



TALENTED^{YYC}

DEC 2023 UPDATES



BY THE NUMBERS

96 Students completed their innovative WIL

500K New advertising impressions

25 Employers outreached

13 Portal requests resolved



PROJECT HIGHLIGHTS

- 2024 strategic goals have been established to meet TalentED YYC project objectives.
- TalentED YYC hosted a Holiday Mixer event, in collaboration with the Calgary Chamber of Commerce, for employers, post-secondary partners and funders to network.
- Over 5.73 million impressions have been delivered through TalentED YYC's first digital and traditional ad campaign, which ran from September-December 2023.
- IncluCity continues their UX research on the TalentED YYC website and will provide a final report in January 2024.

