

Starting Your Immigration Journey in 2026

February 12, 2026

With Guests from:
Cohen Immigration Law, CELPIP, and TD Bank



Your Trusted Source on
Canadian Immigration.



canadavisa.com

Agenda

1. Immigrating to Canada

Cohen Immigration Law

- Permanent Residence via Express Entry
- Submitting your application with Guided Submission

3. Building Your Career in Canada

TD Bank

- Research & networking
- Building your brand
- Resume writing
- Interview techniques

2. Language Testing

CELPIP

- Language test score & CLB levels
- Impact of CLB on Express Entry scores
- How to prepare for test day success

4. Question Period

CanadaVisa & Panel

- Get your questions answered by our experts



Your Trusted Source on
Canadian Immigration.

Pursuing Permanent Residence through Express Entry

Olivia Cohen

February 12, 2026



COHEN IMMIGRATION LAW
SINCE 1976

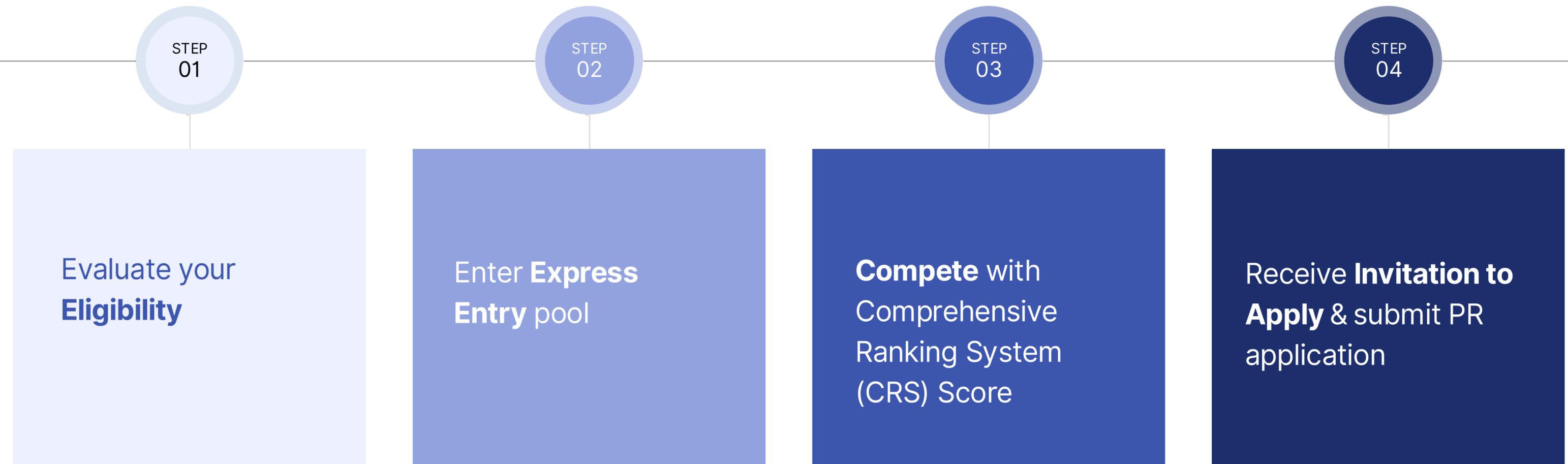


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Pursuing Permanent Residence (PR)



How to get an invitation to apply (ITA) through the Express Entry system





Three Key Questions

The Express Entry journey comes down to three questions

01

Am I eligible?

Meeting the minimum criteria to enter the Express Entry Pool.

02

Am I competitive?

Evaluating how candidates get invited to apply for Permanent Residency

03

How do I apply?

Navigating the required forms and documents

Being Eligible for Express Entry

Federal permanent residence programs managed through Express Entry



The **Canadian Experience Class**
(CEC)



The **Federal Skilled Worker Program**
(FSWP)



The **Federal Skilled Trades Program**
(FSTP)



Skilled Work Experience

TEER	Definition
0	Management positions
1	Typically requires university degree
2	Typically requires 2 years' work experience; OR supervisory positions
3	Typically requires 6 months' work experience
4	Typically requires 2 weeks' work experience
5	Typically requires only short-term work demonstration



**Express Entry
eligible**

Skilled Occupations



TEER	Example Occupations
0	<ul style="list-style-type: none"> Executive leadership (CEO, CFO, VP) Application development manager Branch manager (of a bank) Sales manager
1	<ul style="list-style-type: none"> Engineer Secondary school teacher Computer programmer University professor
2	<ul style="list-style-type: none"> Plumber Manager of customer service associates Early childhood educator Medical radiation technologist
3	<ul style="list-style-type: none"> Roofer Cook

Express Entry Requirements



Minimum requirements for work experience, official language proficiency, and education



**One year of skilled
work experience**



**Test results from an
approved testing
provider showing
language proficiency
in English or French**



**Educational
Credential
Assessment(s)
(ECAs) for any foreign
degree(s)**

Educational Credential Assessments (ECAs)



Required for **foreign degrees** to count in Express Entry



Provided by government-approved organizations (e.g., **World Education Services**)



Valid for **5 years**

Comprehensive Ranking System (CRS) Score

Your CRS score determines how competitive you are in the Express Entry pool

up to 600 points

Core Factors



Core / Human Capital

Age, Work experience, Language proficiency, Education



Spouse Factors

Education, Language proficiency, Canadian work experience, Skill Transferability

up to 600 points

Additional Factors

- **French proficiency:** 50 pts
- **Canadian postsecondary education:** 30 pts
- **Sibling in Canada (PR/citizen):** 15 pts
- **Provincial/territorial nomination:** 600 pts

Total

Up to 1,200 points

Increasing your CRS Score



Four key strategies to boost your CRS score

Strategy 1

Maximize your **language proficiency**

Up to +50 pts per level

Strategy 3

Get **ECAs** for your foreign degrees

Up to +32 pts (Human Capital & Transferability)

Strategy 2

Gain a **Canadian education**

Up to +30 pts per level

Strategy 4

Gain **Canadian and foreign work experience**

Up to +80 (Can.) / +50 (foreign)

Example EE Candidate: Sarah

Today

Factor	Value
Age	25
Education	Bachelor's (Canadian)
Canadian work experience	1 year
Foreign work experience	1 year
English proficiency	CLB 8
CRS Score	476

Work experience and language are your biggest levers.
 Even one additional CLB level can mean 30+ extra points.

Example

After 2 Years

Factor	Value
Age	27
Education	Bachelor's (Canadian)
Canadian work experience	3 years (+2)
Foreign work experience	1 year
English proficiency	CLB 9 (+1 level)
CRS Score	556 (+80 points)

Provincial Nominee Programs



Enhanced PNP streams integrate with the Express Entry system

STEP
01

Receive nomination
from a province or
territory

STEP
02

+600 CRS
points added to
your score

STEP
03

Virtually
guarantees an
invitation to apply

Many Express Entry-aligned streams across Canada each province sets its own eligibility criteria

Category-Based Draws

IRCC targets candidates meeting specific criteria tied to Canada's priorities



French language draws

Requires French proficiency at NCLC 7+

Your occupation must match specific **NOC codes designated by IRCC**

Occupation-based draws

Requires 6 months of continuous work in a qualifying occupation (past 3 years)

 Healthcare

 Transport

 STEM

 Agriculture and agri-food

 Trades

 French language proficiency

Guided Submission

We do the thinking. You do the data entry.

Do-It-Yourself

\$0

- ✓ Information from government websites
- ✓ Information from forums
- ✓ Help from friends

Guided Submission

\$495

\$99/month for 5 months

- ✓ Expert Review
- ✓ Application Co-Pilot
- ✓ Unlimited Support

Full Representation

\$2,000+

- ✓ Hands-Off
- ✓ Representation
- ✓ Legal Defense



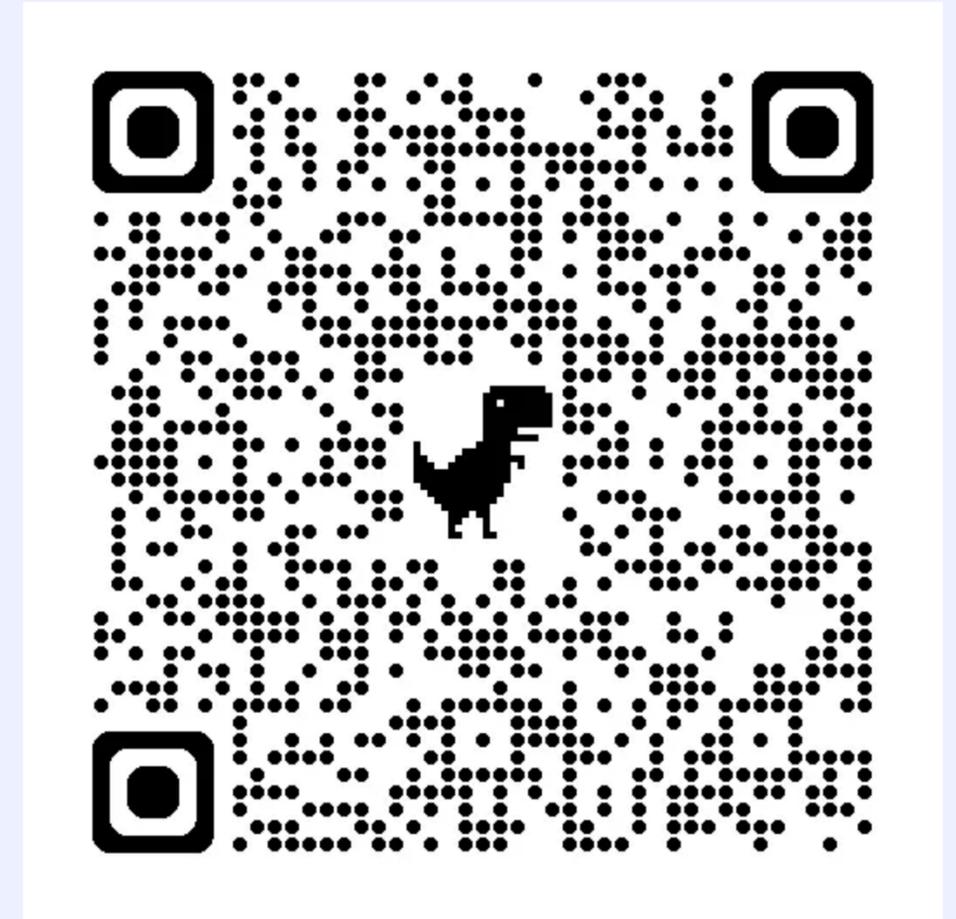
Check Your Eligibility Today

Take Your Free Eligibility Assessment



Benefit

- See your estimated CRS score
- Discover programs & provincial nominations you qualify for
- Get a clear picture of your next steps

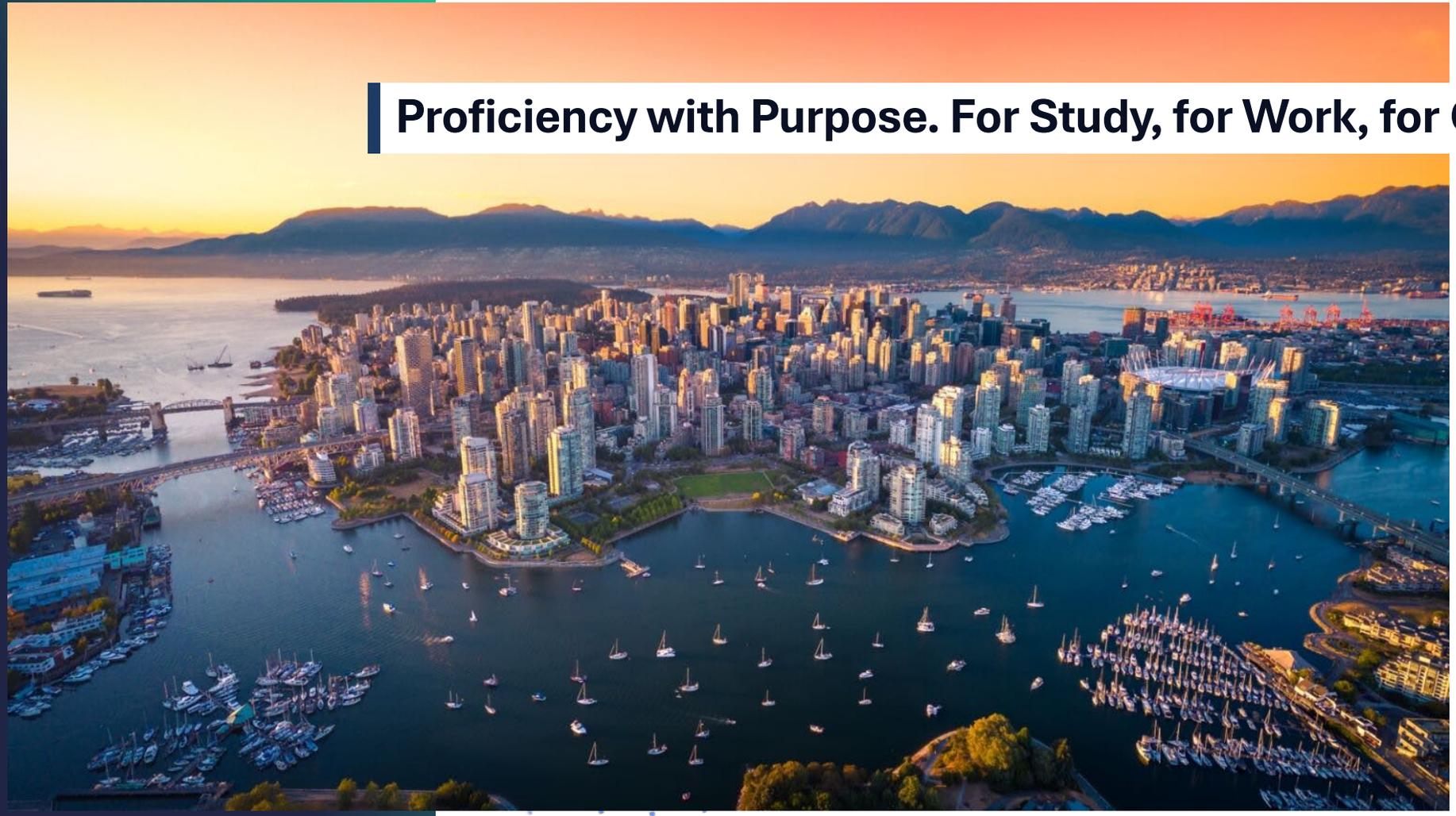


Scan to Start!



COHEN IMMIGRATION LAW
S I N C E 1 9 7 6

Proficiency with Purpose. For Study, for Work, for Canada!



CELPIP

GENERAL

- Accepted by **Immigration, Refugees and Citizenship Canada (IRCC)** as proof of English language proficiency for permanent residency
- Accepted by the **Australian Office of Home Affairs** for visa applications
- Accepted for **PGWP** Applications
- Accepted by numerous professional organizations, including:
 - College of Immigration and Citizenship Consultants (CICC)
 - Real Estate Council of British Columbia (RECBC)
 - Chartered Accountants Australia and New Zealand

CELPIP

GENERAL LS

- Accepted by Immigration, Refugees and Citizenship Canada (IRCC) as proof of English language proficiency for Canadian **citizenship**



CELP^{IP}

GENERAL

Accepted for permanent residency, express entry, PGWP, provincial nominee programs and DHA visa purposes. The total test time is approximately **3 hours** and is completed in **one sitting**. International test fees may vary.

CAD **\$290**
+ tax

■ Listening

Listen to passages and answer questions

46–55 minutes

■ Reading

Read passages and answer questions

43–56 minutes

■ Writing

Respond to questions with written answers

53 minutes

■ Speaking

Reply to on-screen prompts verbally

15 minutes

CELP^{IP}

GENERAL LS

Accepted for Canadian citizenship applications. The total test time is approximately **1 hour and 10 minutes** and is completed in **one sitting**. Only available in Canada.

CAD **\$195**
+ tax

■ Listening

Listen to passages and answer questions

46–55 minutes

■ Speaking

Reply to on-screen prompts verbally

15 minutes

CELPIP*

Global
Reach
across
**220+ Test
Centres &
growing!**



Australia, Bangladesh, Brazil, Canada, China, Colombia, Ecuador, France, Germany, Ghana, Hong Kong, India, Indonesia, Ireland, Jamaica, Japan, Korea, Kuwait, Lebanon, Mexico, Morocco, Nepal, New Zealand, Nigeria, Pakistan, Philippines, Qatar, Saudi Arabia, Singapore, South Africa, Sri Lanka, Taiwan, Thailand, United Arab Emirates, United Kingdom, United States

SCORE ALIGNMENTS

Test Level Descriptor	CELPPI Level	CLB Level
Expert proficiency in high-stakes social, educational, or workplace contexts	12	12
Advanced proficiency in high-stakes social, educational, or workplace contexts	11	11
Highly effective proficiency in some high-stakes social, educational, or workplace contexts	10	10
Effective proficiency in some high-stakes social, educational, or workplace contexts	9	9
Good proficiency in more demanding social, educational, or workplace contexts	8	8
Adequate proficiency in somewhat demanding social, educational, or workplace contexts	7	7
Developing proficiency everyday social, educational, or workplace contexts	6	6
Acquiring proficiency in everyday social, educational, or workplace contexts	5	5
Adequate proficiency for daily life activities	4	4
Some proficiency in limited contexts	3	3
Limited ability in contexts related to immediate needs	2	1, 2
Insufficient information to assess	1	/
Insufficient information to assess	0	/
Not Administered: test taker did not receive this test component	NA	/

SCORE ALIGNMENTS

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Good proficiency in more demanding social, educational, or workplace contexts	8	8
Adequate proficiency in somewhat demanding social, educational, or workplace contexts	7	7
Developing proficiency everyday social, educational, or workplace contexts	6	6
Acquiring proficiency in everyday social, educational, or workplace contexts	5	5
Adequate proficiency for daily life activities	4	4
Some proficiency in limited contexts	3	3
Limited ability in contexts related to immediate needs	2	1, 2
Insufficient information to assess	1	/
Insufficient information to assess	0	/
Not Administered: test taker did not receive this test component	NA	/

APPROVED FOR CANADIAN IMMIGRATION PATHWAYS

Officially accepted for **Permanent Resident applications** by **Immigration, Refugees and Citizenship Canada (IRCC)**, including:

- Canadian Experience Class
- Federal Skilled Worker Program
- Federal Skilled Trades Program
- Provincial Nominee Program
- Healthcare and social services
- Post-Graduation Work Permit, etc.



Approved for Post Graduation Work Permit Applications

CELPIP results are accepted by Immigration, Refugees and Citizenship Canada (IRCC) for **Post-Graduation Work Permit (PGWP)** applications.

Important note: *When registering, please select IMMIGRATION, REFUGEES and CITIZENSHIP CANADA (IRCC) as the primary reason for taking the test > Permanent Residence (PR)/Temporary Residence (TR) in Canada.*

For more information, please visit the **[IRCC website](#)**.



APPROVED BY LICENCING AND REGULATORY BODIES

Regulatory Body Acceptance

CELPIP scores are accepted by major Canadian regulatory bodies, including **CICC**, **NAPRA**, **CAPR**, and **CAMLPR**, for professional certification.

Provincial Licensing Recognition

Provincial licensing bodies such as British Columbia's **College of Physicians** and Ontario's **Respiratory Therapists**, as well as the Government of Western Australia's Department of Training and Workforce Development, accept CELPIP for credential recognition.

Healthcare Program Admission

CELPIP is recognized for admission to healthcare programs, such as the **BC Health Care Assistant Program**, that require specific score thresholds.

Real Estate Licensing

Real estate licensing authorities in Alberta and Saskatchewan accept CELPIP scores as proof of English proficiency for licensing eligibility.

Financial and Accounting Licensing Bodies

Major Canadian and Australian financial services regulators, such as **Chartered Accountants Australia and New Zealand**, the **BC Financial Services Authority**, and the **Professional Business Accountants' Society of Canada**, accept CELPIP.

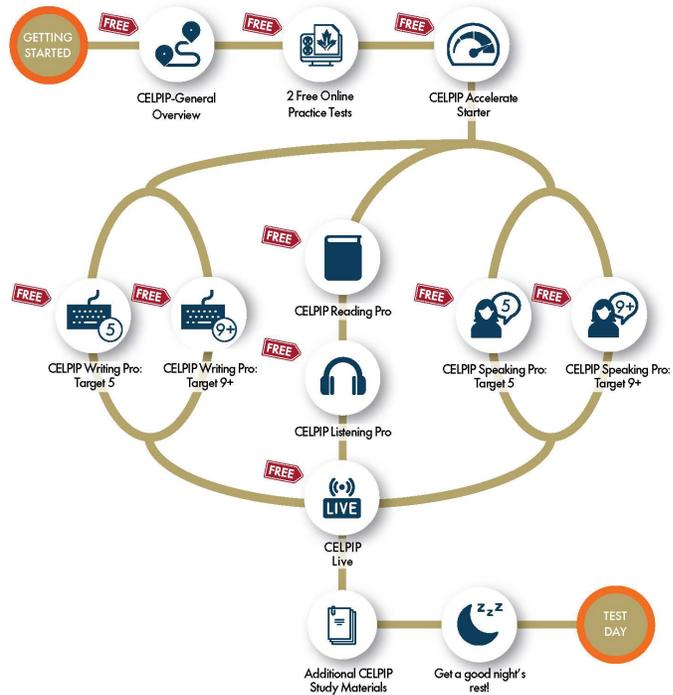
<https://www.celpip.ca/take-celpip/score-users/>



Test Prep Ecosystem

CELPiP Path to Success

To help you prepare for your CELPIP test, we recommend this learning path that includes over 15 hours of free webinars, as well as 2 free practice tests. We also offer a variety of other free resources, as well as study materials for purchase on our online store. See pages 10-11 of this Guidebook to learn more about our prep options. For more information about our learning path, visit celPIP.ca/prepare-for-celPIP/prep-overview.



SCORE Comparison Chart

Free

CELPIP Score Comparison Chart

Learn what we look for at each CELPIP Level, review sample questions and responses, and study our analysis of why those scores were given.

Speaking Scores	Writing Scores
+ Level 12	
+ Level 11	
+ Level 10	
+ Level 9	
+ Level 8	
+ Level 7	
+ Level 6	
+ Level 5	
+ Level 4	
+ Level 3	
+ Level 0-2 (M)	

CELPIP



The image shows two overlapping PDF documents of the CELPIP Score Comparison Chart. The top document is slightly offset to the right and up, showing the top portion of the chart with the title and introductory text. The bottom document is slightly offset to the left and down, showing the middle portion of the chart with the level selection tabs and the list of levels.

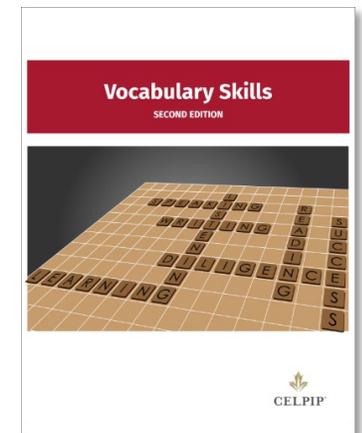
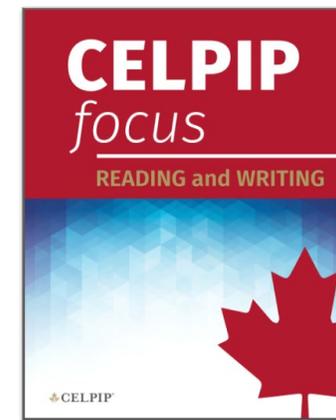
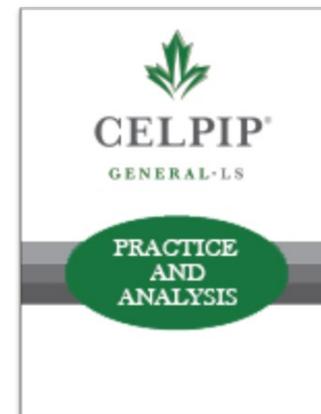
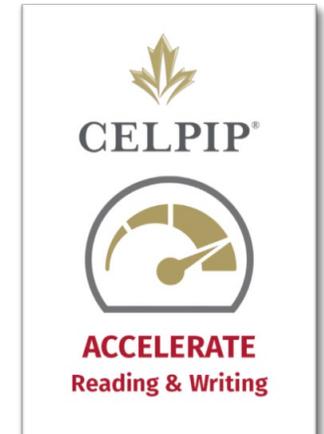
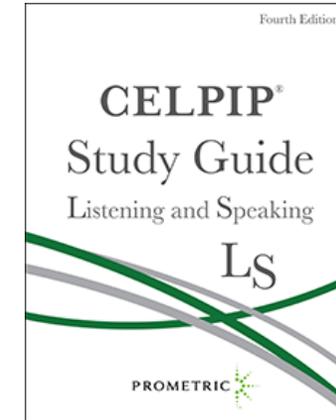
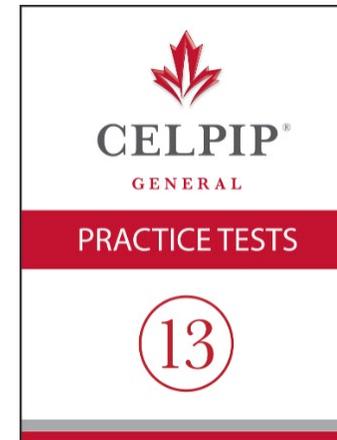
CELPIP Score Comparison Chart

- Detailed **level descriptors** for each CELPIP Level for **Speaking** and **Writing**
- Level descriptors also available as a PDF download
- Multiple **sample responses** for two tasks for each level
- In-depth **analysis** for each sample response

Study Materials

- | | |
|---|-----------|
| <input type="checkbox"/> 2 CELPIP Practice Tests | FREE! |
| <input type="checkbox"/> CELPIP Practice Test Sets 1-13 | \$35 each |
| <input type="checkbox"/> CELPIP Study Guide | \$25 each |
| <input type="checkbox"/> CELPIP Accelerate | \$25 |
| <input type="checkbox"/> CELPIP Practice and Analysis | \$25 |
| <input type="checkbox"/> CELPIP Focus | \$25 |
| <input type="checkbox"/> CELPIP Vocabulary Skills | \$25 |
| <input type="checkbox"/> CELPIP Common Errors | \$20 |

Visit: celPIP.ca/study-materials



Free

FOR WEBINAR
ATTENDEES

CICFeb0ZyEqA4L

Valid until **April 9, 2026**



CELPIP **Accelerate LS (\$25 value)**

- Self-directed learning program
- 30+ instructional videos in each version
- Numerous interactive quizzes and PDF downloads
- Analysis of sample responses
- 1 complete practice test for each skill

Free

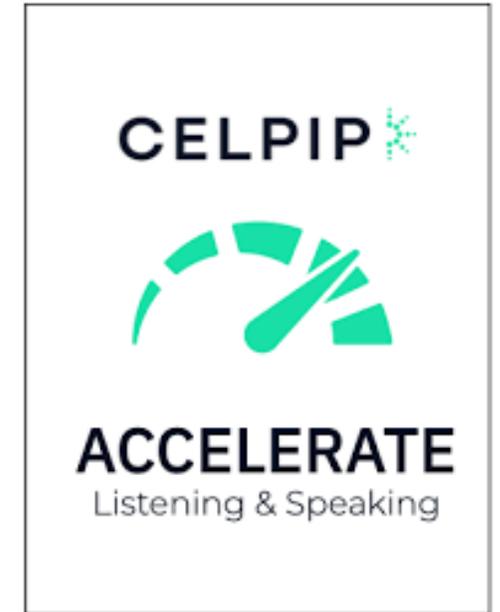
FOR WEBINAR
ATTENDEES

CICFeb0ZyEqA4L

Valid until **April 9, 2026**

How to Redeem

1. Create a free CELPIP Account at www.celpip.ca/sign-up.
2. (Already have an account? Please sign in at www.celpip.ca/sign-in).
3. Visit www.celpip.ca/store.
4. Find the product “**CELPIP Accelerate – Listening and Speaking (Online)**.”
5. Add the product to your cart.
6. At the checkout, please enter **CICFeb0ZyEqA4L** in the voucher/discount code field.



CELPIP Study Materials: Free Webinars

Webinars
CELPIP: General Overview
Reading Pro
Listening Pro
Writing Pro: Target 5
Writing Pro: Target 9+
Speaking Pro: Target 5
Speaking Pro: Target 9+ (three lessons)

- 9 webinars, each 2 hours long
- Taught by a CELPIP expert
- Ask questions live
- Attend through Zoom
- Register at celpip.ca/webinars

CELPiP Study Materials

YouTube: CELPIPOfficial



CELPiP Study Tips

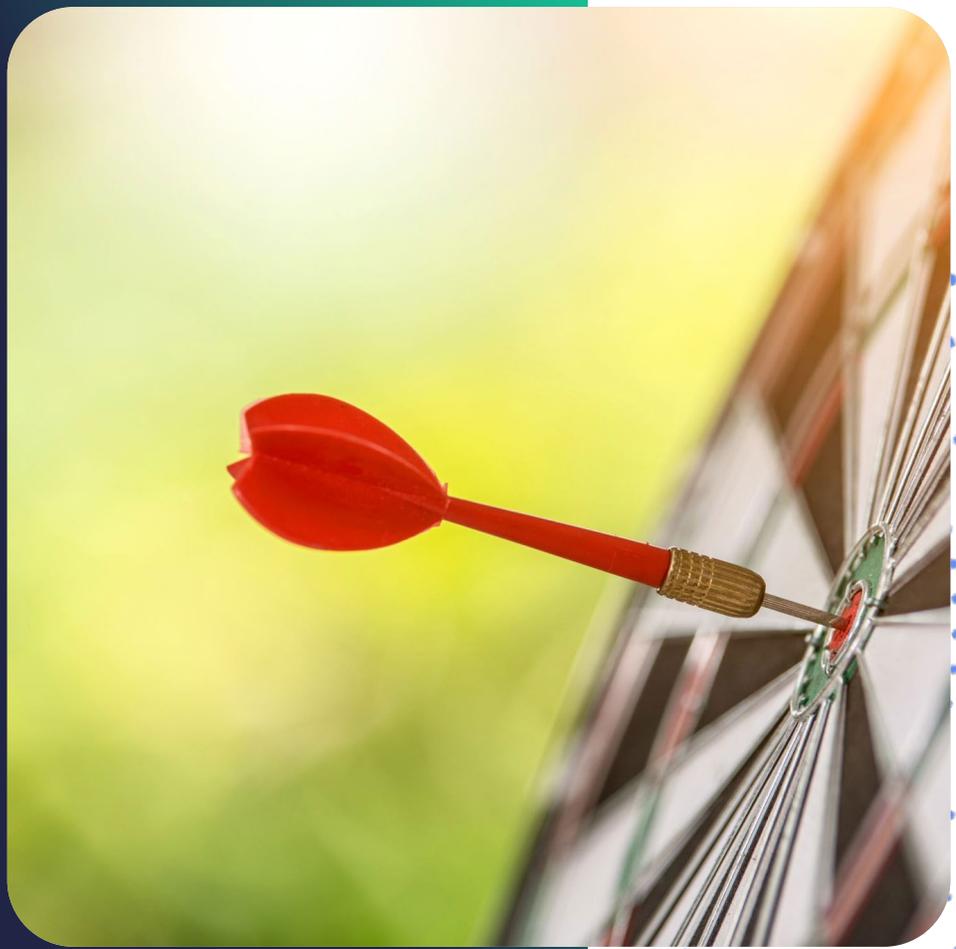


CELPiP Live

CELPIP Study Materials: The Official CELPIP Podcast



- Tips and strategies to guide your CELPIP preparation
- Over 20 episodes available
- Current episodes include:
 - Fun Ways to Build Your English Proficiency
 - Interview with a Former Writing Rater
 - A Dramatic Approach to Speaking
 - Busting CELPIP Myths
- Listen anywhere, any time, on any device/platform
- Episodes and transcripts on the CELPIP Blog (celPIP.ca/blog)



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Phone: +1.778.327.6854

Toll Free (within North America):
+1.800.958.5186

FAQs: <https://www.celpip.ca/take-celpip/faqs/>



Finding your first job in Canada

Date Presented

April 17th, 2025

Presented By

Gerry Excellent

Nathan Zimmerman



Introduction



Gerry Excellent
Career Transitions Partner



Nathan Zimmerman
Career Transitions Partner

Agenda



Research &
Networking



Building your
Brand



Resume
Writing



Interviewing
Techniques

Research and Networking



Laying the
groundwork



Networking



Staying
motivated

Laying the Groundwork

- Look at formal (meetups/groups) and informal (social circle) networking opportunities/Immigration Serving Organizations
- Stay relevant and set expectations; target events related to your interests and people in those spaces
- Make sure your LinkedIn® is updated and detailed
- Elevator pitch also known as your personal value proposition (PVP)



What is Networking?

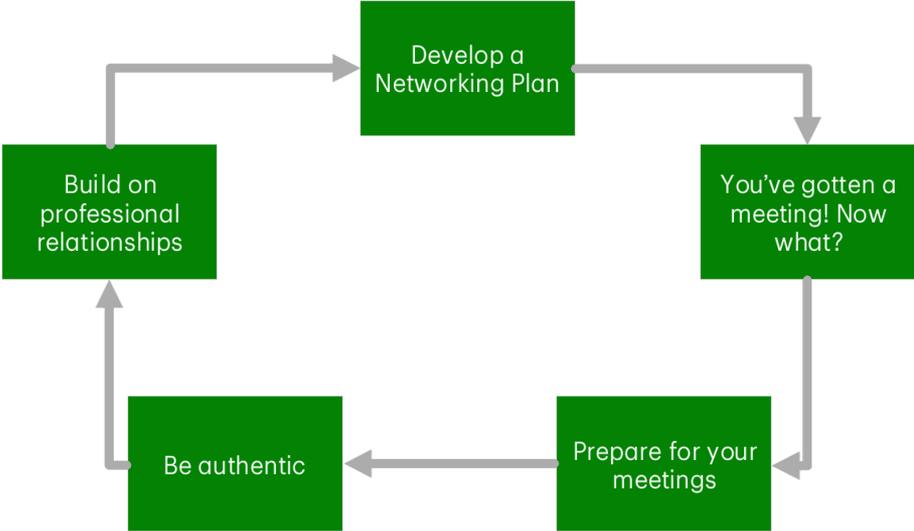
- **"Networking" happens when you meet people and establish and cultivate relationships through regular communication for mutual benefit**

Why is it Important?

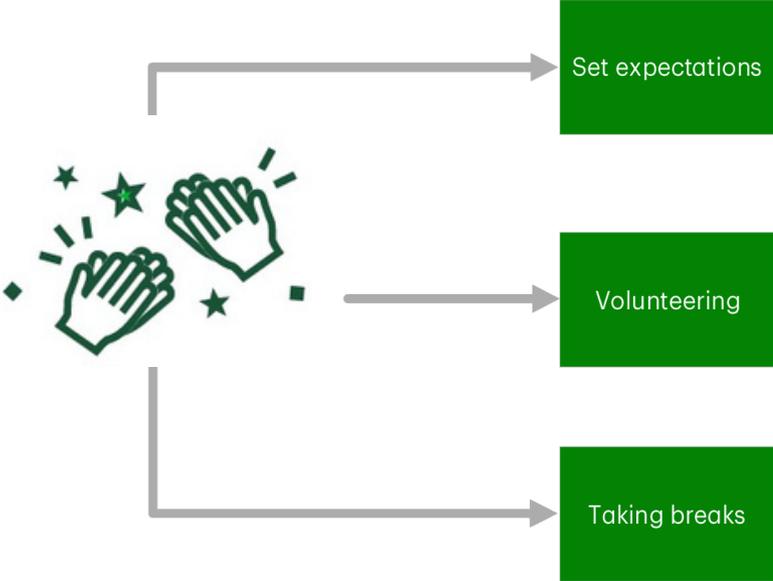
- **Essential strategy for building your career**
- **Discover 'hidden job market'**
- **Visibility in highly competitive markets** (avoid landing in crowded pool of applicants)
- **Provides information about workplace opportunities, the nuances, key stakeholders which will help influence advancement in your search**



Networking



Staying Motivated



Online Personal Brands



What is it?



Creating it on LinkedIn®



Personal brand – What is it?

How would others describe you?

Committed

Approachable

Storyteller

.....

Building your profile

- Use industry keywords in your headline (concise, enticing, factual)
- The "About me" section should describe your passion for your chosen field, how you add value, your strengths and what makes you unique or your {PVP}
- Experience section: Results driven achievements, metrics, data, etc.
- Remember to personalize your profile to expand on your resume and show a little more of your personality



Best Practices

- **Avoid adding designations to your name**
- **Choose a photo that's professional and welcoming**
- **Put your current role in your headline or get creative and come up with an engaging tagline**
- **Customize your LinkedIn® professional networking services URL**
- **Add a banner to make it more professional**
- **Turn your summary into a professional story**
- **Optimize industry keywords**
- **Build your network: Target your audience**



Building your Network

- **Stay optimistic**
- **Be prepared for setbacks: Not everyone is willing to help and not every recruiter responds to their messages (or they may take some time)**
- **Follow-up**
- **Also remember to reach out to people in the team: Connect with people beyond the recruiter or hiring manager**



Resume

- Clean layout and easy to read
- Two pages max
- Think about the specific job you're applying to and speak to the job requirements
- Avoid spelling and grammatical errors
- Ensure the content is clear and concise
- Quantify as much as possible
- Let's review this one-page resume example, section by section

Note: Everyone has their own opinions, even recruiters. What I believe may be different from a recruiter at another institution.

CAROLINE WESTFORD

RETAIL SALES ASSOCIATE

CONTACT

(123) 456-7895

CarolineW@gmail.com

45 Winfield Dr.
Charleston, SC. 90764

Linkedin.com/username

EDUCATION

2010 - 2012
B.S. BUSINESS MANAGEMENT
*University of Phoenix,
Phoenix, AZ*

2008 - 2010
A.A. HUMANITIES
*GateWay Community College,
Phoenix, AZ*

KEY SKILLS

Microsoft Office Suite

English / Spanish

Retail Software

Social Media Marketing

Problem Solving

Team Leadership

AWARDS

MAY 2017
EMPLOYEE OF THE MONTH
H & M, Tucson, AZ

PROFILE

Sales Associate with 6+ years of experience in retail environments. Recognized for ability to communicate with customers and provide exceptional service that ensures client retention and positive feedback. Proven ability to increase sales through upselling techniques as well as implement additional processes that drive profitability.

PROFESSIONAL EXPERIENCE

2014 - Present

SALES ASSOCIATE
H & M, Tucson, AZ / 2016 - Present

- Assist an average of 40 customers per day in finding or selecting items, and providing recommendations which have generated a total of \$8K in additional revenue
- Stock, replenish, and organize inventory with accuracy and efficiency, completing task 10% faster than average associates
- Achieved an average of 140% of sales goals for three consecutive months
- Maintain accurate and attractive merchandise displays, ensuring strategic placement of products in order to maximize purchases
- Provide outstanding customer service, receiving 96% in customer service feedback surveys

2012 - 2014

SALES ASSOCIATE
Target / Phoenix, AZ / 2012 - 2016

- Helped an average of 50 customers per day by responding to inquiries and locating products
- Recommended alternative merchandise display styles to management, which were implemented and resulted in a 35% improvement in sales
- Assisted team members when necessary in handling cash registers, organizing inventory room, labeling products, unloading merchandise, and cleaning up
- Aided Spanish-speaking customers, increasing repeat and loyal customers by 30%

Interviewing



Now that you have secured that interview, here are some tips that you can follow before, during, and after the interview



Prepare



Deliver



Follow-Up

Prepare

- **Research the role and organization**
- **Identify key competencies of the role**
- **Know your strengths, accomplishments, and career objectives (i.e. know your brand)**
- **Prepare and practice answers to common and behavioral questions**
- **Formulate 'situation, action and results' (SAR) stories to effectively articulate your accomplishments.**
- **Devise a list of questions to ask the interviewer**
- **Gather strong references**



Deliver



- **Build Rapport – be your authentic self**
- **Use Stories – they're memorable!**
- **Relate Answers to the Position**
- **Be Positive**
- **Be Brief**
- **Virtual Interviews**
 - **Setup early**
 - **Dress for success**
 - **Set the stage**
 - **Have fun!**



Virtual Interview

- **A virtual interview is an interview that takes place remotely, sometimes over the phone, but often using technology like video conferencing and other online communication platforms. Virtual interviews are often conducted much the same way as face-to-face interviews. That said, virtual communication requires special considerations and adjustments due to the limited ability to read body language and facial expressions.**



Follow-Up

The Thank You note is a great way to demonstrate your excitement and appreciation.

- “Brief” follow-up email within 24hrs
- Thank them for their time and opportunity to interview
- Reinforce your interest and enthusiasm for the role
- Reference something that they seemed quite interested in, to let them know you were attentive and engaged
- Reflect on how your experience and qualifications would fit the needs of the company
- Forward looking statement



Questions?

