



NEW CANADIANS
TV Show



Tell Stories

Attract
Immigrants

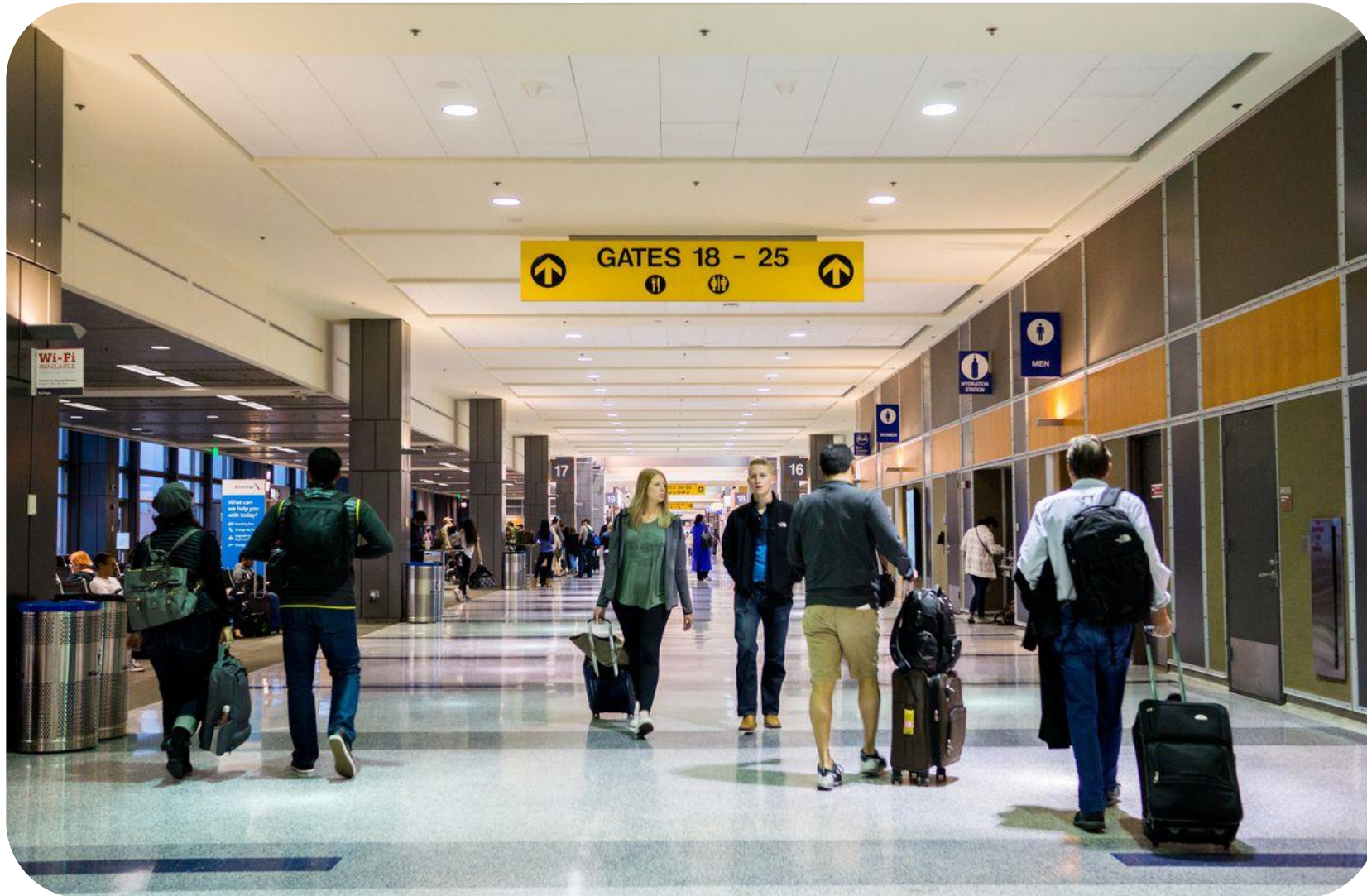


PATHWAYS TO PROSPERITY . MONTREAL .

NOVEMBER 23, 2018



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- **Decision making process:**
 1. **Family or friends in the community**
 2. **Employment or business opportunities**
 3. **Pre-migration perceptions**
 4. **Lifestyle factors**



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- 1. Toronto**
- 2. Montreal**
- 3. Vancouver**

70%





- Putting small and medium communities on the immigrant map



“Certainly there are advantages in larger (urban) centers, but there are a great deal of opportunities in small and medium-size centers that I don’t think are talked about enough. The quality of life in a smaller center, the closeness of communities, the access to natural spaces, to green spaces are abundant in smaller centers...”



- **OCASI survey:**

- **16.9% - not having used any type of support services**
 - **35% - not needing assistance**
 - **29.9% - not knowing about the availability of services**
 - **10.7% - needs being met before turning to a service provider**




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OFFICE OF IMMIGRATION

94 Euston Street, 2nd Floor | Charlottetown, PE




Office of Immigration - Prince Edward Island

921 subscribers


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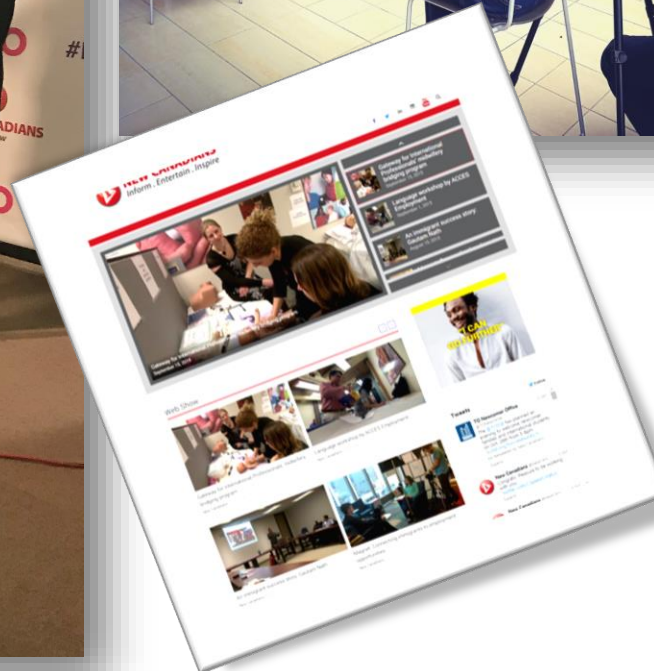
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NEW CANADIANS
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NEW CANADIANS
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TV

*(30 minute episodes;
4 stories/episode)*

- Settlement
- Employment / Small Business
 - Education
 - Successful Immigrants
- News / Events



OMNITM
TELEVISION

Web

- TV Episodes
- Standalone Video Stories
- Q&A Interviews
 - News
 - Articles
- Newsletter
- 3rd Party Content



newcanadians.tv

Events

- Webinars
- Immigrant Business Expo
- Immigrant Business Café
 - Other

- **“Welcome to...” series**
 - Overview of the region
 - Key industries
 - Employment opportunities
 - Small business support
 - Settlement support
 - Housing
 - Education
 - Newcomers



TV Show



- National TV broadcast (OMNI TV)
- Online (newcanadians.tv)
- YouTube (New Canadians TV)
- TV commercials
- Newsletter
- Social Media channels
- Webinar(s)
- Online banner/video ads
- Content integration



NEW CANADIANS TV Show





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Thank You