

The gateway to careers in insurance for over 15 years!

Career Connections has taken the lead in promoting careers on behalf and to meet the talent needs of the property & casualty insurance industry. We tell the industry's story through face-toface engagement, resources, a robust website, and jobsite.

OUR CORE AUDIENCES AND HOW WE ENGAGE 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

Career Connections engages with Career Changers and Internationally Trained Professionals (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 inservice 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.



Awareness

Engag

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126,000+



Career seekers reached at 460+ EVENTS

- career and networking events, panel discussions, and more!



Events and advertising on 60+ post-secondary campuses



60,000+3.2M

Sessions on the Career Connections Website



Impressions of social ads in 6 week campaign!

398

Industry professionals volunteer as industry Ambassadors

155,000+
Views of our YouTube videos
YouTube

90,000+

educators
reached to
promote our
FREE classroom
resources and
presentations



9,400+

Students and new grads to part in our "Office Hours" online Q&A's

7,000+

students at 175+ schools were reached through ChatterHigh, a gamified on-line quiz

60% of visitors to the website took our quiz!



Boosted messaging Career Month (Nove #InsuranceCareersN

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condary and ementary students ended a classroom esentation on careers insurance.

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Gr. 9 students at nearly 00 sites across Canada ook part in "Feed the Minds of Youth"

I've always wanted to work in finance. Before today, I thought insurance was just sales and wouldn't have considered it. You opened my eyes to a career as a Risk Manager! Thank you!!"

- Post-Secondary Student, Insurance Career Fair Attendee

in Canada ember) and Month (February)



Insurance specific events hosted on campus (panels, presentations, networking events, and career fairs) with 40+ employer brands represented



HR professionals that attended national roundtables focused on talent acquisition and engagement



Post-secondary and industry partners gathered to network and talk campus recruitment strategy.

"I am so proud to be an insurance professional and an Ambassador! I'm energized by taking part in career fairs, panels, and networking events that help students and career changers to see that they too can find their place in insurance!!"

> - Leanne Taylor, Career Connections Ambassador



Career Connections was named alongside Bell, Blackberry, and Interfor as a Finalist for Campus Recruiting Program of the Year (TalentEgg.ca)

How to get involved.



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.



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.

"Participating in insurance-specific career events hosted by Career Connections aligned well with our talent strategy and enabled us to connect with career seekers we may not have otherwise reached. We met talented, interested, and highly motivated candidates - many of whom we hope will become great additions to our team!!"

> - Anu Kashyap, Human Resources Director - Ontario Region

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?



Contact us today to learn more!!

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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.





Insurance Institute

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