

A recruitment resource for northern Alberta employers

Lack of knowledge about our region is often a major deterrent in recruiting. Opportunity North helps by providing information and lots of visual images. Created by the Northern Alberta Development Council, Opportunity North centres around a website and includes other supporting materials. It consists of:

- C the www.opportunitynorth.ca website which offers a written and photographic overview of work and community life in northern Alberta, and links to major employers and services
- C a card-sized CD-ROM with content similar to the website, plus voice-overs and lots of northern Alberta photos
- C a photo-filled two fold brochure with a brief introduction to northern Alberta, which advertises the website
- C a business card that advertises the website address
- C the Opportunity North logo

How Opportunity North can assist you

Opportunity North can help you in your provincial, national and international recruitment campaigns. You can include the Opportunity North **logo** in your employment advertisements, on your website, and other recruitment materials. You can include Opportunity North **brochure** and **card** in your recruitment packages. Display the Opportunity North **CD-ROM** on a computer at your employment fair booth and allow visitors to experience and explore northern Alberta on the spot. Give a copy of the **CD-ROM** to potential employees.

How to access the Opportunity North materials

Opportunity North materials are available free of charge to employers recruiting to northern Alberta positions. The website is available to anyone with Internet access and the logo can be included in many materials. Quantity limits may be set for the CD-ROM, brochure and business card depending on demand. Complete the request form to receive copies of the materials.

How to include your company name on the Opportunity North website

Links to employer websites can be included on the Opportunity North website. Contact the Opportunity North webmaster with your website information at jack.kramer@gov.ab.ca.

For more information

Northern Alberta Development Council
Postal Bag 900-14
Peace River, Alberta, T8S 1T4
780-624-6274
nadc.council@gov.ab.ca



Request Form



Company/Organization name			
Company/Organization address	Town/City	Province	Postal Code
Contact name	Phone number () --	Email address	

Please outline your planned use of the Opportunity North materials

What types of positions do you need to fill?

Where are you recruiting?
 Alberta other parts of Canada United States Overseas (please specify) _____

How will you distribute the Opportunity North materials?

How will you use the Opportunity North logo in your recruitment materials?
 Newspaper ads Website Brochures Newsletter Other (please specify) _____

We ask for your feedback

What is the usefulness of the Opportunity North material in the recruitment of employees?

	Not Useful	1	2	3	4	5 Very Useful	Haven't seen
Website		"	"	"	"	"	"
CD-ROM		"	"	"	"	"	"
Brochure		"	"	"	"	"	"
Website Business Card		"	"	"	"	"	"

What would make this material more useful in your recruitment efforts?

Please give any further comments you may have about the Opportunity North material.

Request for free materials

Please note that quantities may be limited depending on demand.

	One sample	or	# of items requested
Website Business Cards	/		_____
Brochures	/		_____
CD-ROMs	/		_____

Logo (The Opportunity North logo is available in printed version or electronic format for inclusion in your recruitment materials.)
 jpg tif eps printed version

Send electronic logo via email to _____

Please send or fax this Request Form to

Northern Alberta Development Council
 Postal Bag 900-14
 Peace River, Alberta T8S 1T4
 Fax: 780-624-6184



Agreement

I understand that the objective of the Opportunity North website, CD-ROM, brochure, business card and logo is to assist in recruiting employees to northern Alberta. I agree to use the materials in ways that meet this objective.

 Contact signature

 Date