

**We are  
looking for  
aftermarket  
heroes!**



## Heroes?

Canadian youth need role models like you to help them plan their futures. The [Automotive Industries Association \(AIA\) of Canada](#) and [Let's Talk Science](#) have partnered to create career profiles and video interviews that will help young people learn about the great careers in the automotive aftermarket industry.

## Why should I do it?

To share your knowledge and passion for the automotive aftermarket industry with students across Canada! Your participation has the potential to:

- inspire a child to take up a career in the aftermarket;
- increase visibility of your business or shop;
- improve the image of the industry; and
- showcase how STEM\* skills are relevant to your profession.

*\*science, technology, engineering and math*

This initiative is a joint collaboration of  
AIA Canada and Let's Talk Science:

let's talk   
science

  
aia  
Canada

# Ok, what's involved?

We're looking for volunteers working in the mechanical and collision sectors in a variety of professions such as automotive service technicians, body repair technicians, estimators, shop managers, customer service representatives, parts personnel, and more! Interviews will be in either English or French.

## **Online Questionnaire:**

All we require is 20 minutes of your time to fill out an online questionnaire. This questionnaire is designed to bring out the most interesting aspects of your work, highlighting the relevance of science, technology, engineering and math (STEM) skills.

## **Over the Phone Interview:**

Don't feel like writing? No problem. Share with us your contact details and availability and we will arrange for someone to interview you over the phone. Time commitment: 20 minutes or more, if you feel chatty!

## **Offline Questionnaire:**

We also have a good ol' Word document we can send over. You can complete the questionnaire in 20 minutes or more, depending on how verbose you feel that day.

## **Sample Career Profiles:**

Check out some career profiles done in the past: [Career Profiles](#)

# I'm feeling adventurous!

Sign up for a video interview! A video profile is a great way of showing your work and getting your passion for the industry across. We are also shooting few 360° videos. These provide a virtual reality view of a workplace seen through the eyes of the worker. A huge hit with students!

Currently, video interviews are only being conducted in the GTA region, owing to costs and logistics. If you live in the GTA, get in touch with us and we will send over a videographer based on your availability.

## **Sample Video Profiles:**

Check out some 360° video profiles done in the past: [Video Profiles](#)

# Your consent is important.

You will have complete control over your career profile, image, and/or video. By giving consent, you agree to let AIA Canada and Let's Talk Science use your career profile, image, and/or video jointly or individually on our respective websites, advertisements, educational programs, promotional materials, and in other programs or initiatives.

We will always keep you in the loop. You will have an opportunity to review and approve the final version before it is published. We will also let you know where and when it has been published. You can request to have your profile updated or removed from our websites at any time.

## Am I famous now?

Depends. For 2018, we're looking to create a total of eight (8) bilingual career profiles and two (2) video profiles. Our criteria includes:

- Four (4) profiles from the mechanical sector
- Four (4) profiles from the collision sector

We will do our best to select a range of volunteers from different parts of Canada. We want our career and video profiles to reflect the diversity and inclusivity of our industry.

We will inform you if you have been selected to interview for this year. If you haven't been selected for this round, we will keep your name on file if you fit the criteria to contact for the next round of interviews.

## Let's get going.

So what are you waiting for! Get in touch for more info:

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