

Attention News and Assignment Editors**MEDIA ADVISORY****Polytechnics conference draws CEOs and provosts from across Canada**

Sector experts, commentators focus on market-relevant higher education

REGINA, May 6, 2015 – Senior executives from polytechnics across Canada are gathering in Regina this week to hear from leading commentators and key sector experts on topics ranging from market-relevant higher education to the federal election.

With co-host Saskatchewan Polytechnic, Polytechnics Canada is holding its annual conference in Saskatchewan for the first time. Media are welcome to attend sessions on Wednesday night and Thursday morning.

The conference will open tonight with a dinner at the Queensbury Centre. Speakers include Advanced Education Minister Kevin Doherty, former Roughrider Mike McCullough and entrepreneur Elysia Vandenhurk.

Keynote speakers tomorrow, May 7, at the Hotel Saskatchewan are:

- Bruce Anderson of i2 Ideas and Issues Advertising – Federal Election 2015 Outlook. Anderson, former president of Decima Research, is a regular member of the CBC's At Issue panel and writes a weekly online column for The Globe and Mail.
- David Arkless of CDI Corporation – Global Demand for Market-Relevant Education and Training. Arkless is a world-renowned expert on labour market trends with widespread experience of helping countries to develop their labor market strategies. He advises the U.S. State Department and various departments in the European Union.

Additionally, a panel of insiders from key sectors will discuss labour market needs facing their sectors, along with key initiatives and solutions:

- Cheryl Knight, former executive director and CEO of the Petroleum Human Resources Council of Canada, currently an independent consultant.
- Derek Lothian, vice president, Canadian Manufacturers and Exporters; executive director, Saskatchewan Manufacturing Council.
- Pam Schwann, executive director, Saskatchewan Mining Association.

Media are invited to attend these sessions. Times and locations appears on the accompanying conference backgrounder.

For more information, contact:

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Information about Polytechnics Canada can be found at www.polytechnicscanada.ca.

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