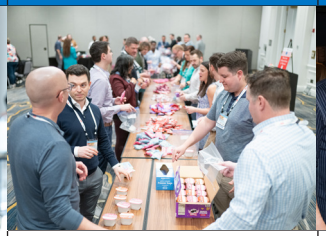
11TH ANNUAL FEBRUARY INSURANCE CAREERS MONTH

THEME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
INSURANCE CAREERS MOVEMENT					
WEEK 1 **FUTURE-READY CAREERS**	**2** Highlight how your employees are building future-ready careers.	**3** Showcase rising stars in your company and how your company recognizes employees.	**4** Spotlight investments in upskilling, reskilling, certifications, and microlearning that keep employees ahead of the curve.	**5** Showcase flexible career pathways that enable career mobility. Note in-person, remote and hybrid opportunities.	**6** Illustrate your company's future-ready approach to benefits and employee rewards.
WEEK 2 **TECH & TALENT**	**9** Show how AI-enabled careers and innovation are redefining roles and opportunities in insurance.	**10** Highlight innovative learning and development programs, mentoring, internships, and apprenticeships.	**11** Spotlight how digital-first cultures are providing unique tech, risk management, and legal job opportunities in the industry.	**12** Feature employees transforming customer experience and risk management via digital tools and innovation.	**13** Celebrate Valentine's Day and spotlight why employees love working in insurance.
WEEK 3 **PURPOSE & PERFORMANCE**	**16** Highlight philanthropy and volunteerism that reflect purpose-driven careers in insurance.	**17** Highlight employee and business resource groups and impactful trade association and industry partnerships.	**18** Show how the industry performs during natural catastrophes and economic challenges. Highlight mitigation initiatives.	**19** Illustrate the strong performance of the insurance industry in helping individuals and communities grow and thrive.	**20** Share employees aligning values with rewarding insurance careers.
WEEK 4 **PATHWAYS & POSSIBILITIES**	**23** Spotlight career opportunities in your company and highlight early-career and growing job segment possibilities.	**24** Share company awards, accolades, and recognition that illustrate company culture and career pathways.	**25** Highlight three steps job seekers can take to obtain a meaningful job in insurance.	**26** Celebrate a culture of curiosity, collaboration and innovation in insurance and note different career paths.	**27** Inspire job seekers with a vision of future-ready insurance careers and job opportunities.