Conference Program

9:00 a.m. - **Conference Registration**

9:30 a.m. - **Conference Opening**

9:45 a.m. **Keynote speaker: Saeed El-Darahali, President and CEO of SimplyCast and member of the One Nova Scotia Coalition**

Saeed El Darahali, MBA, BSc, CHR, is the president and CEO of SimplyCast, a leading provider of self-service multi-channel marketing services empowering small businesses to create, manage and track their own online and offline marketing campaigns.

He is the driving force behind SimplyCast’s all-in-one marketing solution that has been built from the ground up and today has clients in over 175 countries. Saeed has participated as a speaker at many conferences, including NAWeb, CABI, the 7th World Congress of e-Business, Enterprize Atlantic and ARCN. A part-time lecturer at Saint Mary’s University, he has taught a senior level computer information systems course, System Analysis and Design.

Saeed brings over nine years of management experience in the IT industry, with an interest in strategic partnering, corporate financing, strategic growth, operations, and sales and marketing management.
In his spare time, Saeed enjoys spending time with his family, fishing, running, playing computer games and web development.

Saeed holds a Master of Business Administration, a Bachelor of Science in Computer Science, a Certificate of Human Resource Management and Minor in Economics, all from Saint Mary’s University in Halifax, Nova Scotia. He enjoys sharing his experiences with start-up companies, offering insights into growing a business and becoming successful.

10:30 a.m. – **Nutrition Break**

10:45 a.m. – **Concurrent Sessions**

A. **Employer Panel: Diverse Recruitment, A Corporate Competitive Edge**
   Learn from a panel of industry leaders what they are doing to help attract and retain a diverse candidate pool in our region.

   **Confirmed Panelists:**
   Ulrike Bahr-Gedalia, President and CEO, Digital Nova Scotia (DNS)
   Joan Macleod, Director Human Resources and Administration, Halifax Port Authority

   **Facilitated by:** Paul Smith, Executive Director of CACEE

B. **Educator Roundtable Discussion: Transitioning Post-Secondary Graduates in Atlantic Canada**
   Discuss what is happening on campuses in our region to address current challenges to transitioning post-secondary graduates to employment. Regional labour market trends will be presented by Kelvin Ndoro, Economist, Nova Scotia Department of Labour and Advanced Education. Other topics to be discussed include best practices, employer and student engagement, and collaboration to achieve better outcomes.

   **Facilitated by:** Christine Frigault, Coordinator, Career Planning Services, Mount Saint Vincent University, and Theresa Myra, Employer Development Coordinator, Science, Information Technology, Engineering Cooperative Education, Dalhousie University

12:15 p.m. – **Lunch**

12:30 p.m. **Remarks from Honourable Kelly Regan, Minister, Nova Scotia Department of Labour and Advanced Education**

12:45 p.m. - **Department of Labour and Advanced Education Funding Programs** – This session will provide a brief overview of the role of The Department of Labour and Advanced Education
Presented by Nova Scotia Department of Labour and Advanced Education

1:30 p.m. - Hiring International Students – Everything you need to know
Citizenship and Immigration Canada (CIC) has made substantial changes to the Canadian system of immigration in recent years. Our provinces too have increased opportunities to retain talent in our region through their respective Provincial Nominee Programs. This session will guide you through these programs and recent changes, ensuring that you understand the ease of hiring international students and your role in retaining this pool of talented, culturally-diverse graduates.

Presented by: Paula Barry, Director, MSVU International Education Centre
Registered Canadian Immigration Consultant #509082
Paula has been supporting international students and providing immigration advice for 15 years. As the Director of the International Education Centre at the Mount, Paula oversees international student recruitment & retention, language programming, international exchange programs, and strategic partnerships. In 2013, Paula became a Registered Canadian Immigration Consultant (RCIC), to learn more about immigration and ensure students were provided with all necessary support. Paula is passionate about retaining students to our region and increasing the cultural diversity of Nova Scotia.

2:45 p.m. – Closing Remarks on behalf of Engage Nova Scotia

Presented by: Dr. Ramona Lumpkin, President and Vice-Chancellor of Mount Saint Vincent University

Dr. Ramona Lumpkin joined Mount Saint Vincent University as President and Vice-Chancellor in 2010. Her previous roles included Principal of Huron University College and Vice President Academic and Provost of Royal Roads University. Dr. Lumpkin began her university career in Kentucky where for 13 years she held a variety of positions in higher education that included institutional planning, continuing education, faculty development and university teaching. She holds a PhD in English Literature from the University of Kentucky and is a former Fulbright Scholar to England.

Throughout her career, Dr. Lumpkin has been actively engaged in advocacy on behalf of women’s issues, in promoting the role of women in higher education, and in enhancing access to education for adult and Aboriginal learners.

She is currently the Chair of the Association of Atlantic Universities (AAU), a Board member for the Association of Universities of Canada (AUCC), Chair of Engage Nova Scotia, and Board Member for the International Women’s Forum (IWF) of Canada, and Chair of the IWF - Atlantic Chapter. Dr. Lumpkin was recently appointed as a Member of the Order of Canada in
recognition of her leadership in post-secondary education and her promotion of community-based learning initiatives.

3:15-4:30 p.m. - **Networking Reception** - This will be a great opportunity to connect with colleagues and new connections to discuss what has transpired over the course of today’s summit. Light refreshments will be served.