



# Awareness

**126,000+**

CAREER  
FAIR

Career seekers reached at **460+ EVENTS**  
– career and networking events, panel discussions, and more!

**50+**

Events and advertising on **60+** post-secondary campuses



**60,000+**

Sessions on the Career Connections Website

**3.2M**

Impressions of social ads in 6 week campaign!

**398**

Industry professionals volunteer as industry Ambassadors

**90,000+**

educators reached to promote our **FREE** classroom resources and presentations

**155,000+**

Views of our YouTube videos

YouTube



# Engag

**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 (Nov) #InsuranceCareersM

# ement

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



# Action

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



ook



# 100+

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

# 1,100+



Gr. 9 students at nearly 100 sites across Canada took part in "Feed the Minds of Youth"



# 50+

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

"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 (September) and Career Month (February)



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.



## 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.



## 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!!

[www.career-connections.info](http://www.career-connections.info) | [cconnections@insuranceinstitute.ca](mailto:cconnections@insuranceinstitute.ca) | 1.866.362.8585 ext. 2252



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)