



**TalentED YYC collaborates with member-based organizations to offer free activity-based workshops that provide small businesses with tools to effectively engage student talent.**

**Workshop topics include:**

- Recruiting and Utilizing Student Talent: Explore paid and unpaid options to bring students into your organization and network with post-secondary representatives.
- Scoping Student Opportunities: Craft meaningful student roles aligned to your business needs.
- Leveraging Funding: Identify and connect with various funders to create paid student opportunities.
- Creating Inclusive Experiences: Determine practices your organization can implement to foster belonging among diverse students.
- Welcoming Students: Learn best practices for onboarding to create a positive student experience.

Each 1.5 hour interactive workshop includes networking opportunities and curated resources so that participants leave with new connections, ideas, and tangible actions they can apply to grow their business.

**TalentED YYC will work with you to customize a workshop series relevant for your members.**

**Customization options include:**

- Choose as many or as few topics that are relevant to your members
- Reduce or increase workshop timing (minimum 45 minutes required)
- Customize content for specific audiences or sectors
- In person, hybrid, or virtual delivery
- Flexible timing fit to suit your members’ schedules (Daytime or Evening)

Responsibilities of TalentED YYC and Member-Based Organizations

Let us take care of the content so you can focus on delivering value to your members.

TalentED YYC	Member-Based Organization
Curate content, resources, and activities based on member needs.	Identify topics and talent needs most relevant to your members
Coordinate staff and external speakers for agreed-upon dates, times, and modality.	Determine best times, dates, and workshop modality for your members.
Create marketing assets, including EventBrite, posters, LinkedIn tiles, and Newsletter blurbs.	Distribute relevant marketing assets through existing member channels to co-promote the workshop series.
Deliver engaging content and relevant resources to workshop attendees.	Support with delivery, as needed.

**Ready to get started?**

Contact Megan Kinal (mkinal@calgaryeconomicdevelopment.com) to schedule a time to discuss how you and your members can work with TalentED YYC to engage student talent.