

# How to Unlock the Hidden Job Market - Networking Workshop



## Workshop Outline

This 2-hour workshop presents advanced concepts to help the participant gain a practical understanding of networking as a job search strategy and connect with decision makers in the hiring process.

Topics include:

- **Advanced Networking Techniques**
- **How to use Value Proposition Theory**
- **Personal Branding**
- **Social Media for Networking**

Career professionals have noticed, and widely agree, that the vast majority of current job opportunities are found in the "hidden job market". Most people do not find their jobs through postings but through their personal and professional networks. Furthermore, thanks to the internet and job boards, the jobs that are posted are often bombarded with applications, making it increasingly difficult for your application to be recognized amongst hundreds, if not thousands of others. Connecting with the decision makers in one's field is far more effective than sitting at home applying to job boards, and we will show you how to do just that.

This is the first in a series of workshops designed to equip people for career transition in the Canadian Labour Market.

Presented by:



and



Wednesday August 20<sup>th</sup>, 2014 at 6:00 pm

**Location:** Burnside Building  
151 Slater Street, Suite 500  
Ottawa, ON

**Investment:** \$25.00 before August 5<sup>th</sup>, 2014  
\$30.00 after August 5<sup>th</sup>, 2014

**Registration:** Contact Wayne Pagani  
or Kevin Schafer at **613.299.1833**  
or by email at [wpca.ccs@gmail.com](mailto:wpca.ccs@gmail.com)

## Facilitators:



**Wayne  
Pagani**

**Master Certified  
Résumé Strategist  
Interview Strategist  
Employment Strategist  
Career Strategist**

**Wayne Pagani** is a talented certified career strategist with over 18 years of service delivery in the career development field, complimented by sound experience in the corporate world.

Wayne helps increase marketability for a broad range of clientele through **W.P. Consulting & Associates**. He is the recipient of multiple Awards of Excellence from Career Professionals of Canada (CPC) and other prestigious associations for contributions in career development. This includes the 2011 Career Management Alliance Mentor Award recognizing individuals who guide others in tradecraft, entrepreneurship, and community building.



**Kevin Schafer**

**Certified  
Career Strategist  
Career & Leadership  
Coach**

**Kevin Schafer** is a Career & Leadership Coach with over 15 years' experience in high tech and 10 years in the career services industry. Known as a coach who listens and responds to people's needs, he has enjoyed helping over 500 clients find momentum in pursuing their career aspirations – from executives to students, across all sectors of business.

Kevin is also a Co-Ambassador for Career Professionals of Canada (CPC). He is an engaging speaker and workshop facilitator, enjoying opportunities to connect with people from all walks-of-life. As a Leadership Coach, Kevin is passionate about helping leaders become better leaders and managers deal with challenging issues in the workplace.