



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Preparing the workforce of the future

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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Preparing the workforce for the future is a crucial task that requires innovation, creativity, and continued education. As the world changes rapidly, Canadians must be ready to adapt and acquire future-proof skills and competencies. This special feature will explore how to promote lifelong learning, and upskill and reskill in a changing work environment to continue to educate the workforce of the future to meet community needs.

Proposed topic highlights:

- TRENDS** – Future-proof skills and competencies, and how to acquire them.
- INNOVATION** – New approaches to learning and work.
- LEARNING MODELS** – From customized educational content to flexible course delivery.
- CREATIVITY & EDUCATION** – How to foster an innovative and entrepreneurial mindset.
- FUTURE-READY** – Enabling success for Canadians in a changing work environment.
- CONTINUED EDUCATION** – Promoting lifelong learning as well as upskilling and reskilling.

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Print/Digital Weekly Readers – **6,063,000**
Print Weekly Readers – **2,592,000** | Digital Weekly Readers – **4,645,000**

Source: Vividata SCC Fall 2023, National, Adults 18+

| Standard Booking Deadline | Material Deadline | Publishing Date | Sponsor Content Booking Deadline |
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