



# **TALENTED**<sup>YYC</sup> **JUNE 2024 UPDATES**



## BY THE NUMBERS

**12K** Organic LinkedIn Impressions

**2,517** Unique Visits to [talentedyyc.com](https://talentedyyc.com)

**106** WIL Opportunities Posted to TalentED YYC Portal

**104** WIL Opportunities Generated for Students from an Equity Group



## PROJECT HIGHLIGHTS

- TalentED YYC began its planning for a potential Phase 2 of the project by conducting internal SWOT analyses in June 2024.
- TalentED YYC sponsored the CEWIL 2024 Conference in Calgary from June 24-27, 2024 which had 430 attendees.
- The Marketing and Communications team launched the updated TalentED YYC website to improve user experience and promoted the WIL Catalogue.
- Over 100 new WIL opportunities were posted to the TalentED YYC portal this month and 6 new organizations offered capstone projects.
- HubSpot Marketing Pro has been initiated, and HubSpot Service Pro configuration is underway.

