



TALENTED^{YYC}

JULY 2024 UPDATES



BY THE NUMBERS

13K Organic LinkedIn Impressions

2,696 Unique Visits to talentedyyc.com

132 New LinkedIn Followers

67 New Employers Outreached



PROJECT HIGHLIGHTS

- TalentED YYC drafted its Phase 2 strategic plan and began collecting feedback from stakeholders on a potential provincial expansion of the project.
- A TalentED Phase 2 information session was held for Alberta post-secondary WIL representatives, engaging 50 attendees from 14 Alberta post-secondary institutions.
- Calgary Stampede events offered valuable opportunities to strengthen relationships, network with new contacts, and promote TalentED YYC and its partners.
- The Marketing and Communications team reached 10,000 unique website visitors half a year earlier than projected and launched the WIL Decision Tree on the website.
- TalentED YYC was featured by the [Canadian HR Reporter: How work-integrated learning can help address youth unemployment.](#)

