

# TalentScotland wins Top Award for E-Zine



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Press Release Author: [TalentScotland](#)

Industry: [Human Resources](#)

**Press Release Summary: TalentScotland has won the Communicators in Business Award for their Financial Services E-Zine.**

Press Release Body: **TalentScotland** has won the prestigious **Communicators in Business Award** in the category of best **E-Zine** for its **Financial Services e-zine**. The **Communicators in Business Awards** recognise excellence in the way organisations communicate with their stakeholders and others.

**Talentscotland.com** is a Scottish Enterprise initiative managed by **Scottish Development International** aimed at attracting highly skilled professionals to choose Scotland as a location to live and work. **Talent Scotland** provides information and [job listings in life science](#), electronic technology, [financial services and energy](#).

The newsletter, which is produced by the **Edinburgh office of Engage Group**, is now circulating in almost 150 countries and has a

'click through rate' of readers going on to the main TalentScotland web site of 34% against an industry standard of 20%.

Judges commented that this publication is doing a good job. The content is jargon free and clearly worded and is a good example of how an email newsletter should be sent out and written.

**Hazel Sinclair, Project Manager of TalentScotland.com** said; *"The remarkable growth of the [financial services](#) sector in Scotland is generating a great deal of interest worldwide and the e-zine is helping to bridge the information gap between people just being curious and deciding to get involved.*

*"Last year there were over 8,000 new registrations to **TalentScotland** by individuals with key skills who wish to [work in Scotland](#). And a recent survey highlighted that 80% of recipients said that the information from **Talentscotland** improved their views of Scotland, 73% reported an improved perception of Scotland as a career choice and two thirds have already applied for jobs in Scotland."*

Notes to editors

**About Scottish Development International**  
**Scottish Development International** works to attract inward investment and knowledge to Scotland in order to help the economy grow. **SDI** also works to help Scottish companies do more business overseas and to promote Scotland as a good place to live, work and do business. It is jointly operated by the **Scottish Government** and **Scottish Enterprise**. Its work is guided by the **Scottish Government's** strategy for economic development in Scotland.

**Web Site:** <http://www.talentscotland.com/>

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