

## Welcome to Connexions Francophones Virtual Job Fair!

Connexions Francophones, the pre-arrival program of Collège La Cité, supports future francophone permanent residents in settling in Canada within communities outside Quebec. As part of our services, we organize virtual job fairs to facilitate interactions between qualified candidates and Canadian organizations.

We are delighted to welcome you as one of our exhibitors for this edition. To ensure a positive, enriching, and professional experience for all participants, we have developed this Best Practices Guide. It is designed to help you maximize your interactions and effectively promote your job opportunities to newcomers.



## Your target audience: newcomers

**Connexions Francophones** and its partners prepare newcomers for the realities of the Canadian job market and the stages of their settlement. It is important to keep in mind that these candidates often come from diverse cultures, which requires mutual adaptation efforts.

While French is a common language, significant regional variations exist in expressions, communication, and work norms. Understanding these differences can greatly facilitate harmonious professional relationships. By being mindful of these aspects, employers can not only ease the integration of newcomers into their organization but also enrich their company with diverse perspectives and talents.

## Newcomers' challenges during integration

### Logistical and personal adaptation

Settling in a new country involves various logistical challenges that can impact candidates' availability, such as finding housing, arranging transportation, or enrolling children in school. This transition may require time and understanding from employers.

### Language barriers and proficiency

Although they are francophones, candidates may have different levels of proficiency depending on their region of origin, with specific expressions or accents. Additionally, English proficiency, often required in Canadian workplaces, can be challenging.

### Developing a professional network

Building a network is crucial for integrating into the Canadian work environment, but this can be more complex for newcomers who must also adapt to local norms.

### Skills and qualifications recognition

Understanding the equivalency of foreign degrees and diplomas may be necessary to assess candidates' skills. *Connexions Francophones* offers support to facilitate this recognition, and it can be beneficial for employers to become familiar with international education systems.

## Practical Tips to Optimize Your Experience

### Welcoming and Integration

A warm and relaxed welcome will help establish a genuine connection and facilitate smoother interactions. Be attentive and show sincere interest in their story – this will help reduce stress and promote open communication.

Be clear about job opportunities, the recruitment process, and job requirements. Inform candidates transparently about each step of the recruitment process, from interviews to response times and evaluation criteria. Honest and accurate communication helps candidates better understand your expectations and builds their trust in your organization.

### Authenticity and Transparency

### Working Conditions

Ensure that the candidate fully understands the working conditions, including schedules, safety measures, and benefits offered. Provide them with an overview of your company culture by sharing resources such as your website or a detailed brochure. A clear presentation of these aspects allows candidates to better envision their future work environment and ensures they align with your values.

Be present and fully engaged throughout the event or during the hours indicated at your virtual booth. Respond to candidates' questions attentively and encourage interactions with kindness and openness. Show genuine interest in their background by fostering conversation and sharing useful information about your organization.

### Engagement and Curiosity

## A Unique Opportunity to Meet New Talent

Participating in this job fair offers a unique opportunity to meet experienced and motivated francophone and bilingual professionals. By engaging with qualified international talent, you gain international visibility and can recruit candidates who have already obtained permanent residency in Canada. This event is also an opportunity to enrich your organization through equity, diversity, and inclusion, while fostering an inspiring cultural synergy to tackle the challenges of tomorrow.

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