

# UNDERSTANDING & ATTRACTING MILLENNIALS

## Millennial traits

They want to be heard



Socially responsible



They want to actively participate



Tech natives



Entrepreneurial

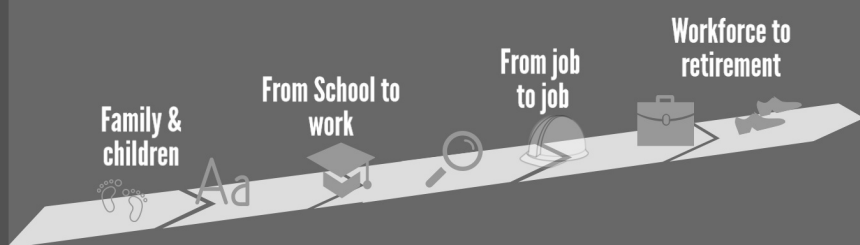


They want experiences that take them outside of their comfort zone



## Positioning ourselves to attract them

COMMUNICATIONS TEAM  
AT ONE OF **THE LARGEST** FEDERAL DEPARTMENTS IN CANADA  
whose programs affect all Canadians throughout lives



AN INNOVATION HUB  
LOOKING FOR  
STUDENTS WHO  
**THINK**

OUTSIDE THE BOX

IN THE  OF THE CAPITAL

*you can make change happen.*

We're uniquely positioned  
to provide valuable advice  
to Canada's decision-makers

