

LiveinCalgary.com: building ambassadors, attracting new talent

By Robyn Bews, March 2011

Within the 10-year Calgary Economic Development Strategy, the number one goal is a focus on people and community. This includes efforts around workforce development and management, and Calgary Economic Development (CED) works closely with organizations to address workforce issues. While the recent economic recession shifted focus and people attraction was not the number one objective, CED was looking longer term in anticipation of economic recovery and the recurring issue of attracting and retaining top talent.

In February 2009, Calgary Economic Development (CED) launched a new website, www.liveincalgary.com. Following research and discussion with industry, government and employers, the website was created as a response to an increased desire for accurate and timely information about communities and lifestyle as businesses expand their workforces, attract new talent and retain existing staff in the Calgary area.

LiveinCalgary is designed to provide current and useful information for individuals considering a move to the city, such as how to obtain a driver's license, how to register their children for school and where to find a place of worship in their community. The website also assists Calgarians in rediscovering the many attractions and activities that make the region a great place to live, work and play. The next time you are discussing a move to Calgary with someone, or just looking to find out more about the city, consider LiveinCalgary as your first stop for information.

In the year since LiveinCalgary was launched, it has continued to build momentum through a number of channels. Media coverage of the website launch brought initial attention and traffic; promotional palm cards and posters have been distributed to employers, embassies and libraries; and Calgary Economic Development has been given a number of opportunities to present LiveinCalgary at conferences, workshops and special events.

What has been most encouraging, however, is the support received by employers and industry across Calgary. A strong example of this was seen at the Calgary Real Estate Board's (CREB) 2011 Forecast Conference and Tradeshow on January 18. Attended by over 1500 REALTORS®, LiveinCalgary gained additional awareness when it was included as part of incoming CREB president Sano Stante's opening remarks. The increased attention of the website was seen at the accompanying trade show, where many REALTORS® visited the Calgary Economic Development booth to learn more about LiveinCalgary. REALTORS® were interested in the website as an information database that could be easily sent to those considering relocation to Calgary as well as prospective buyers within the city.

Additionally, a number of REALTORS® who visited the booth planned to link to LiveinCalgary from their websites, again showing the strength of the website as an information resource. The website has also gained support from the human resources sector as a place for potential employees to learn about the city when considering taking a job in Calgary.

There is a continued focus for LiveinCalgary in 2011. Employers and industry are encouraged to link to www.liveincalgary.com from their websites. Additionally, promotional and marketing plan efforts have been developed that will see a continued focus on drawing new users to the website that can be champions for this resource and the city it represents.

With unemployment conditions beginning to show improvement, now is the time to ensure Calgarians and employers are equipped with the knowledge and information to retain the local talent that exists while creating smooth transitions for global expertise relocating to Calgary. It is also the time for Calgarians to rediscover their city and share with friends, family and the world what Calgary means to them.

To learn more about LiveinCalgary, visit www.liveincalgary.com. To learn more about Calgary Economic Development, visit www.calgaryeconomicdevelopment.com or follow CED on Twitter - @calgaryeconomic.