

Marketing Activities for Recruitment  
2107/2018 Calgary Assessment Review Board

---

- Calgary Herald – 2017 January 09 (Attachment 7)
- Metro News – 2017 January 30
- CREB Now – 2017 January 27
- Postmedia multi-platform newspaper sites – 2017 January 09 to February 03
- 311 script
- Recruitment video featuring ARB member
- Social media including Twitter and Facebook
- Paid LinkedIn advertisement with member video
- Calgary.ca, including careers page banner
- Council/committee stream advertisement
- Calgaryarb.ca
- Industry newsletters/blogs/websites:
  - Federation of Calgary Communities
  - CREB Talk
  - Alberta Assessors' Association
  - Real Estate Council of Alberta
  - Alberta Real Estate Association
  - Canadian National Association of Real Estate Appraisers
  - Commercial Real Estate Women (CREW)
  - Association of Condominium Managers of Alberta (ACMA)
  - Appraisal Institute of Canada
  - Canadian Professional Appraisers
  - Alberta Appraisers
  - Calgary Association of Legal Administrators (CALA)
  - Canadian Bar Association (CAB)
  - Association of Women Lawyers (Calgary)
  - Canadian Home Builders Association (Calgary Region) newsletter
  - Urban Development Institute (UDI)
  - Building Owners and Managers Association Calgary (BOMA)
  - Commercial Real Estate Development Association – Calgary (NAIOP)
  - Foundation of Administrative Justice (FOAJ)
  - Canadian Institute for Administrative Justice (CIAJ)
  - Institute of Corporate Directors (ICD)
  - Career Development Association of Alberta