



# ANNUAL REPORT

2019/2020



## Information and Communications Technology Council



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# MESSAGE FROM THE CHAIR

The year 2019-2020 started on a strong footing despite lingering trade dynamics, environmental concerns, and rising geopolitical tensions around the world. The technology sector in Canada saw record growth on the stock market, averaging around 8.6% in November 2019 and up 160 % over the past five years. The digital labour market in Canada similarly echoed this trend and boasted a healthy demand for skilled digital workers that outpaced the rest of the economy by four to one.

The landscape was, however, markedly different in the beginning of 2020 as COVID-19 began to cast a shadow on the world economy. Many industry verticals in Canada, including the manufacturing, oil and gas, tourism, hospitality, and travel industries felt the full impact of this pandemic. Global supply chains also continued to feel the reverberating effect of the coronavirus as companies scrambled to evaluate the demand and build supply resiliency. Cyber attacks were also on the rise as businesses raced to build operational resiliency and adopt online solutions like eCommerce, cloud-based services, and digital payments among many others.

In fiscal 2019-2020, ICTC continued to inspire a forward-looking digital agenda for Canada by delivering forward-looking research, evidence-based policy advice, and innovative capacity-building solutions. ICTC also participated and led the discourse on the digital economy at over 43 key national and international events. The year was also marked by the continued and rapid organizational growth that expanded ICTC's presence across Canada as well as the swift transition to an online service-delivery model due to the recent lockdown measures.

Finally, as a strategic coach for the digital economy, ICTC will endeavor going forward to inspire a strong digital agenda that heightens Canada's digital advantage in a global economy.

I wish to conclude by thanking all ICTC Board members, partners, stakeholders, and staff for their support and commitment to ICTC's mission, and for collectively advancing a shared digital future for Canada.

We look forward to a productive 2020 - 2021

Dr. Thomas P. Keenan FCIPS, I.S.P., ITCP

ICTC Board Chair



# MESSAGE FROM THE PRESIDENT

In recent months, we have seen the considerable human and economic toll of the coronavirus on the global and Canadian markets. The impact, particularly on small to medium sized enterprises in Canada, has been nothing short of dire. Many are now navigating the prospects of dwindling demand, disrupted supply chains, reduced revenues, and high debt levels. As challenging as this may be, the transformative nature of this landscape has catapulted digital platforms to the forefront as a means for maintaining business operational resiliency.

Today's advances in Artificial Intelligence and Deep Learning are engendering great strides in real-life applications, ranging from enhanced analysis of soil nutrients for better crop yield to fast tracking clinical trials that are markedly improving the economics and timeliness of medical drug discoveries. Global markets are also increasingly being reshaped by the advent of the Internet of Things, 5G wireless deployment, Blockchain, and the rise of the Data Economy. Harnessing the full potential of these technologies will address the many global endeavours in green energy, food supply, clean water, and disease eradication.

In 2019-2020, ICTC continued to inspire a forward-looking digital agenda for Canada, leading a multitude of national and international discussions on the digital-based economy and society. We also designed and delivered on key talent programs that included: WIL Digital, a wage subsidy program that helps post-secondary education students acquire industry skills; CyberTitan III, a cybersecurity education and competition initiative targeting middle and secondary school students; Digital DASH, which prepares Canada's youth for digital careers; GO Talent, connecting international information and communications technology talent with Canadian businesses; Women in Technology; and, Ontario Career Connect, another wage subsidy program that enables young graduates to earn on-the-job experience and potential full-time employment. We also launched the iAdvance initiative, which paves the way for the future of work through skills mapping, training pathways, and micro-credentialing.

On the research and policy front, we significantly intensified our reach by tackling important themes relevant to the expanding digital economy. Key publications included: Canada's Blockchain Ecosystem; A Digital Future for Alberta; Transformative Technologies for Smart Canadian Cities; Smart Cities Priorities and Labour Readiness; Developing Cyber Talent for Canadian Road Authorities; and, MVNOs—The Next Wave of Telecommunication Services. The research team also produced a multitude of economic and policy briefs and blogs that provided recommendations and guidance on critical issues impacting on Canada's digital economy.

As the COVID-19 health crisis in Canada tapers off from its most critical phase, larger questions about the resilience of our economy in the face of such adversity will be explored by ICTC in the coming months through our webinars, discussions, and white papers.

My special thanks to all our partners and stakeholders for their valuable support and trust in our mandate, to the Board members for their guidance, and to our very talented staff for their remarkable creativity and efforts in advancing a critical digital agenda for Canada.

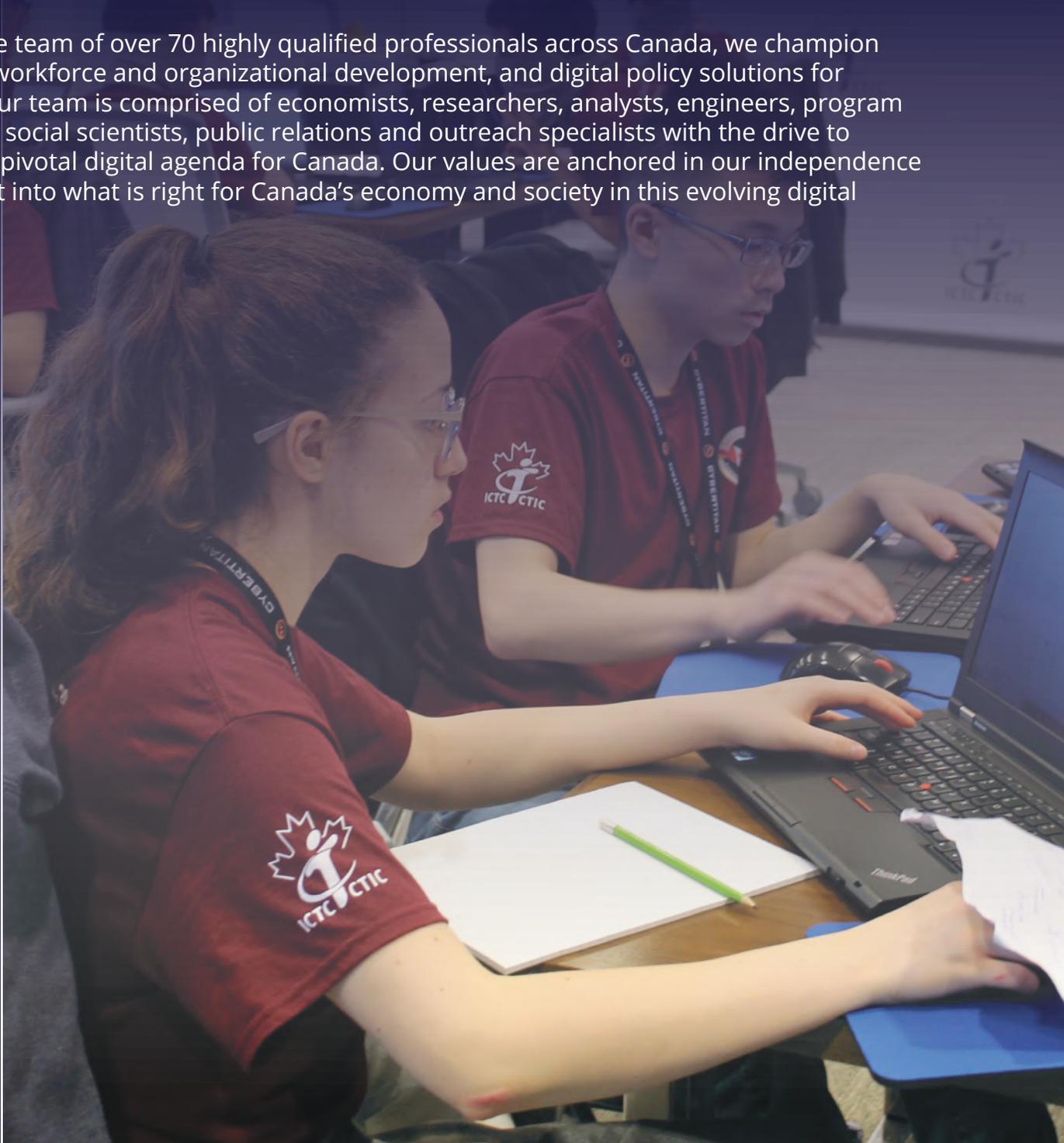
Namir Anani  
President and CEO

# ABOUT ICTC

ICTC is a not-for-profit, national center of expertise for strengthening Canada's digital advantage in a global economy. Through trusted research, practical policy advice, and creative capacity-building programs, ICTC fosters globally competitive Canadian industries enabled by innovative and diverse digital talent. In partnership with a vast network of industry leaders, academic partners, and policy makers from across Canada, ICTC empowers a globally competitive and inclusive digital economy.

The combined offering of our forward-looking research, evidence-based policy advice, and successful capacity-building programs provide a unique value proposition in Canada by providing measurable and tested solutions for Canada's digital economy.

With a core team of over 70 highly qualified professionals across Canada, we champion research, workforce and organizational development, and digital policy solutions for Canada. Our team is comprised of economists, researchers, analysts, engineers, program managers, social scientists, public relations and outreach specialists with the drive to advance a pivotal digital agenda for Canada. Our values are anchored in our independence and insight into what is right for Canada's economy and society in this evolving digital landscape.



# BOARD OF DIRECTORS

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Desjardins Group

# LEADERSHIP



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Readiness



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Policy & Research



Kevin Wennekes  
Chief Strategic Outreach  
Officer



Elizabeth Mills  
Senior Director  
Skill  
Development



Diana Barbosa  
Director  
Education & Standards



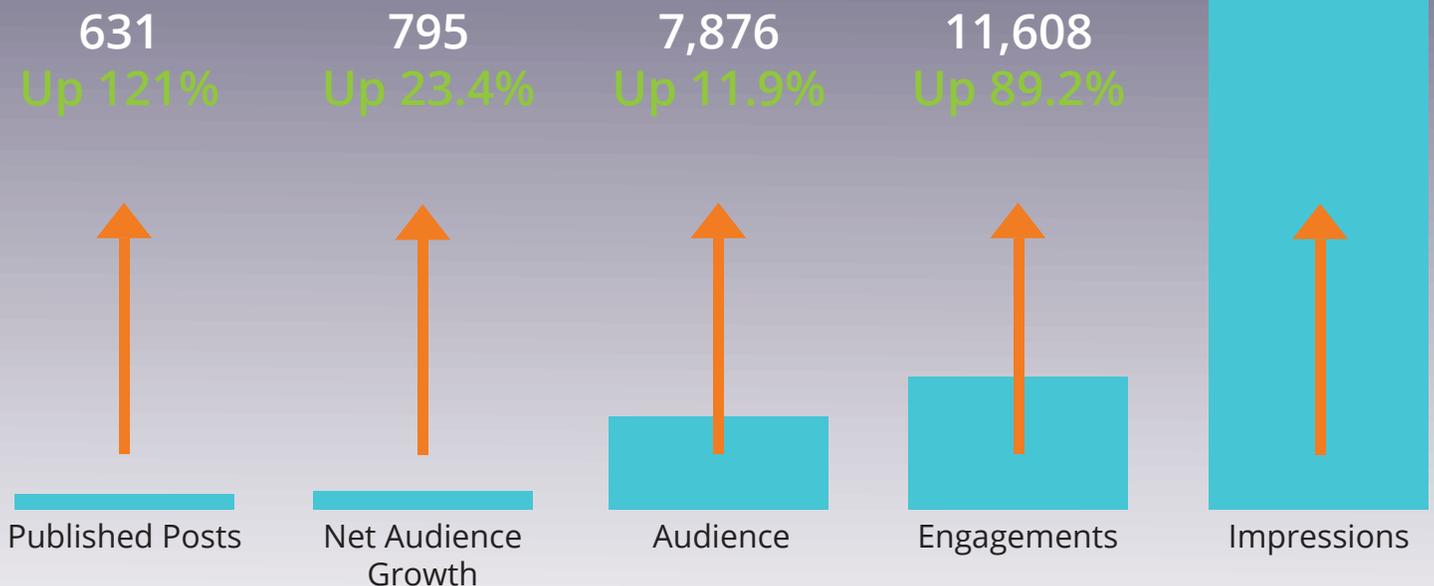
Camelia Mestecanean  
Director Operations

# SOCIAL MEDIA

This year ICTC has grown its social media presence, providing more online content and resources. Since 2019, we have increased our publishing across platforms by 120% and continue to build our voice. We are committed to offering more expert insights from our research team, programming opportunities and new virtual events.

In addition, we have launched our Digital PULSE Update on Instagram TV. This new channel offers weekly 90-second video journals that highlight the latest innovations and news in the digital economy.

ICTC continues to leverage social media to provide easier access to our expert research, talent programs, and business resources.



Check out our channels below!



# RESEARCH AND POLICY

## Outlook 2023

The most recent report in ICTC's flagship "Outlook" series was *Canada's Growth Currency: Outlook 2023*, which came out in fall 2019. As technology increasingly permeates all aspects of Canadian life, the digital economy is becoming more important and more prolific than ever. *Outlook 2023* provides an overview of these trends and their impacts on the labour market. While the tech sector is a key anchor for the Canadian economy, ICTC finds that digitally skilled workers are increasingly found in sectors outside of the ICT sector. In 2018, there were more tech workers employed outside the tech sector itself, and it is increasingly challenging to decouple technology from the overall economy.

The report also identifies the top 15 in-demand roles driving employment growth until 2023 in Canada's digital economy. These roles include Data Scientists, DevOps Engineers, UX Designers, among others, which are expected to support a Canadian digital economy labour demand of over 305,000 by 2023 (pre-COVID estimate\*).

Key technologies supporting this growth include AI, blockchain, and AR/VR across various innovation areas. The report highlights the importance of six innovation areas, such as Interactive Digital Media, Clean Technology, Food-tech, etc., along with employment forecasts for each innovation area until 2023. *Outlook 2023* also examines supply trends in Canada. Youth, women, Indigenous peoples, newcomers, and people with disabilities are key sources of talent that must be leveraged to meet the employment needs of the future Canadian digital economy. For more details, please consult the full report [here](#).

\*Note: Since the release of *Outlook 2023*, large-scale global disruptions have taken place, the most prominent being the COVID-19 pandemic, which has resulted in severe implications for the Canadian and global economy. In light of these changes, ICTC will be revising the forecasts in *Outlook 2023*, providing new GDP and employment figures for the Canadian economy, the digital economy, and the six innovation areas. These new projections will be available in Summer 2020.



## Blockchain report

In December 2019, ICTC published *Building Canadian Consensus: Our Maturing Blockchain Ecosystem*. The report was the first of its kind in Canada to provide a comprehensive look at the Canadian Blockchain ecosystem. The report finds that blockchain technology has strong roots in Canada, with key developments coming from blockchain hubs such as Toronto and Vancouver. As blockchain migrates from proof-of-concept to production readiness, different industries and applications excel in different regions across the country. These include financial services and fintech in Ontario as well as up-and-coming regional use cases in supply chain management, identity and credential management, and entertainment and media in Alberta, Quebec, and British Columbia. Canada's blockchain ecosystem consists of over 280 companies employing about 1600 workers, alongside important talent and skills-development programs for blockchain developers, solutions architects, and other key roles across the country. For more information, please refer to the full report [here](#).

## Edtech report

Canadian classrooms have become a unique intersection between technology and traditional education. As digital skills grow in importance, Canadian educators engage with new technologies designed to aid the student-learning experience. ICTC's recent report *Class, Take Out Your Tablets* evaluates the increased presence of technology in Canadian classrooms and explores how digital tools can be leveraged to solve academic challenges and improve student learning. This report provides insights shared by Canadian educators in key subject areas related to technology adoption in the K-12 education system. Issues such as accessibility, equity, diversity, connectivity, and teacher training are explored in the context of dynamic technologies such AI and AR/VR. The report also examines e-learning and educational policies related to Bring Your Own Device (BYOD) and the One-to-One device use approach. For more information, please consult the full report [here](#).

## Smart Infrastructure brief

In November 2019, ICTC hosted a Policy Roundtable that engaged Canadian thought leaders to explore the concept of smart infrastructure for Canadian cities. These discussions of physical infrastructure emphasized the need for eco-friendly and carbon-neutral practices. It was noted that physical infrastructure cannot be divorced from digital infrastructure, which typically relies on sensors for capturing data points. Low-cost, reliable sensors along with fair and distributed connectivity were identified as critical components of smart digital infrastructure. Noted regulatory priorities included critical infrastructure such as roads, hospitals, and government services and cybersecurity know-how, and digital tools. Skilled talent will also be critical to advance smart infrastructure. The role of product manager—not project manager—was considered as mission critical to help cities develop and manage activities and meet evolving smart city needs. For more information, please refer to the [full brief](#).

## Smart Cities Engagement report

In 2019-2020, ICTC hosted a series of taskforce meetings to discuss labour demand, labour supply, and key technologies needed for the development of Canadian smart cities. The taskforces were comprised of experts from industry, government, academia, industry associations, and other critical stakeholder organizations. Summing up the insights derived from a year of taskforce meetings, the *Smart Cities Engagement Report* discusses talent supply composition, upskilling, in-demand jobs and new skills requirements, including the unique skills related to smart city employment across 15 cities. Lastly, the report highlights critical case studies of smart city developments in Canada and globally in the context of ICTC's identified key pillars of smart city development. For more details, please consult the full report [here](#).



# CAPACITY BUILDING AND INNOVATION: EDUCATION AND SKILLS

## iADVANCE

The structural transformation of the Canadian economy continues to accelerate under the growing pressure from shifting trade dynamics, emerging environmental trends, and other factors. Social distancing measures have been exacerbating the need for digital technology to maintain sustainable business activities and to find new ways to create value for customers during “the new normal.” Several industries have been particularly hit in the second part of this year: oil and gas, transportation, tourism, and the hospitality industry.

ICTC introduced the [iAdvance](#) initiative to build sustainable pathways for employment and skills development. Building on our proven expertise in labour-market research and previous ICTC studies, such as [Mapping Calgary's Digital Future: Tech Employment Opportunities for Displaced Workers](#) (2018), ICTC is developing tools to assess professionals at a granular competency level and provide them with evidence-based recommendations for upskilling and retraining. We partner with numerous organizations to propose micro-credentials with the intent of increasing the employability of our candidates. EDGE UP is an iAdvance initiative that focuses on the oil and gas industry.



## EDGE UP

EDGE UP (Energy to Digital Growth Education and Upskilling Project) is a collaboration between the Calgary Economic Development, ICTC and academic partners, with generous funding from the Future Skills Centre. EDGE UP has been incredibly successful, with over 1,000 candidates applying for the first two intakes, each offering 45 available seats.

Together with Calgary Economic Development, ICTC conducted the research report [Mapping Calgary's Digital Future: Tech Employment Opportunities for Displaced Workers](#), which showcases the most in-demand digital occupations in Calgary and their corresponding skill-set requirements. The report also provides a facts-based and detailed skills analysis of the city's highly skilled displaced energy workers. These results were incorporated into an online platform that educates displaced Calgarians on the transition to high-tech. This research was the foundation for EDGE UP.

EDGE UP is a short-term skills development program that helps mid-career oil and gas professionals who were laid off from the sector in Calgary pivot into technology opportunities across all industries. EDGE UP clients can choose between three career streams: **IT Project Management** taught by the University of Calgary Continuing Education; **Data Analytics** taught by SAIT; and **Software/Full Stack Development** taught by Bow Valley College. After the technical training period, candidates go on to complete an applied-learning project with Riipen. The entire program spans five to six months. In addition to providing the skills mapping framework and overseeing the intake for EDGE UP, ICTC delivers the online micro-credential "Transitioning to ICT Work." This three-week course is designed to give EDGE UP participants a framework for developing their tech-career potential from education to employment in their region.

The first cohort started in February 2020, with slated graduation at the end of July 2020. The second cohort intake started in May 2020, with graduation expected in late October 2020. As a result of the success and interest of the first two cohorts, ICTC partners are seeking more opportunities to expand this initiative.

## Work-Integrated Learning Digital (WIL Digital)

Work-Integrated Learning Digital (WIL Digital) is a national program with a two-fold purpose: to create more work-integrated learning opportunities for post-secondary education students throughout Canada; and to help develop the talent for the digital economy needed by Canadian employers. In 2019, ICTC expanded student eligibility to include all education disciplines and part-time students. As a result, ICTC nearly quadrupled the number of WIL Digital placements. Just under 1,400 high-quality paid student placements were filled across Canada, demonstrating unprecedented growth.

As part of WIL Digital, ICTC in consultation with companies in the financial services industry launched FinTech 101. This consists of eight modules that students complete at the beginning of their work-integrated learning placement with a FinTech company.

The scope of this program is expected to broaden to include Advanced Manufacturing and Intelligent Retail and Commerce in September 2020, with further expansion to Cybersecurity and Artificial Intelligence by January 2021.

## Digital Link Ontario (DLO)

Launched in March 2018, Digital Link Ontario (DLO) provided an incentive to Ontario employers to hire recent graduates in ICT and digital fields. As a result of the program, 103 recent graduates in Ontario successfully completed ICT or tech-related work placements, with 80% of participants going on to work for the employer after the placement. Post-placement feedback received has been extremely positive, with over 80% of employers saying they were “highly-satisfied” with the program. Although DLO work placements ended in March 31, 2020, Ontario companies continue to connect with other recent grads seeking employment through ICTC’s JobSite.

## Digital DASH

ICTC’s Digital Development and Acceleration of Skills Hub Initiative—or Digital DASH 2.0 launched in June 2019 as part of the Government of Canada’s CanCode2 program. The Digital DASH program is open to youth in Grades K-12, providing students with learning opportunities to develop digital skills that will open pathways to digitally enabled careers. In response to the high industry demand for Cybersecurity professionals and the concern for the safety of youth online, Digital DASH 2.0 primarily focuses on building cybersecurity-related digital skills for youth and educators. In the 2019–2020 year, the program reached 5,646 students across Canada.

## International CyberDay

On October 8th, 2020, ICTC will hold an International CyberDay. This event will engage a global audience, raise awareness for cyber issues, and provide learning opportunities, educational resources, and career pathways.

Canada can take a leadership role by showcasing our best resources, our diverse population, and our cyber-learning infrastructure. We want to share how our Indigenous populations, women, people of colour, immigrants, refugees, persons with disabilities, youth, at-risk populations, and the wider Canadian society can work together to maintain our digital integrity and safety while inspiring and learning from others around the world.

## CyberTitan

In October 2019, 6,000+ teams globally engaged in an online youth cyber defence competition called CyberPatriot. After many challenging rounds of competition that included over 200 CyberTitan teams (approximately 1200 students) in Canada, the top 10 CyberTitan teams progressed to the CyberTitan III National Finals. This typically in-person final round of competition is held in Ottawa, however, as COVID-19 forced school closures and travel restrictions, ICTC hosted the competition virtually, allowing the finalists to compete from their own home. The event also included a two-day Cybersecurity Summit, which included speakers from industry and academia. CyberTitan III was made possible thanks to the United States Air Force Association’s CyberPatriot Program, The Communications Security Establishment, IBM, Durham College, Sophos, LesNet, CyberNB, ICTC’s National Cyber Security Leadership Council on Youth and Education, and was funded partly by the Government of Canada. Special thanks as well to the competition development team: Octopi Managed Services Inc.

## Focus on Information Technology (FIT)

The Focus on IT (FIT) program is designed to help secondary school students understand the importance of building digital and ICT skills for business, education, community, and our daily lives. FIT also encourages students to continue their digital learning at post-secondary institutions. Regardless of what education program students choose, digital skills are critical to opening doors to future careers. FIT is a national program geared to provincial educational outcomes and expectations. It allows students to focus on learning about ICT and business while meeting the requirements of their Provincial Secondary School Diploma. Students can choose to follow a core competency path or choose a specialty in one of the following five areas:

**Software Design and Development**  
**Interactive Media**  
**Network and Systems Operations**  
**Business and Information Analysis**  
**Cybersecurity**

Over the last year, ICTC has awarded 611 FIT certificates to students across Canada. To date, ICTC has issued 91 FIT certificates, despite the challenges presented by COVID 19.

## CareerConnect

CareerConnect has been an integral part of connecting youth with ICT and digitally related work placements across Canada for the past 17 years. This initiative was part of the Youth Employment Strategy Program. It offered a wage subsidy that matched fast-growing industries with young graduates, providing an on-the-job learning pathway to potential full-time employment.

In the last two fiscal years (2018–2020), CareerConnect met 116% of its original targets and surpassed employment retention rates among participants by 87%.

Since its inception, this program has been a success, providing over 2000 work placements, with an overall employment retention rate of 90% following placement completion.

While applications for CareerConnect subsidies have closed, ICTC's WIL Digital offers similar benefits to employers and students.



# DIVERSITY AND INCLUSION

## GO Talent

ICTC continues its commitment to managing the Global Onboarding (GO) Talent program. ICTC exceeded the program's targets last year, helping close to 2,000 newcomers navigate the Canadian job market and pursue in-demand jobs in Canada's digital economy. GO Talent connects with more than 150 companies across Canada. Employers can post current job openings to ICTC's e-Talent Canada job board and participate in ICTC semi-annual virtual career fairs, which have proven very successful in matching job seekers and employers.

ICTC will continue to host multiple virtual career fairs each year for its clients and employers. The importance of these events has grown with the demand for remote-based workers due to COVID-19. As a national program, we help our GO Talents clients throughout Canada. We will continue to respond to the latest research and work with employers to ensure they are aware of our job-matching process for Pre-Arrival Internationally Educated Professionals.

## Digital Equity and Employability Pathways (DEEP) Program

ICTC in partnership with Microsoft Canada has established an innovative, employment-readiness initiative known as the Digital Equity and Employability Pathways (DEEP) program. It targets newcomers to Canada, refugees, and Indigenous Peoples from across the country. DEEP has enabled 256 participants to upskill for careers in Canada's growing digital economy by providing access to 50 Microsoft technical skills training courses and an ICTC "soft skills" course. While still ongoing, 76 participants have completed their Microsoft and ICTC courses as of June 2020. In response to an ICTC survey, 93% of respondents indicated that they found employment!

## Coach Connect

ICTC's pilot program Coach Connect is a national employment-readiness initiative. It has been offered to 241 newcomers to Canada who have a background in a digital field. Clients of this program are provided with the necessary tools to improve their labour-market knowledge and prepare them for employment in Canada's tech sector. Focused coaching, resume review, and interview preparation are key outcomes of this program.

Consisting of 12 cohorts, participation takes three forms: part service support, full-service support with live facilitation, or self-directed. In addition, guest speakers provided professional services and shared their firsthand knowledge of the ICT market.

ICTC exceeded its required deliverables for this program, including the participation of women and strong employment statistics. It has since become a solid model for other ICTC programs.

# SHOWCASE 2019

## A Strong Digital-Based Economy Includes Women

Women represent almost half of working-age Canadians and are an important talent pool. Their participation in traditional ICT roles, however, has remained at only between 23%–25% for over a decade. In the digital economy—the growing intersection of tech and industries such as healthcare, biotech, creative industries, and others—women represent about 32% of this “new” digital workforce. Another challenge for women in the tech sector is a persistent wage gap. In 2018, women earned an average of 76 cents for each dollar earned by their male counterparts.

ICTC's WIT Initiatives, funded generously by the Ministry of Women and Gender Equality Canada (WAGE), dedicated an evening to the discussion of gender equality in Canada's tech sector. On Thursday, November 28, 2019, at the Canada Science and Technology Museum in Ottawa, ICTC's Women in Technology Initiative hosted **SHOWCASE 2019: A Strong Digital-Based Economy Includes Women**, with support from Ingenium Canada.

**SHOWCASE 2019** was a nationally broadcast Facebook Live event that brought together decision makers, practitioners, and visionaries in industry, government, and academia to hear from influential leaders who are making a difference in advancing women in their teams and organizations. It was also an opportunity to share ideas and network with like-minded people.

The moderator and panelists provided a lively exchange of views, including the following conversation threads:

- The power of sharing personal stories and the importance of role models for young women in the community and in workplace teams.
- Innovative programs and best practices in companies to increase the number of women participating in work and leadership teams.
- Policies that demonstrate commitment to attracting, recruiting, and retaining more women at all levels, as a core principle of a diverse and inclusive company.



To view **SHOWCASE 2019**, [Click HERE](#)



## Women in Technology (WIT) Initiatives

ICTC's Women in Technology Initiatives continues to deepen and expand to create a more inclusive, measurable, national framework for gender parity solutions, to address systemic barriers and improve the attraction, retention, and advancement of women in the digital economy. This last year, WIT expanded its reach through several means:

- 2019 Canadian ISP Summit – ICTC's Maryna Ivus delivered the presentation "Women in Tech: Bridging the Innovation Gap" at the 2019 Canadian ISP Summit. Her statistically informative summary of the gender gap was well received by conference attendees.
- Digital Pulse – in Maureen Ford's interview with Krista Shibata of IBM Canada, Krista shares her experience of going to schools and communities to present STEM 4 Girls workshops and information sessions focused on encouraging girls to consider pursuing STEM education. (Link to the interview on ICTC's YouTube channel: <https://www.youtube.com/watch?v=oNGoq4FmvjY>)
- In 2020, ICTC will introduce an Equity, Diversity and Inclusion (EDI) Readiness Tool. This "road-map" will assist SMEs in planning, implementing, and achieving Equity, Diversity and Inclusion within their companies.

Implementing innovative inclusive initiatives, programs, and best practices that increase opportunities for women to thrive and succeed in technology is essential and makes good business sense for Canadian industries, women, and the digital economy.



## Other Immigration Programs

The ICTC Immigration team also partners with many organizations across Canada to deliver high-quality services to various audiences. With six other contracts underway, our primary focus includes labour market information, job readiness, resume review, interview preparation, job matching, cybersecurity, SCRUM training, and Information Technology Professional (ITP) certificates. ICTC is proud to deliver these effective programs to newcomers to Canada, Indigenous peoples, refugees, youth, and women.

# OUT IN THE COMMUNITY SNAPSHOT



April 2019  
National Continuing Education  
Symposium: CIGan  
Namir Anani - Keynote  
Montreal, QC



May 2019  
IoG Future Forum Annual  
Conference  
Rob Davidson - Panelist  
Ottawa, ON



June 2019  
Telecom Summit  
Namir Anani - Keynote  
Toronto, ON



June 2019  
Global Petroleum Show  
Alexandra Cutean & Ryan  
McLaughlin - Speakers  
Calgary, AB



July 2019  
International VDI Conference on  
Automated Driving  
Alexandra Cutean - Speaker  
Dusseldorf, Germany



September 2019  
Global International Forum  
Namir Anani - Keynote  
Angers, France



October 2019  
Smart Cities Week  
Faun Rice - Panelist  
Washington, DC



November 2019  
SHOWCASE 2019: A Strong  
Digital-based Economy Includes  
Women  
Maureen Ford - Speaker  
Ottawa, ON



December 2019  
Canadian ISP Summit  
Maryna Ivus - Speaker  
Toronto, ON



February 2020  
IoT In Oil & Gas Canada  
Tyler Farmer - Speaker  
Calgary, AB



March 2020  
SiberX: Canadian Women in Cyber  
Security  
Namir Anani - Presenter and  
Moderator  
Toronto, ON



January 2020  
Canada's Next Generation of  
Digital Economy Workers  
@ Can-nexus20  
Elizabeth Mills & Diana Barbosa  
Ottawa, ON



February 2020  
Blockchain Technology  
Symposium (BTS 2020)  
Marc Lijour & Akshay Kotak  
Toronto, ON



January 2020  
Disrupted: The Human Side of  
Tech  
Nathan Snider & Sheena Bolton  
Winnipeg, MB

## MEDIA COVERAGE

1. [Blockchain](#)
2. [Youth in Cybersecurity](#)
3. [Women's Economic Security](#)
4. [Technology Survival Kits](#)
5. [Calgary Pilot Project](#)
6. [Artificial Intelligence](#)
7. [Canada's Competitive 2030](#)
8. [Digital Student Workforce](#)

# COMMUNICATIONS

## Enhancing Stakeholder Engagement

An ICTC Corporate Communications division was formally established in October 2019 to plan, manage, and execute a proactive and integrated corporate and marketing communications program for ICTC's Research and Capacity-Building activities. ICTC Comms strives to provide best-in-class corporate communications services to help inform internal and external stakeholders about ICTC's extensive range of programs, research, and events while supporting the organization's strategic objectives.

## ICTC Comms Mission

To establish and promote ICTC as a neutral, trusted source of research and policy recommendations. To advance the organization's innovative programs that strengthen Canada's digital skills and labour capacity.

## ICTC Comms in the Future

Enhanced services are on the horizon, including expanded media relations capacity, an exponential increase in video podcasts, webinars, online content generation, and social media presence. The Comms team is integral to the launch of a new ICTC corporate website and the upcoming "Friends of ICTC" affiliate program. It is committed to the adoption and deployment of innovative technologies to keep ICTC at the leading edge of digital communication practices.





# TASKFORCES AND PARTNERS

## SPECIAL THANKS

We would like to extend our sincerest gratitude to the members of our taskforces and councils who have provided their valuable insights and time to ICTC's initiatives.

### ICTC Cybersecurity Leadership Council on Youth & Education

#### National Leadership Taskforces:

Diversity and Inclusion  
Education and Skills  
Industry Growth

#### National Digital Talent Alliance

## PARTNERS

Alberta Ministry of Labour & Immigration  
Algonquin College  
Baldwin Audiovisual Solutions  
Calgary Economic Development  
CATA (Canadian Advanced Technology Alliance)  
CIETECH  
Cisco Systems  
CSE (Communications Security Establishment)  
CyberNB  
DNS (Digital Nova Scotia)  
Durham College  
Ericsson  
Fairchance Learning  
Farmers Edge  
Hackergal

IBM  
Ingenium Canada  
Invest Ottawa & Bayview Yards  
KMPG  
KNBA (Kanata North Business Association)  
Knowledgeflow Cybersafety Foundation  
Langara College  
LESNET  
Magnet Forensics  
March of Dimes Canada  
MILA  
MindBridge Ai  
MTech Hub and Mohawk College  
OCAD U  
Octopi  
RED Academy  
Riipen  
Royal Bank of Canada  
SCWIST (Society for Canadian Women in Science and Technology)  
Sophos

Southern Alberta Institute of Technology  
Tech Manitoba  
Tulips and Maple  
Universite de Sherbrooke  
University of Lethbridge  
University of Ottawa  
University of Toronto (Scarborough)  
University of Waterloo  
WCT (Women in Communications and Technology)  
WES (World Education Services)

# CONTACT US

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