



# Connecting people to Careers in Insurance for over 10 Years!

Engaging and inspiring young adults and career seekers to pursue one of the many skilled professions available in the insurance industry. Telling the industry's story through our conversations, our resources, and our robust website and jobsite.

## Who we're talking to and how we're reaching them:



**High School Students**

Industry professionals, trained as our insurance career 'ambassadors', interact with high school students through classroom presentations and career fairs from September to June each year.



**Post-Secondary Students**

Our ambassadors attend General and Business Career Fairs on post-secondary campuses across Canada throughout the school year. We also organize and participate in insurance specific career fairs, networking events, panel discussions, and industry nights in order to share industry knowledge and personal career journeys with current students and recent grads.



**Career Changers + Internationally Trained Professionals (ITPs)**

Career Connections engages with Career Changers and ITPs by participating in a variety of community-based events to provide career and industry information, and by partnering with community and government agencies to provide programming support.



**Educators, Teachers & Career Advisors**

We use a variety of tactics, resources and support mechanisms to encourage intermediaries to promote insurance careers, such as: Curriculum resources are free for teachers to bring insurance into the classroom; and in-service training is available for campus career centre staff and community career practitioners to help them identify clients with the potential for a career in insurance.

# 190,000

High school, post-secondary school students and grads, career changers and internationally trained professionals reached through career fairs, presentations, networking events, panel discussions and more!

CAREER  
FAIR



## 7,000

Secondary and elementary students attended a classroom presentation on careers in insurance.



Post-secondary students and grads were reached at 50 general career fairs and 54 Insurance Specific Presentations and Events.

## 80,000



## 1,000+

Grade 9 students attended a "Feed the Minds of Youth" presentation as part of "Take our Kids to Work Day".

Info sessions held for career practitioners with the potential to influence 50,000+ career seekers.

## 5



## 1,700

Participants over the course of 3 "Office Hours" online chats where we answered questions about careers in insurance.



**120,000+**

Views of our Youtube videos



**3,500**

Teacher resources distributed at 11 teacher conferences across Canada.



**100+**

Human resources professionals across Canada attended roundtable discussions about recruitment and retention.

Searches on our jobsite each month.

**10,000+**



**3,200,573**

Impressions from our social ad campaign.

Industry professionals are trained volunteers and participate in our ambassador program to help us spread the word about careers in insurance.

**361**



"My students learned that insurance is a career area that affects a big part of their lives, even if they don't ever need to make a claim! The handouts with the statistics also provided them info that they were able to bring home and discuss with their families as they are trying to decide their career pathways." – High school teacher after an ambassador presentation

# Other Career Connections Initiatives...



## Job Site

Our Job Site connects employers to bright new talent and seasoned industry professionals nation-wide. We promote the job site at all of the events we attend throughout the year and also send bi-weekly e-blasts to our 33,000+ members in order to drive traffic to the site for maximum engagement.



## Corporate Ambassador Training

Our ambassador training can be done in-house for organizations that encourage – as part of their corporate professional development or recruitment strategies – a group of employees to become ambassadors. The more messengers we have, the stronger the industry's message!



## Insurance Specific Programming

Each year, Career Connections hosts or participates in insurance specific events. These include networking events, panel presentations, mock interview/ resume sessions and industry career fairs. Insurance organizations in attendance have found these to be an effective tool in identifying potential candidates, building employer brand, establishing relationships with campus and community career centres, and finding the talent they need. Events hosted by Career Connections are available at no cost to your organization.

## Contact us today to learn more!!

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1.866.362.8585 ext. 2252



## Feed the Minds of Youth

In support of the Learning Partnership's "Take our Kids to Work Day" annual event the first Wednesday of November, Career Connections has created our "Feed the Minds of Youth" initiative. We supply 'kits' to participating insurance organizations across Canada, providing everything they need to successfully welcome grade 9 students into their workplace for the day and introduce them to insurance careers.



## HR Roundtables

To better understand the recruitment and retention needs of the industry and help to inform our strategic directions, Career Connections meets with industry HR representatives across the country in June. This year discussions were held in Vancouver, Calgary, Edmonton, Winnipeg, Kitchener and Toronto.

### How will you help engage the next generation of insurance professionals?

- Become an Ambassador?
- Refer a colleague to our Ambassador Program?
- Host a Corporate Ambassador Information Session?
- Post open positions on our jobsite?
- Refer a Teacher or School for a career presentation?
- Join the discussion by attending an HR Roundtable?
- Host a Feed the Minds of Youth Event?
- Lend subject matter expertise to a panel presentation or event?



CAREERCONNECTIONS™

Career Connections, as a division of The Insurance Institute of Canada, promotes careers in insurance on behalf of, and to meet the needs of, the industry.

[www.career-connections.info](http://www.career-connections.info)



Insurance Institute

The Insurance Institute of Canada is the educational arm of the industry educating insurance professionals since 1899.

[www.insuranceinstitute.ca](http://www.insuranceinstitute.ca)