

## BRIEF FOR VENDORS

<p><b>Brief for Illustrated Handout</b></p>	<p><b>Objective for CAIP Illustrated Handout</b></p>
<p><b>Date</b></p>	<p>June 9, 2022</p>
<p><b>Situation</b></p>	<p>The Toronto Region Immigrant Employment Council (TRIEC) is a non-profit organization that brings together leaders, who are committed to helping immigrants and employers succeed. TRIEC helps employers make the most of the Greater Toronto area’s culturally diverse workforce, while helping immigrants connect to employment that fully leverages their skills and talents.</p> <p>The Career Advancement for Immigrant Professionals (CAIP) program works with employer partners to better support immigrant professionals with career advancement.</p> <p><a href="https://triec.ca/career-advancement/">https://triec.ca/career-advancement/</a></p>
<p><b>Brief and Audience</b></p>	<p>The CAIP program has created text for a handout to help participants better understand the importance of building strong professional relationships and how to do this. The handout will be used in the following ways:</p> <ul style="list-style-type: none"> <li>• As a handout for program participants (both immigrants and their managers)</li> <li>• A resource to be shared with participants in other TRIEC programs (e.g., immigrant professionals and their mentors)</li> <li>• To be available on the TRIEC site as a free download for anyone who is interested.</li> </ul> <p>The audience for the handout is immigrant professionals as well as managers and mentors who want to support immigrant professionals with career progression.</p>
<p><b>Look and Feel</b></p>	<p>The TRIEC brand guidelines will be used.</p> <p>It should have a professional, corporate feel to it as our audience will be receiving the handout as part of a workplace professional development program.</p> <p>People represented in graphics should be diverse.</p> <p>Examples of graphic elements we like include:</p> <ul style="list-style-type: none"> <li>• <a href="https://triec.ca/research-and-insights/immadvancement/">https://triec.ca/research-and-insights/immadvancement/</a></li> <li>• <a href="https://triec.ca/research-and-insights/imm-workforce-trends/">https://triec.ca/research-and-insights/imm-workforce-trends/</a></li> </ul> <p>We do not want replicas of these graphics but rather for the designer to use these as a jumping off point (we do not want something that looks like the same stock graphic images that are seen everywhere but we do want images that are recognizable as people and are appropriate for a professional, workplace document).</p>

<b>Deliverables/outputs</b>	<p>Project Deliverables</p> <p>Using the text and input from the CAIP team, create a handout with graphics to illustrate the key points on how and why investing in building professional relationships is important (<b>like an infographic but without data</b>).</p> <p>The handout will have three pages:</p> <ul style="list-style-type: none"> <li>• The first page will be the one requiring graphics (where the key points are explained).</li> <li>• The second and third pages are mainly text – they will give examples of what someone could do. These do not need graphics but the layout and feel should match the first page.</li> </ul> <p>The brand elements should be in line with TRIEC’s brand’s logos, colours and icons.</p> <p>The document must also be editable as we may want to update the text at a later date (formats can be discussed, but InDesign or a Microsoft program could work for us).</p>
<b>Special factors</b>	<p>Rachel Crowe, Project Manager, Career Advancement for Immigrant Professional, will direct the project.</p> <p>Brand guidelines will be available to help implement colours and fonts. Images and logos will be provided by TRIEC as well.</p>
<b>Timetable/ key milestones</b>	<p>Timeline: June – July 2022.</p>
<b>Budget</b>	<p>The cost will be paid for by TRIEC</p>
<b>Contact</b>	<p>Rachel Crowe</p> <p>Project Manager, Career Advancement for Immigrant Professionals Pronouns: She/her</p> <p>Email: <a href="mailto:rcrowe@triec.ca">rcrowe@triec.ca</a></p>
<b>Enclosures/sources of reference</b>	<ul style="list-style-type: none"> <li>• Brand standards manual</li> <li>• Examples of the tone and style</li> </ul>