



INFORMATION TECHNOLOGY
ASSOCIATION OF CANADA



ASSOCIATION CANADIENNE
DE LA TECHNOLOGIE DE L'INFORMATION

ITAC Industry Insider Newsletter

April 26, 2018

Looking for highly qualified talent?

Is your organization looking for new talent with hybrid technology and management expertise, along with a strong business acumen? The close to two dozen ITAC [Business Technology Management \(BTM\) programs](#) across Canada are producing graduates with [skills sets](#) that are aligned with your business requirements.

BTM graduates, many with co-op experience or considering a work integrated learning opportunity, are ready for entry level roles ranging from business analysis, information management, project management to helping you with your organization's digital transformation. Over 500 students will graduate this year from a BTM program.

Connect with students and recent graduates

Now in its fifth year, the [BTM TalentMash](#) – a day long event including a job fair and networking opportunities - allows participants to connect with BTM students and recent graduates.

The event provides ITAC members with a chance to connect with these students to share news and information about your brand, latest job roles and placements, and an opportunity to introduce a new generation to your organization through local and national competitions, skills sessions, a dynamic career fair and more!



The BTM TalentMash is offered across Canada in seven cities.

Sponsor and Exhibitor Opportunities

The BTM TalentMash is a great avenue for employers to connect with these talented young professionals and engage in meaningful conversations with about some of the upcoming technology trends in the market and how different organizations are embracing them. Sponsoring and exhibiting at the BTM TalentMash events will allow your brand to be associated with this innovative program that is committed to strengthening Canada's economic future.

To learn more about sponsor and exhibitor opportunities, [click here](#).

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