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The Chamber of Commerce for Greater Moncton and 3+ Corporation to hold marquee event on workforce in Moncton

The Chamber of Commerce for Greater Moncton and 3+ Corporation will hold the Workforce 20/20 Summit at the Delta Beauséjour Hotel by Marriott on November 12-13 in Moncton. This event has been created to respond to the rapid changes affecting labour force in our region and elsewhere in Canada.

Last year, the Chamber of Commerce for Greater Moncton surveyed its members, and one of the main issues mentioned by entrepreneurs as an obstacle to growth was the attraction and retention of workers. 3+ Corporation identified the same issue through their many discussions with small, medium, and large businesses in our region. Faced with this need identified by entrepreneurs, the two organizations decided to work together to create the Summit.

"New Brunswick has never witnessed a more profound demographic shift than the one that is taking place right now. The workforce implications are significant. There are now more retiring every year than young people joining the workforce. The Workforce 20/20 Summit will provide insight into workforce trends as well as hiring and retaining staff in this new environment", said David Campbell, President of Jupia Consultants Inc., and one of the keynote speakers of the summit.

Multiple stakeholders have joined forces with the two organizations to create the two-day summit. The Province of New Brunswick, the Atlantic Canada Opportunities Agency, Opportunities New Brunswick, as well as Medavie Blue Cross, RBC, CPA New Brunswick and J.D. Irving are working with the Chamber and 3+ Corporation to present this signature event. More than 25 panellists and speakers have agreed to participate in this important event for the province.

"Education is a key component in elevating New Brunswick for the 21st century. Our youth are and will become agents of change, gaining job-readiness skills like digital literacy, team building, and STEAM (science, technology, engineering, arts, and math) to work in all fields, even some not yet known", said Dr. Jean-Paul Boudreau, President and Vice-Chancellor of Mount Allison University, who is among the summit panelists.

The Workforce 20/20 Summit represents a chance for our communities to devise solutions for our labour force attraction and retention challenge. Both the Chamber and 3+ have heard loud and clear that workforce is the No. 1 issue facing our members and strategic partners.

"We all need to play a part in the Future of Work for our future talent and the future prosperity of Canada as a nation. With all of the data, technology and information



overload our young talent are facing today, we as leaders need to demystify the working world and help our youth learn how to apply their real-world skills to the market", said Brien K. Convery, Director, Early Talent Acquisition with Royal Bank of Canada, who is another panelist.

Workforce 20/20 is a 'can't miss' opportunity for business leader, managers, and HR professionals to hear the latest data and information on attraction and retention, and be part of break-out brainstorming sessions to come up with an employer tool-kit for confronting our labour force challenge.

Join us for Workforce 20/20, a two-day summit designed to help you meet this challenge. You will come away with practical solutions on how to recruit and retain employees.

Don't miss this landmark workforce event on November 12-13 at the Delta Beauséjour Hotel by Marriott in Moncton. Register now at ccgm.ca, or by phone at (506) 857-2883, or you can communicate with the Chamber of Commerce for Greater Moncton at events@ccgm.ca.

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For More Information

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