



bemc

Bridge to Employment
in Media & Communications

Information Session

Delivered by:



Funded by:





Introductions

Name

Country of origin

Professional Background

Career Goal

Settlement

Education, Housing,
Immigration, health, etc.

Language Instruction

LINC classes for newcomers,
LIGHTS program for Trauma
Survivors

Adult Education
Bridging Programs:
Mental Health,
Media and Comms.,
Human Services,
Coding for Women



Mennonite
new life
centre

Employment

Counselling,
Job search workshops,
Entrepreneurship, job
fairs, etc.

Counter Human
Trafficking

Mental
Health Counselling
Individual & groups

Bridge Training Programs at MNLCT



bemc

Bridge to Employment
in Media & Communications



brem

Bridge to Registration and
Employment in Mental Health



besip

Bridge to Employment in
Services for Immigrant Populations



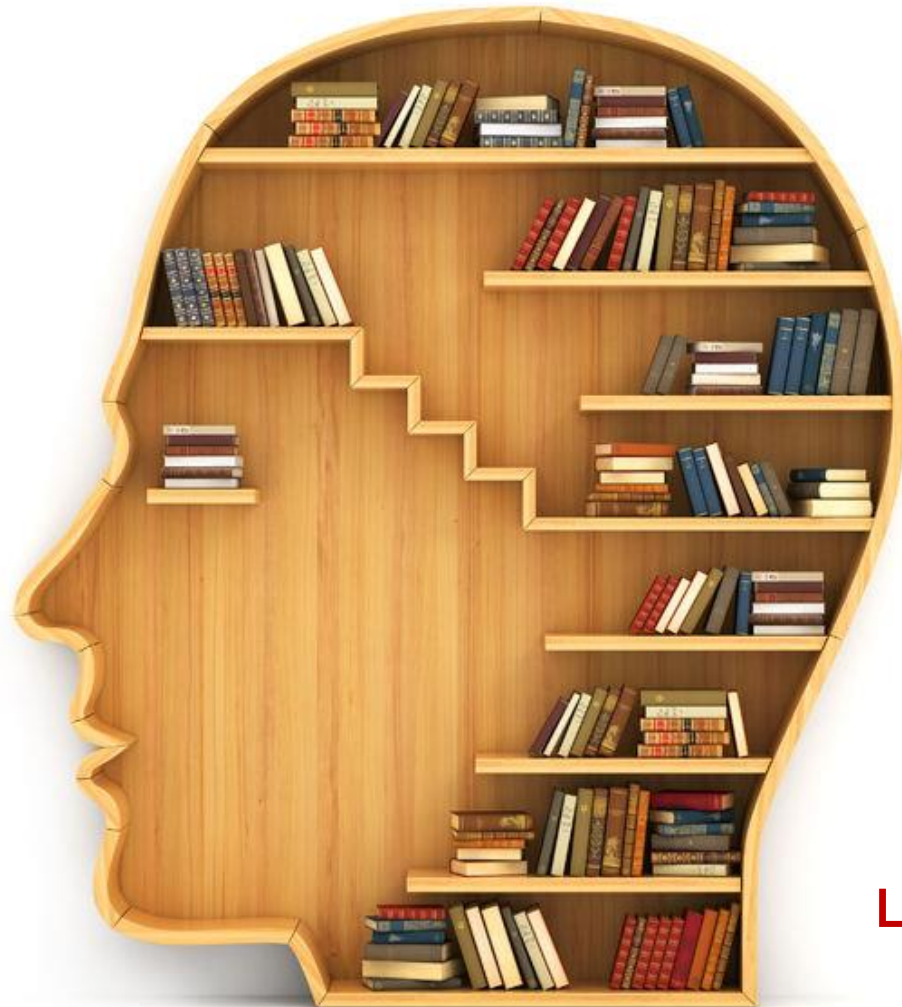
c-women

Bridge for Immigrant Women
Reskilling into IT Coding Professions

What is a Bridge Training Program?



Before immigration...



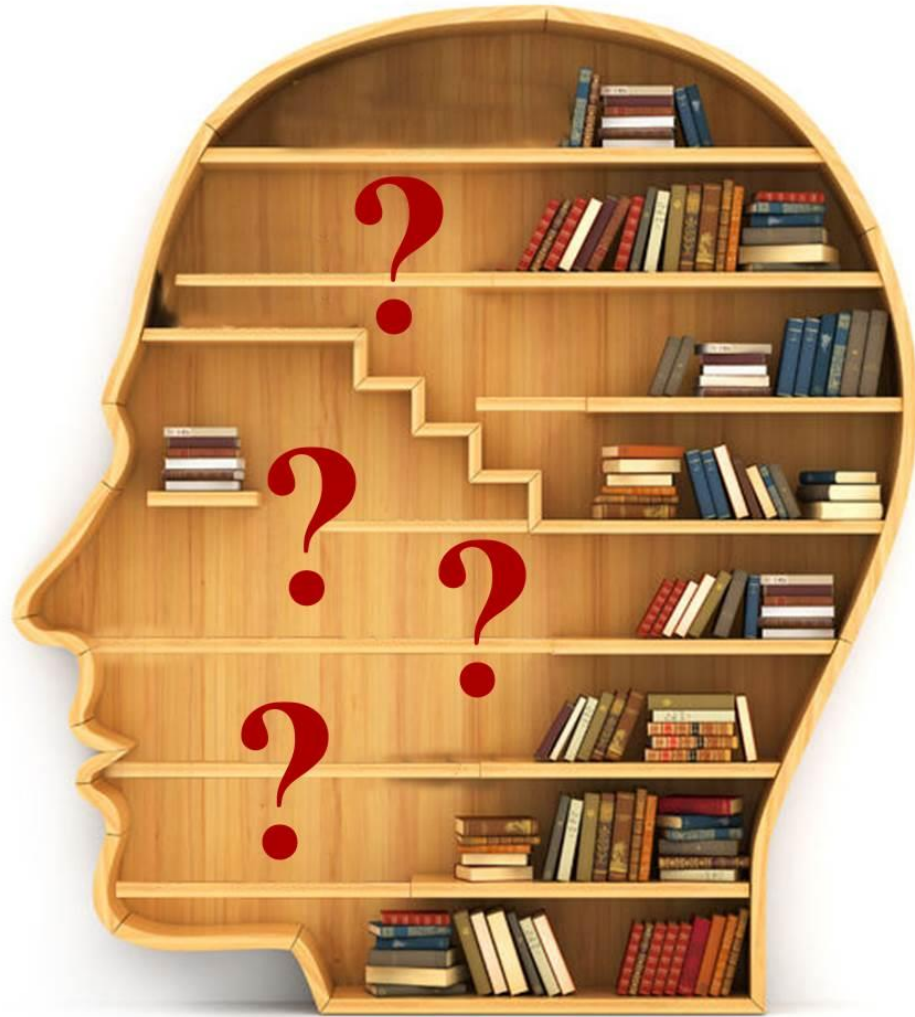
Experience

Education

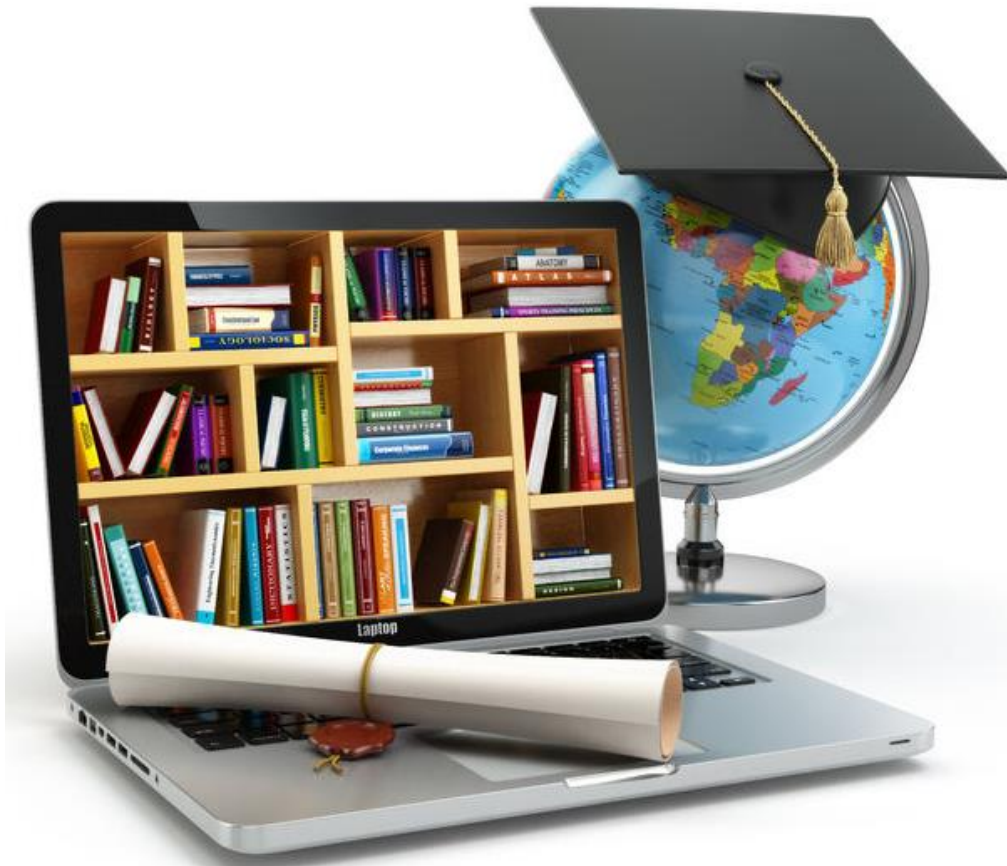
Culture

Language

After immigration...



What sort of “education” do you need to fill the new gaps?



Bridge training program



What our students can learn in BEMC...



Jean Pilaprat

BEMC Instructor: Marketing and Branding Course



Site Visit to OMNI/Rogers station

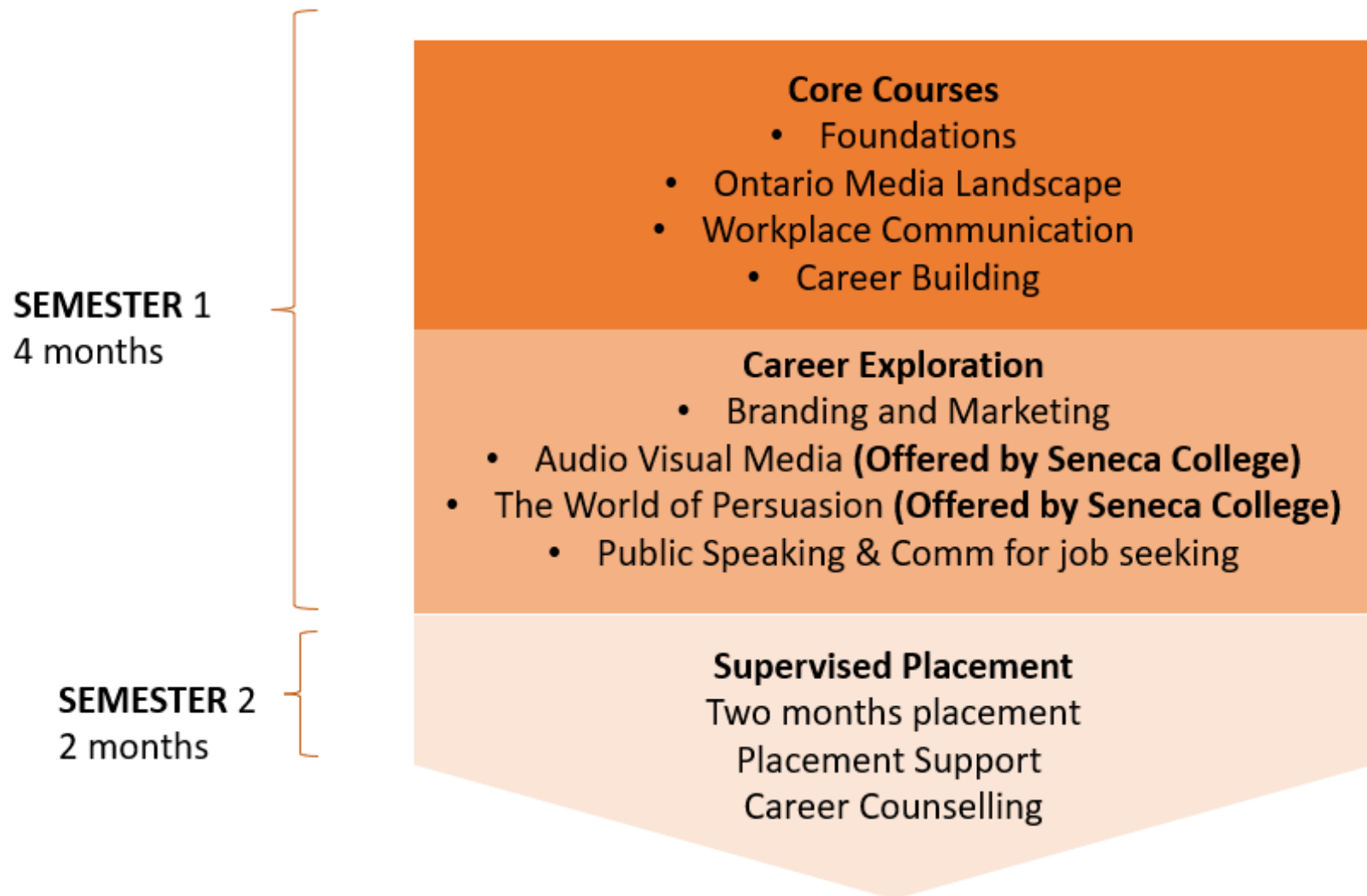
About BEMC

BEMC program

A 6-month program designed to prepare internationally trained media and communications professionals to find meaningful entry level jobs in Ontario in the fields of:

- Communications and Public Relations
- Broadcast Media
- Photography and Photojournalism
- Videography
- Marketing & Branding
- Web and Graphic design





BEMC Program timelines

\$900 total Tuition:

- \$100 to BEMC
- \$800 for Seneca courses and services (might be covered by OBPAP if eligible)
- \$0 for all the rest!

Includes:

- 6 Bridging Courses
- 2 Seneca Courses + Student status with Seneca (Access to various services) for 4 months
- Certificate of Course completion in Audio-visual & Communications from Seneca College.
- Membership with [International Association of Business Communicators \(IABC\)](#)
- Continuous support from the Bridging Team

Fees for Fall 2023



Financial Support for bridging programs:

Achēv (loan)

**Windmill
Microlending(loan)**





Work Placements

Some partners

MYSTIQUE
BRAND COMMUNICATIONS



Bay Street Bull



Site Visit to OMNI/Rogers station





Career Day at Corus Media



“Canadian Experience”

David Gomes

Current Position: Social Media & Communications Coordinator

Agency: New Horizons Media Inc.



bemoc

Bridge to Employment
in Media & Communications

Is this
program
for me?

Eligibility

Who: Internationally trained professionals

Education: Undergraduate degree/diploma in media, communications, public relations or a related field

Experience: A minimum of two years of direct work experience in media, communications, public relations or a related field (outside of Canada)

Immigration status - Permanent resident, Convention Refugee, Refugee Claimants with a valid Work Permit, naturalized Canadian citizens, CUAET

Language: CLB 7 (Canadian Language Benchmark 7)

Residence: Ontario

Computer literacy: Strong computer use; Office suite, video conferencing

Personal Readiness: Highly motivated and able to commit

Required Documents

Credential assessment,
or officially translated
diplomas/certificates

Valid CLB Language
Assessment.
(Appointments for assessment
can be arranged)

Employment verification
letter(s) from work
supervisors outside of
Canada (only related to
media & communications)

Work samples/links

Resume and
Cover letter

Immigration document &
Social Insurance Number
(SIN) (for registration with
the funder)

Application Process

Step 1

[Fill out the Application Form](#), and upload documents in the same platform.

Step 2

Eligible applicants will be invited for a 30 mins interview and potentially an assessment

Step 3

Fill up OBTP Registration form and meet with a Placement Counselor to be enrolled in BEMC program

Program Intake & Commitment

- In-Class:
 - Mon-Fri, 9:00 am-12:30 pm + 2-3 hours per day for asynchronous learning, assignments and/or meetings
 - 5 days per week in total
 - Audiovisuals: **3 Saturdays (9:00am-3:30pm - On Campus - Seneca @ York)**
- Supervised placement: 2-3 full workdays/week at the agency
- Site visits - TBC
- Student must **log into classes through Laptop/Desktop only and not mobile devices**. Please feel free to contact us if you need assistance on this matter. Accommodations will be reviewed based on individual needs

About the assessment of communications skills

- Listening - presentation video + questions
- Reading - professional article + questions
- Writing - articulating personal opinions
- Computer literacy - basic tasks (Word, Excel, PowerPoint, internet search, sending email)



Application Timeline for the Winter Intake



- ❑ Start date - **October, 2023**
- ❑ Application deadline - **August, 2023**
- ❑ Screening of Applications - **Ongoing**
- ❑ Interview (and Written Assessment, if required) - **May - Sep 2023**
- ❑ Admission Acceptance Notification- **October 2023**
- ❑ Next Cohort: **October 2023**

My experience with BEMC:

Dean Lobo

Current Position: Communications Specialist

Agency: The 519



My experience with BEMC:

David Gomes

Current Position: Social Media & Communications Coordinator

Agency: New Horizons Media Inc.



What will you gain by participating in BEMC?



IN-DEPTH UNDERSTANDING OF MEDIA AND COMMUNICATIONS LANDSCAPE, PRACTICES, CURRENT TRENDS, AND CAREER OPPORTUNITIES IN ONTARIO



ASSESSING YOUR SKILLS FOR LOCAL JOB MARKET AND EXPLORING YOUR OPTIONS



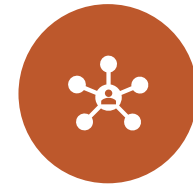
MEMBERSHIP WITH INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS - IABC



GREATER CAPACITY TO WORK WITHIN THE CANADIAN MULTICULTURAL ENVIRONMENT



IMPROVED PROFESSION-SPECIFIC LANGUAGE, AND CULTURALLY APPROPRIATE PROFESSIONAL COMMUNICATION SKILLS



VALUABLE PERSONAL AND PROFESSIONAL NETWORKS. NO MORE PROFESSIONAL AND PERSONAL ISOLATION!

What will you gain by participating in BEMC?



WSIB INSURANCE FOR
PLACEMENT



ACCESS TO HANDS-ON,
SUPERVISED PLACEMENT
AND LOCAL
CANADIAN REFERENCES



EMPLOYMENT SUPPORTS



LETTER FOR SUBSIDIZED
CHILDCARE



DEDICATED AND
SUPPORTIVE STAFF AND
INSTRUCTORS

“What students gain in BEMC”

Jean Pilaprat

BEMC Instructor: Marketing and Branding Course



Learn more and contact the program

Website: www.mnlct.org/bridgingprograms

Jessica Lopez, Admissions Officer

Venotha Ganeshalingam, Admissions Officer

Email us at: bridging@mnlct.org

Tel. 647-812-1332 ext 8016





“Learning never stops”

Dean Lobo

Current Position: Communications Specialist

Company: The 519

Remember!

“Life is not about how many times you fall down. It's about how many times you get back up.”

- Jaime Escalante

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Questions?

