



TALENTED^{YYC}

JAN 2024 UPDATES



BY THE NUMBERS

73 WIL Opportunities
Posted Through Portal

955K New Advertising
Impressions

55 WIL Opportunities
Generated for Students
from an Equity Group

81 LinkedIn Followers



PROJECT HIGHLIGHTS

- Large, established WIL employers are posting opportunities for Summer 2024.
- Calgary Talent and Funding Fair confirmed for March 6, 2024 at Platform Calgary.
- IncluCity has provided its final UX research report for the TalentED YYC website. Findings will help create a more accessible and optimized website.
- TalentED YYC video testimonials have over 475,000 views, since launching paid YouTube ads in January 2024.
- 2023 year-end report from HESA notes that TalentED YYC's work is being well received by employers and post-secondary partners.

