skills Competition has enjoyed little popularity and recognition. Unknown by the general public, the event has been taking place behind closed doors for half a century, shrouded in the anonymity of a private club in the absence of a clear communication or marketing strategy. In addition, the competition has enjoyed little recognition due to the fact that trades and technologies have never been celebrated with the same glamour and excitement that surrounds sports and cultural events. As a result of this unfortunate reality, great efforts had to be made to obtain corporate sponsors, both nationally and internationally, since businesses had to be convinced of the importance of investing substantial funds in a relatively unknown event, held every few years in different cities around the world.

In 1999, on the eve of the third millennium, in an effort to breathe new life into its image and to transform the World Skills Competition into a prestigious international event of interest to the general public, the International Vocational Training Organization (IVTO) embarked on a steadfast marketing initiative. The organization began by creating a marketing committee, revamping its look and changing its name to World Skills. Despite this definitive move, strategies and image were yet to be adopted, which meant that *Corporation du 35^e Mondial des Métiers*, like previous organizing committees, had to start from square one. In this context, right up until World Skills built its marketing machine, promoting the World Skills Competition represented a colossal marketing and communications challenge.

The following describes how the Marketing and Communications Management pushed back this new frontier, and turned the 35th World Skills Competition into an unparalleled success.

Finding the means

In addition to the challenge of bringing notoriety to an unknown event, Marketing and Communications Management had to tackle two other major promotional challenges: Canada's vast geography (a substantial part of the budget for public relations and advertising was used to promote both the 35th World Skills Competition as well as vocational and technical training through provincial and territorial competitions across Canada) and the production of promotional material for the event in World Skills' three official languages (English, French and German).

Initially set at \$500,000, the Marketing and Communications budget was soon revised. A larger budget was essential in order for the event to be known *a mari usque ad mare* in three languages, to enjoy the notoriety and credibility needed to attract sponsors and, ultimately, to reach the goal of 100,000 visitors.

Based on a realistic yet ambitious plan, devised in collaboration with Skills Canada, which provided the framework to effectively market and popularize the event, the Corporation convinced its partners, particularly Human Resources Development Canada (HRDC), to add additional funds to its original budget. With a total budget of \$3 million, the plan could be implemented.

A well-oiled machine

Focussing on achieving results rather than simply creating a framework, Marketing and Communications Management kept its staff to a minimum and put together a team, composed of a director, manager, project manager, writer, coordinator and secretary, complemented by the services of independent translators. In addition, several specialized firms with solid experience were called on, responding effectively to specific needs while managing their own impressive teams of specialists. The firms included Cartier Promotion Marketing (graphics and visuals), National (public relations and media relations), pdg stratégie concept (advertising), Groupe Jeunesse (school promotion), Intellia (Internet site) and Copilote (promotional articles). The functioning of Marketing and Communications Management can be compared to an atom which is made up of a nucleus with orbiting electrons, which sometimes cross paths.



The spirit of adventure

The Olympic Games have their famous rings, Paris its Eiffel Tower, the Red Cross its eponymous flag, Shell its golden seashell. Whether the objective is to promote a competition, a city, a humanitarian organization or oil, each reality must be tied to a powerful image boldly displayed on every possible advertising medium—the Marketing and Communications Management prime objective. Through a call for tenders, it enlisted the services of Cartier Promotion Marketing in order to develop its overall image. The graphics firm proposed a modern image with sharply contrasting colours which took the form of the eye-catching, androgynous Techno surrounded by orbiting tools. With this powerfully attractive image, promotion was on its way.

Using the image of Techno and the Montréal 99 logo, a full range of promotional material was created including posters, brochures, stickers and folders, as well as colourful banners that lined the streets of Montreal a month before the event. In response to the need to communicate with the various networks (intermediaries, sponsors and partners), the material was adapted and updated as the 35th World Skills Competition project progressed. The promotional brochure, for instance, was updated and reprinted four times over the last year.

The Internet site was another effective promotional and communication tool employed by Marketing and Communications Management. For the first time in the history of the World Skills Competition, the website helped reach the ever-growing number of surfers and served to communicate technical information to participants regarding the competition. In the future, this versatile and constantly evolving communication tool should be favoured in order to turn this event into a local and global craze, while ensuring an important place for the competition in the increasingly omnipresent virtual universe.

Still in the area of promotion, the Corporation broke new ground by selling souvenirs featuring the 35th World Skills Competition image, logo and website address at the Olympic Stadium. Souvenirs included T-shirts, kangaroos, umbrellas, scarves, caps, hats, pins, flags, ties and silk handkerchiefs. Thanks to Copilote's expertise, the specialized firm hired by the Corporation was able to produce these quality items quickly and, due to high demand, in substantial quantities. In terms of promotional articles, it is important to take into account the participants who, although less numerous than visitors, are more likely to purchase souvenirs.

Three major areas of intervention

1. Promotional campaign in schools

The first mission was to attract 50,000 young people between the ages of 12 and 17 to the event at the Olympic Stadium, since this group represents prime candidates in search of a career. Principals, teachers and guidance counsellors were therefore contacted and made aware of the importance and uniqueness of the World Skills Competition. Although the Quebec Department for Education and Youth (*Ministère de l'Éducation du Québec*) was a major supporter of this event, it was still a major challenge to reach the massive network of schools to promote the event, efficiently manage registration and prepare visits.

Thanks to its well-targeted strategy, which involved an information brochure sent to schools across Quebec, telemarketing, production of a small magazine, a guide for school visits, a second round of telemarketing and reservations, combined with over 20 years experience in the school milieu, Groupe Jeunesse recorded 50,000 registrations. The fall, however, saw the teachers' union in negotiation with the government and the introduction of a boycott of extracurricular activities as a pressure tactic. As a result, over 12,000 registrations were cancelled. If not for this situation, the objective of 100,000 visitors would no doubt have been attained.

2a. Public relations

In order to publicize the event and enhance its profile, important intermediaries had to be contacted, such as trusted decision-makers representing employers, labour and tradespersons. To carry out this mandate, the Corporation enlisted the services of National, the most important public relations firm in Canada. Like Groupe Jeunesse in the area of education, National has important contact and distribution networks in the social and economic sectors. The firm distributed promotional material across its networks for several months (brochures, press kits and posters) and, in collaboration with Marketing and Communications Management, added to the agenda of various symposia the names of the Corporation's spokespeople: Gérald Tremblay, Honorary President, Micheline Sabourin, Chairperson, and Jacques Lanoux, Chief Executive Officer.



As the network grew, more and more information on activities needed to be supplied to keep network members abreast of the latest developments. Marketing and Communications Management therefore created a monthly newsletter in order to ensure a strong link with its partners.

Always in an effort to increase the event's notoriety and raise awareness among sponsors about the visibility they could enjoy, a special one-hour show devoted entirely to the 35th World Skills Competition was broadcast on Sunday, January 16, 2000 on TVA (partner channel). Set against the impressive backdrop of the entire event, the show enabled spectators to follow certain candidates throughout the competition.

2b. Media relations

Also mandated to handle media relations, National organized a media blitz five months before the event. The press conference brought together then Minister of Human Resources Development Canada, Pierre Pettigrew, the Quebec Minister of State for Education and Youth, François Legault, the Mayor of Montreal, Pierre Bourque, as well as the Corporation's dignitaries and members of management. Judging from the various media that attended the event and coverage in the press, efforts to raise awareness have been successful (see Excerpts from the Press Review, pp.97-99).

As for specialized publications (magazines for trade associations and manufacturers, specialized magazines, etc.), contacts were made directly by Marketing and Communications Management, and articles written internally were sent to magazines. These publications contributed significantly to the profile of the event since they reached individuals from the industry including sponsors and potential sponsors.



Press conference during the 35th World Skills Competition, from left to right: Jean-Luc Trahan, Director of Marketing and Communications at the Corporation, Steve Goodwin, Canada's Technical Delegate at the IVTO and Executive Director of Skills Canada, Franz Schropp, President of the IVTO's Technical Committee and Daniel Sommer, General Secretary of the IVTO.

film crews. Press conferences were organized each day and, for the first time, the results of the modular competitions were announced daily. The experience was challenging in many ways, particularly given that the results were not revealing in terms of the overall competition.

In any case, local and national media, as well as electronic media, had plenty to report on, including the spectacular site of the competition, the plethora of candidates and the many peripheral activities. For four days, the Corporation's spokespeople were tied up in interview after interview.

In this context, it was essential to have an honorary president who could formulate clear, powerful and convincing messages, com-

November was devoted to the next phase—an entirely different endeavour. Advertising (which will be addressed below) and press releases had been effective in informing local journalists of the scope and importance of the event. The arrival of the 35th World Skills Competition made waves in the media in Montreal, across Quebec and throughout Canada. In addition, journalists from around the world arrived along with the delegations. In all, 200 journalists and media assistants covered the event. The Stadium's one and only press room was not enough, so a second room was set up to accommodate the delegations'



binning statistics with a human touch. Mr. Gérald Tremblay succeeded in rallying the media around the issue of trades and technologies, and inspired them to report not only on the event, but on the important role of vocational and technical training in shaping the social and economic future of our society. Mr. Tremblay's ardour, intelligence and energy enabled him to sell the 35th World Skills Competition and allowed the media and the general public to discover the incredible social, economic and commercial importance of this event. This extraordinary accomplishment prompted the Quebec daily, *La Presse*, to appoint Mr. Tremblay and his team "Personality of the Week".

But the portrait of media relations for the 35th World Skills Competition would not be complete without mentioning the exceptional contribution of *Jeunes Reporters*. From November 12 to 15, 1999, these young reporters published articles daily in *La Presse*. Created in 1997, the program *Jeunes Reporters* offers young up-and-coming journalists the opportunity to cover an important event. Thanks to them, the event also received coverage in local weeklies which are generally less up-to-date on national news.

In sum, the 35th World Skills Competition generated 150 articles and 248 minutes of television and radio coverage in 90 reports and 106 interviews!

3. Advertising

One-third of the communications budget for the 35th World Skills Competition went to advertising—a direct investment of \$900,000. In addition, the Corporation signed partnership agreements with targeted media in order to double or triple its media coverage. In order to ensure maximum impact, given that the event has enjoyed little notoriety in the past, the importance of rallying all media forms, including newspapers, radio and television, could not be underestimated.

Using the official illustration for the 35th World Skills Competition, the idea was to offer three types of advertising based on a youthful, catchy concept. This mandate was assigned to pdg stratégie concept. The firm proposed a 3-D animation for television hosted by Techno. Over 1000 hours of programming were needed to create the animation. Techno's synthesized voice, created for television, was also used in radio ads, and Techno's picture was featured in the press.

The objective of the television ad was to raise awareness across Canada and attract 100,000 visitors to the Olympic Stadium for the event. To accomplish this, most of the advertising slots were purchased on TVA, which reaches the majority of the World Skills' clientele. In English Canada, targeted ads were broadcast during shows likely to be watched by decision-makers.

Conclusion

Based on the results of the survey conducted during the event, the massive number of visitors and the media craze created by the 35th World Skills Competition, Marketing and Communications' endeavours were a success. I sincerely hope that the experience acquired over the last three years will serve as a basis for World Skills and the various organizing committees at the helm of future editions of the World Skills Competition.

Jean-Luc Trahan
Director, Marketing and Communications



A first budgetary estimate was based on the expenses incurred by the organization of the 33rd International Youth Skills Olympics held in Lyon, France in 1995. A second estimate was then prepared based on the figures supplied by the organizing committee of the St. Gallen competitions in Switzerland, in 1997, factoring in the context specific to organizing and holding the event in Canada. Consequently, the operating budget, the overall financial framework of the event, based on estimated expenditure at October 30, 1999, is summarized as follows:

Estimated expenditure

A. Administration and Official Events

| | |
|------------------------|--------------------|
| General administration | \$1,600,000 |
| Corporate affairs | \$230,000 |
| Protocol | \$140,000 |
| Official ceremonies | \$530,000 |
| Sub-total 1 | \$2,500,000 |

B. Marketing and Communications

| | |
|---|--------------------|
| Administration | \$400,000 |
| Printed material, promotional videos, Internet site | \$1,020,000 |
| Advertising | \$930,000 |
| Public relations/Media | \$650,000 |
| School promotion | \$100,000 |
| Sub-total 2 | \$3,100,000 |

C. Operations

| | |
|---------------------------------------|---------------------|
| Operations management | \$1,400,000 |
| Rental and set-up of competition site | \$2,600,000 |
| Provisioning | \$900,000 |
| Transportation | \$200,000 |
| Sub-total 3 | \$5,100,000 |
| Total | \$10,700,000 |



Estimated revenue

| | |
|----------------------------------|---------------------|
| Government of Canada | \$6,700,000 |
| Government of Quebec | \$2,400,000 |
| City of Montreal | \$100,000 |
| Private sector | \$700,000 |
| Admissions, advertising, rentals | \$800,000 |
| Total | \$10,700,000 |

N.B. — This table does not include the cost of equipment, tools and services supplied by the private sector in the form of sponsor contributions, nor the sale of packages to international delegations.



| | |
|--------------------------------------|---|
| Thursday, November 4, 1999: | Arrival of experts and technical delegates |
| Friday, November 5, 1999: | Meeting of the IVTO Technical Committee |
| Saturday, November 6, 1999: | Test selection by juries |
| Sunday, November 7, 1999: | Arrival of candidates and team leaders Test selection by juries |
| Monday, November 8, 1999: | Translation of tests Evening reception and activities for candidates |
| Tuesday, November 9, 1999: | Meeting of the IVTO Technical Committee Opening of the competition site to candidates Drawing lots for the allocation of workstations |
| Wednesday, November 10, 1999: | Opening ceremony at the Maurice Richard Arena |
| Thursday, November 11, 1999: | COMPETITION Official inauguration of the competition site Official inauguration of the Skills Canada Pavilion |
| Friday, November 12, 1999: | COMPETITION Official Hydro-Québec breakfast Official inauguration of <i>Place de la Technologie</i> |
| Saturday, November 13, 1999: | COMPETITION |
| Sunday, November 14, 1999: | COMPETITION Party for candidates and team leaders Test assessment and rating |
| Monday, November 15, 1999: | Test assessment and rating |
| Tuesday, November 16, 1999: | Excursion and free day |
| Wednesday, November 17, 1999: | IVTO General Assembly Closing ceremony at the Maurice Richard Arena Farewell reception at the Olympic Stadium |
| Thursday, November 18, 1999: | Departure of delegations |



Place de la Technologie

Location: Grandes Hauteurs and East Tower

In order to highlight the leading-edge technologies that characterize the economic landscape of Montreal, Quebec and Canada at the dawn of the 21st century, *Corporation du 35^e Mondial des Métiers* and *Fédération des cégeps* joined forces to create *Place de la Technologie*—a huge interactive technology site that combined recreation and education. Sponsored by the *Ministère de la Recherche, de la Science et de la Technologie du Québec* and the *Conseil régional de développement de l'île de Montréal (CRDIM)*, visitors of all ages tried their hand at various technologies and explored the following 12 leading sectors:

- | | |
|--------------------------|-----------------------------|
| 1. aerospace; | 7. multimedia; |
| 2. business and finance; | 8. plastic processing; |
| 3. agri-food; | 9. robotics; |
| 4. biotechnology; | 10. health; |
| 5. energy; | 11. telecommunications; and |
| 6. fashion; | 12. textiles. |

Place de la Technologie was officially inaugurated on Friday, November 12, 1999 by Jean Rochon, Quebec Minister of Research, Science and Technology, Robert Naud, member of the Board of Directors of the *Conseil régional de développement de l'île de Montréal (CRDIM)*, Gaëtan Boucher, President and Chief Executive Officer of the *Fédération des cégeps*, Roch Tremblay, Vice-President of the Corporation and General Director of Ahuntsic college, Micheline Sabourin, Chairperson of the Corporation, and Gérald Tremblay, Honorary President of the 35th World Skills Competition.

Interactive Court

Location: PB1 and Level 100

Divided into three distinct sectors, the Interactive Court gave visitors the opportunity to participate in a number of activities that provided a window onto the world of work in the various trades and technologies. Visitors were also able to learn about, visualize and actually try out a range of techniques and technologies currently used in different fields related in various ways to the 41 trades and technologies featured in the 35th World Skills Competition. The Court included workshops on painting, tiling, welding, machining techniques, screen printing, body and theatre make-up; a variety of demonstrations including papermaking, robot arms, a machine that assembled Legos and African hairstyles; a job quiz; a Canadian Forces information booth on humanitarian missions and women in non-traditional occupations; the Guinness record for the world's longest continuous weld; and a stand where visitors could try out various power hand tools. The activities were run by representatives from educational institutions and business.

Skills Canada Pavilion

Location: Mezzanine 100

In a lively, organic space, the Skills Canada Pavilion presented Canada's human and natural resources, products, leading companies and the skills boasted by its workforce—all the essential ingredients in the country's economic growth. The Pavilion offered visitors a unique voyage of discovery through five exhibition areas that highlighted major Canadian industries: tourism, aerospace, telecommunication, transportation and natural resources. The Skills Canada Pavilion was officially inaugurated on Thursday, November 11, 1999 by Canadian astronaut Julie Payette, along with Steve Goodwin, Executive Director of Skills Canada, Anne Cool, President of Skills Canada, Mike Saucier, Director General of Youth Employment Strategy, and Gérald Tremblay, Honorary President of the 35th World Skills Competition.

International Pavilion

Location: Mezzanine 100

Just like Lyon in 1995 and St. Gallen in 1997, the International Pavilion enabled IVTO member organizations to inform visitors and participants on the technical and vocational training systems, or aspects thereof, in their respective countries. Fifteen IVTO members participated in the International Pavilion: Austria, Brazil, Korea, the United Arab Emirates, the United States of America, Finland, Hong Kong (China), Ireland, the Netherlands, Portugal, the United Kingdom, Sweden, Switzerland, Tunisia and South Tyrol (Italy).

Sponsor Exhibit

Location: Mezzanine 100 and East Tower

Occupying a space of over 4000 m², the Sponsor Exhibit provided some 50 sponsors of the 35th World Skills Competition—from Major Government Partners (Government of Canada, Government of Quebec, City of Montreal) to Grand Sponsors (Reno-Dépôt, Hydro-Québec) as well as Associate Sponsors, Official Suppliers and Equipment Sponsors—with the opportunity to promote their products and services, display their know-how and participate in this great vocational and technical training event.

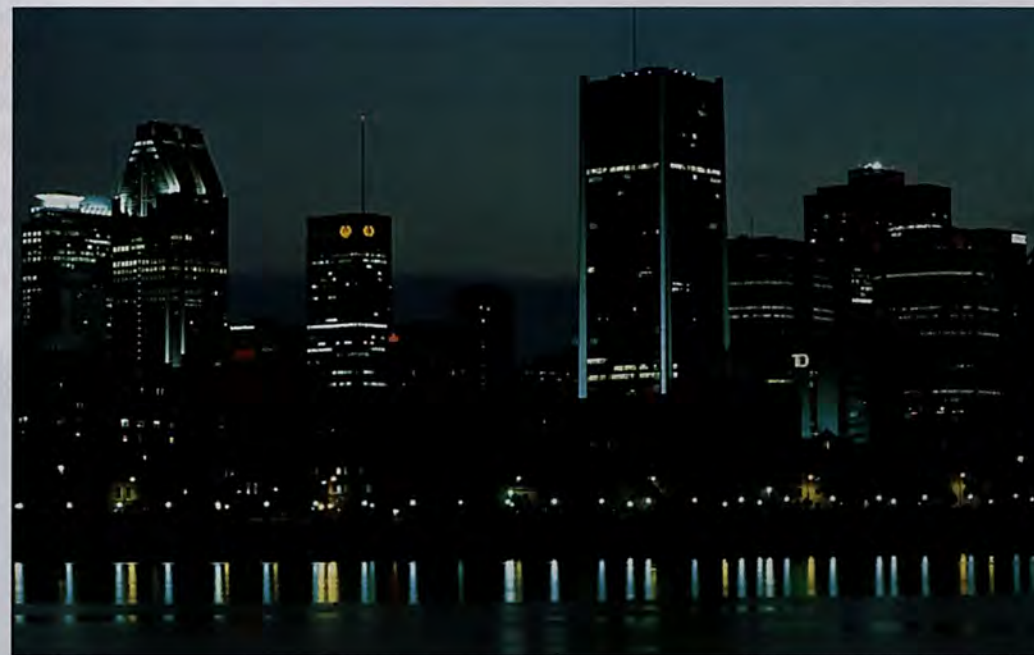


International Conference on Technical and Vocational Training

"The Relationship Between Training and the Work World: Issues and Practices", an international conference on vocational and technical training organized by the CEQ, Quebec's teachers' federation, took place on November 9 and 10, 1999—a perfect complement to the 35th World Skills Competition which kicked off the very next day. The conference brought together public- and private-sector decision-makers, practitioners and researchers from Quebec and around the world.

Workplace Health and Safety Practices in Vocational and Technical Training

The *Commission de la santé et de la sécurité du travail (CSST)*, Quebec's workplace health and safety board, organized a half-day seminar, in collaboration with the *Ministère de l'Éducation du Québec (MEQ)*, on workplace health and safety practices in vocational and technical training. Five guest speakers presented the approaches developed in their respective countries. The seminar took place on November 10, 1999, at the International Civil Aviation Organization (ICAO) building.



ZOOM on Women and Non-Traditional Occupations

On the periphery of the 35th World Skills Competition, the conference "ZOOM on Women and Non-Traditional Occupations" took place in Montreal from November 11 to 17, 1999. This forum brought together delegates from around the world to exchange experiences and views on women's vocational and technical training as well as their integration into the workforce, both in Quebec and abroad.

The Biannual Meeting of the Canadian Council of Directors of Apprenticeship

The Biannual Meeting of the Canadian Council of Directors of Apprenticeship (CCDA), a forum for provincial and territorial heads of apprenticeship programs and training, was held in Montreal from November 14 to 17, 1999, during the 35th World Skills Competition. Every year, the CCDA meets once in Ottawa and once in a provincial capital or major city. Montreal was selected to host the meeting this year since the World Skills Competition is a major draw for CCDA members.



Below are the highlights of an independent survey (CROP) conducted for Skills Canada among visitors to the 35th World Skills Competition, in order to assess the impact of the event on its three main target clienteles: tradespersons, technicians and human resource officers; parents of youths between the ages of 10 and 25; and youths between the ages of 10 and 25.

1. Visitors agree that the 35th World Skills Competition:

- is a good way for youths to learn more about trades and technologies (88%);
- is effective in highlighting the skills of workers in the various disciplines in competition (87%); and
- is effective in highlighting the importance of trades and technologies (87%).

2. 88% of visitors considered the 35th World Skills Competition to be well organized.

3. 71% of visitors stated that the 35th World Skills Competition improved their perception of trades and technologies.

4. 62% of youths agreed that the 35th World Skills Competition enabled them to be better informed about the trades and technologies and 58% agreed that what they saw at the 35th World Skills Competition increased their interest in learning a trade or technology or embarking on a career in these sectors.

5. 76% of visitors claimed that the 35th World Skills Competition met their expectations.

6. 90% of visitors perceived trades and technologies to be rewarding for workers.



Canada gave its best performance ever since it first began participating in the World Skills Competition in Taipei (Taiwan), in 1993. It garnered three medals, which were awarded

to the winners of the 41 trades and technologies in competition, including five in demonstration, during the closing ceremony. The Canadian team also received 11 certificates, awarded to participants who accumulated more than 500 points during the event, attaining the level of internationally-recognized expertise. Jessika Lessard (Quebec) won the gold for beauty care, Karine Desroches (Quebec) was awarded the bronze for restaurant-service and Robert Waite (Alberta) received the bronze for industrial wiring. Mr. Waite also won the Nation's Best award for best competitor in his delegation.

For Steve Goodwin, Executive Director of Skills Canada and Canada's Technical Delegate at the IVTO, Team Canada's performance was excellent. "Not only did the number of medals picked up increase but the number of certificates of international skill tripled. Furthermore, the average score achieved by the Canadian team members was higher than that at the World Skills Competition in Switzerland, even factoring in the greater number of Canadian participants. The 35th World Skills Competition was successful on



**COMPÉTENCES
SKILLS
CANADA**

countless school boards, companies and employers who supplied equipment and work space and granted time away from work for several of the competitors. The

team's success is also due to the 38 experts who worked on the candidates' technical preparation and acted as authorities in their respective fields in Canada. In addition, they are to be credited with enabling many of our team members to participate in internships here and abroad.

For the Canadian competitors, the closing of the 35th World Skills Competition marks the beginning of a promising career. "A major



employer has already offered one of our candidates a job," says France Langlois, Assistant Director of Skills Canada and Coordinator of Team Canada. "Others, thanks to the support of the *Office franco-québécois pour la jeunesse (OFQJ)*, will be embarking on internships in France in their respective trades." They are Yves Roussel (autobody repair), Jimmy Roy (industrial wiring), Émilie Dubois (ladies' dressmaking), Karine Desroches (restaurant-service) and Jessika Lessard (beauty care). The positive spin-offs from an international event like the World Skills Competition will be felt well into the future. And there is no doubt that in all of the provinces and territories across the country, the Canadian participants' success will foster greater interest in trades and technologies. In fact, a poll conducted among 13,000 visitors as they were leaving the Skills Canada Pavilion at the 35th World Skills Competition revealed that a significant number of visitors were surprised by the diversity of employment opportunities in trades and technologies.



every count." Mr. Goodwin adds, "It was an extraordinary showcase for promoting trades and technologies in Canada. We also have our sponsors to thank for making this event possible." Sponsorship support played an equally significant role in the team members' success, by ensuring, among other things, that Canada's participants received intensive training. Then there are the

Canada Reaches New Heights at the 35th World Skills Competition



| N° | Trade in competition | Candidate | Score | Medal | Certificate | Rank |
|-------------------------------|--|------------------------------------|------------|----------|-------------|----------------|
| 1 | Fitting | Alexandre Chaput | 467 | Ø | Ø | 10th out of 11 |
| 2 | Press Tool Making | Martin Roy | 458 | Ø | Ø | 9th out of 11 |
| 3 | Instrument Making | Sylvain Pichette | 472 | Ø | Ø | 9th out of 11 |
| 4 | Mechatronics | Pascal Chartrand Jeffrey Gauvin | 503 | Ø | Yes | 10th out of 19 |
| 5 | Mechanical Engineering Drawing and Design CADD | Michel Bolduc | 471 | Ø | Ø | 16th out of 19 |
| 6 | Turning / CNC | Sébastien Lavoie | 480 | Ø | Ø | 12th out of 18 |
| 7 | Milling / CNC | Éric Demers | 473 | Ø | Ø | 14th out of 16 |
| 8 | Construction Steel Work | Martin Grenon | 478 | Ø | Ø | 8th out of 10 |
| 9 | Information Technology — Software Applications | Peggy Guillot | 496 | Ø | Ø | 9th out of 17 |
| 10 | Welding | Jocelyn Giraldeau | 469 | Ø | Ø | 18th out of 22 |
| 11 | Pattern Making | Dominic St-Jean | 475 | Ø | Ø | 7th out of 9 |
| 13 | Autobody Repair | Yves Roussel | 504 | Ø | Yes | 7th out of 16 |
| 14 | Sheet Metal Work | David Warkentin | 480 | Ø | Ø | 7th out of 10 |
| 15 | Plumbing | Jordan Hindbo | 508 | Ø | Yes | 6th out of 17 |
| 16 | Industrial Electronics | Nathan Bye | 462 | Ø | Ø | 11th out of 12 |
| 17 | Electronics-Applications | Glen Wurster | 454 | Ø | Ø | 8th out of 8 |
| 18 | Commercial Wiring | Robert Waite | 532 | BRONZE | Ø | 3rd out of 19 |
| 19 | Industrial Wiring | Jimmy Roy | 509 | Ø | Yes | 7th out of 16 |
| 24 | Cabinetmaking | Perry Sipos | 501 | Ø | Yes | 10th out of 19 |
| 25 | Joinery | Henri Lachance | 493 | Ø | Ø | 12th out of 19 |
| 26 | Carpentry | Tyler Marion | 474 | Ø | Ø | 13th out of 16 |
| 27 | Jewellery | Sarah Troper | 437 | Ø | Ø | 14th out of 14 |
| 28 | Floristry | Natacha Couture | 470 | Ø | Ø | 10th out of 12 |
| 29 | Ladies' Hairdressing | Maria Oulikian | 480 | Ø | Ø | 14th out of 19 |
| 30 | Men's Hairdressing | Mélanie Tremblay | 449 | Ø | Ø | 15th out of 15 |
| 31 | Ladies' Dressmaking | Émilie Dubois | 517 | Ø | Yes | 4th out of 15 |
| 33 | Automobile Technology | Jason Stoppler | 517 | Ø | Yes | 8th out of 21 |
| 34 | Cooking | Michelle Blanchett | 517 | Ø | Yes | 6th out of 24 |
| 35 | Restaurant-Service | Karine Desroches | 527 | BRONZE | Ø | 3rd out of 19 |
| 36 | Car Painting | Ryan Pomedli | 470 | Ø | Ø | 10th out of 12 |
| 38 | Refrigeration | Frédéric Martin | 519 | Ø | Yes | 4th out of 15 |
| AVERAGE SCORE / TOTALS | | | 486 | 2 | 9 | |

| N° | Demonstration trade | Candidate | Score | Medal | Certificate | Rank |
|-------------------------------|----------------------------|--|------------|----------|-------------|--------------|
| 41 | Graphic Design | Steve Sévigny | 469 | Ø | Ø | 5th out of 7 |
| 42 | Confectioner (Pastry-cook) | Yannick Dupuis | 504 | Ø | Yes | 4th out of 7 |
| 43 | Beauty Care | Jessika Lessard | 543 | GOLD | Ø | 1st out of 5 |
| 44 | Landscape Gardening | Patrick Paquette Pierre-Luc Lampron | 474 | Ø | Ø | 7th out of 8 |
| 45 | IT PC and Network Support | Tim Patton | 504 | Ø | Yes | 3rd out of 5 |
| AVERAGE SCORE / TOTALS | | | 499 | 1 | 2 | |

