



NEW CANADIANS
TV Show



Tell Stories

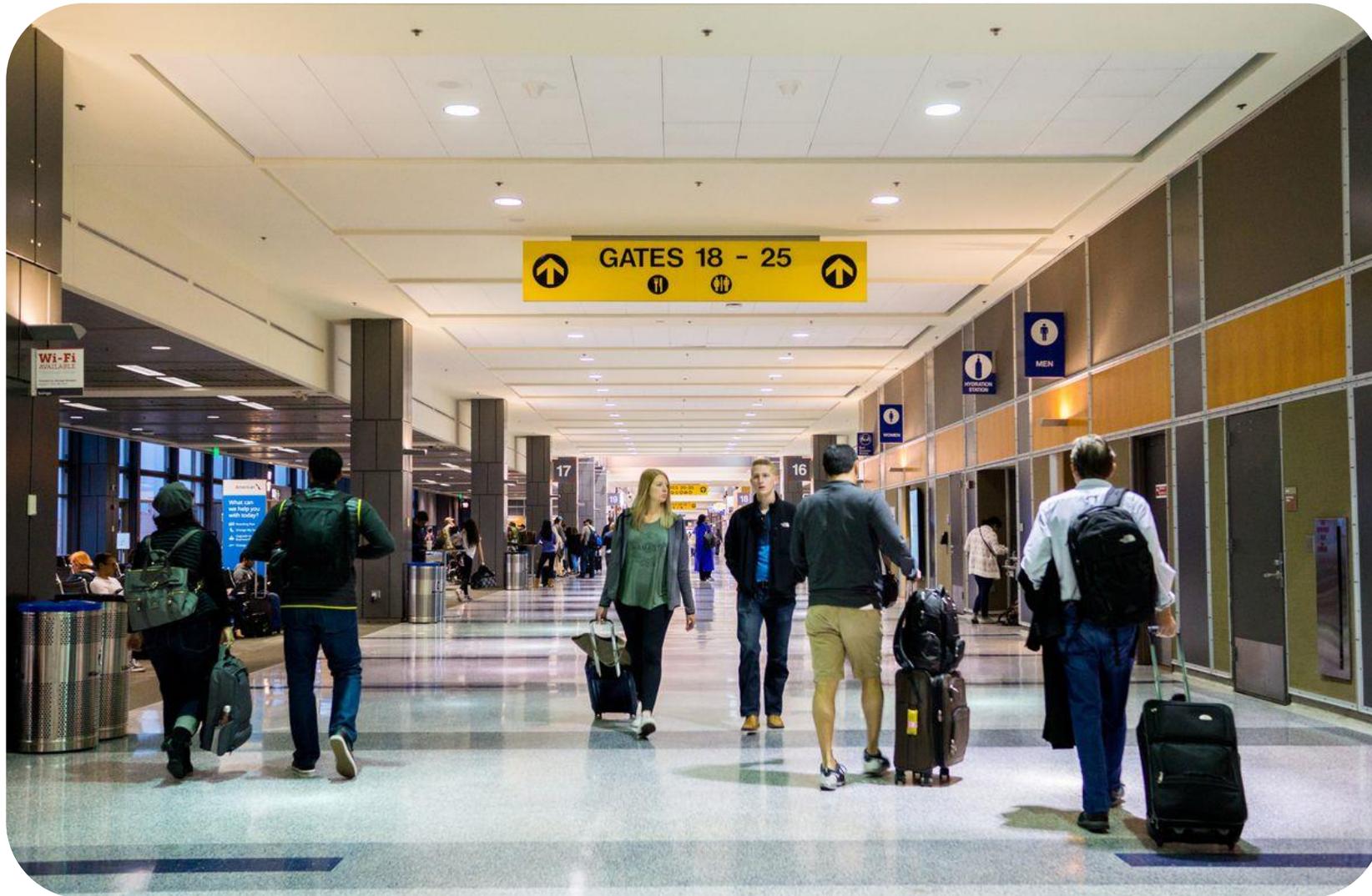
Attract
Immigrants



PATHWAYS TO PROSPERITY . MONTREAL .
NOVEMBER 23, 2018



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- **Decision making process:**
 1. **Family or friends in the community**
 2. **Employment or business opportunities**
 3. **Pre-migration perceptions**
 4. **Lifestyle factors**





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- 1. Toronto**
- 2. Montreal**
- 3. Vancouver**

70%





- **Putting small and medium communities on the immigrant map**





“Certainly there are advantages in larger (urban) centers, but there are a great deal of opportunities in small and medium-size centers that I don’t think are talked about enough. The quality of life in a smaller center, the closeness of communities, the access to natural spaces, to green spaces are abundant in smaller centers...”





- **OCASI survey:**

- **16.9% - not having used any type of support services**
 - **35% - not needing assistance**
 - **29.9% - not knowing about the availability of services**
 - **10.7% - needs being met before turning to a service provider**





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Office of Immigration - Prince Edward Island
921 subscribers

94 Euston Street, 2nd Floor | Charlottetown, PE

OFFICE OF IMMIGRATION

HOME VIDEOS PLAYLISTS CHANNELS ABOUT

POPULAR UPLOADS PLAY ALL

- Moving to Canada: City of Summerside, Prince Edward...**
11K views · 1 year ago
- Moving to Canada: City of Charlottetown, Prince Edwa...**
9.3K views · 9 months ago
- How to - Rent or Buy a Home in Prince Edward Island**
7.9K views · 1 year ago
- PEI PNP Immigration Profile - Youling Wei**
6.5K views · 2 years ago

FEATURED CHANNELS

- Prince Edward Island
SUBSCRIBE
- Finance PEI
SUBSCRIBE
- Innovation PEI Econo...
SUBSCRIBE



OpportunityAlberta
1,891 subscribers

Alberta
Canada

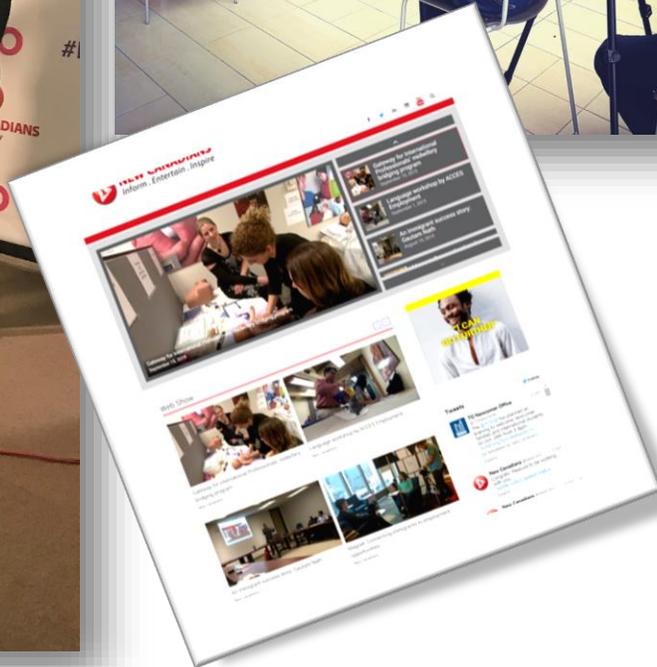
HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

NEWCOMERS IN ALBERTA PLAY ALL

- Calgary Centre for Newcomers - EthniCity...**
OpportunityAlberta
2.6K views · 7 years ago
- Celebrating Diversity in Alberta**
OpportunityAlberta
8.4K views · 7 years ago
- Celebrate Diversity in Alberta -- Africa**
OpportunityAlberta
2.8K views · 7 years ago
- Celebrate Diversity in Alberta -- Chile**
OpportunityAlberta
1.6K views · 7 years ago



NEW CANADIANS TV Show





TV

*(30 minute episodes;
4 stories/episode)*

- Settlement
- Employment / Small Business
 - Education
 - Successful Immigrants
- News / Events



OMNI[™]
TELEVISION

Web

- TV Episodes
- Standalone Video Stories
- Q&A Interviews
 - News
 - Articles
- Newsletter
- 3rd Party Content



newcanadians.tv

Events

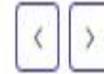
- Webinars
- Immigrant Business Expo
- Immigrant Business Café
 - Other



- **“Welcome to...” series**
 - **Overview of the region**
 - **Key industries**
 - **Employment opportunities**
 - **Small business support**
 - **Settlement support**
 - **Housing**
 - **Education**
 - **Newcomers**



TV Show



- National TV broadcast (OMNI TV)
- Online (newcanadians.tv)
- YouTube (New Canadians TV)
- TV commercials
- Newsletter
- Social Media channels
- Webinar(s)
- Online banner/video ads
- Content integration



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Thank You