



# National Investment Banking Competition & Conference 2017 Organizing Team Recruiting Overview

# Recruitment Information

The National Investment Banking Competition & Conference is recruiting a team to organize the largest investment banking competition globally involving top-tier firms and schools across the Americas, Asia, and Europe

NIBC strives to consistently deliver industry quality work, integrity, teamwork and professional development

- ✓ High-performance team committed to premier experience for students and professionals
- ✓ Expectation to achieve milestones beyond previous years
- ✓ Supported by professionals at prominent firms serving on board and past organizing teams

NIBC seeks motivated and respectful individuals suited to work with investment banks and buyside firms

- ✓ Passion for capital markets, exceptional work ethics, strong initiative
- ✓ Patient and respectful with proven team-focus
- ✓ Well-spoken, sociable and polished

Organizing Team Positions	
Directors (2 <sup>nd</sup> Year – Final Year)	Associates (1 <sup>st</sup> Year – Final Year)
<ul style="list-style-type: none"> <li>▪ Director, Competition</li> <li>▪ Director, Case</li> <li>▪ Director, Conference</li> <li>▪ Director, Marketing</li> <li>▪ Director, Operations</li> </ul>	<ul style="list-style-type: none"> <li>▪ Associate, Competition</li> <li>▪ Associate, Case (1-2 positions)</li> <li>▪ Associate, Conference</li> <li>▪ Associate, Marketing</li> <li>▪ Associate, Media</li> </ul>

Recruiting Timeline					
Information Session	Last Application Date	Rolling Interviews	Board Interviews	Team/Alumni Dinner	Board Meeting
February 2 <sup>nd</sup>	February 9 <sup>th</sup>	February 3 <sup>rd</sup> – 10 <sup>th</sup>	February 10 <sup>th</sup> – 12 <sup>th</sup>	March 2017	March 2017

Please submit a 1-page resume and 1-page cover letter addressed to Philip Chua, NIBC Board and send to **both** Cameron.Strukoff@nibc.ca and Nicole.Ponto@nibc.ca by February 9<sup>th</sup>, 11:59PM PST, stating which position(s) you prefer.

# Organizational Structure

The responsibilities and deliverables of each workstream are summarized below including support and oversight from professionals on the board

## NIBC Organizing Team

<i>Director, Competition</i>	<i>Director, Case</i>	<i>Director, Conference</i>	<i>Director, Marketing</i>	<i>Director, Operations</i>
<i>Associate, Competition</i>	<i>Associate, Case</i>	<i>Associate, Conference</i>	<i>Associate, Marketing</i>	<i>Associate, Media</i>

<b>Case &amp; Competition</b> <ul style="list-style-type: none"> <li>▪ First Round and Final Case</li> <li>▪ First Round Case Grading</li> <li>▪ Judging Panels</li> <li>▪ Competition Logistics</li> </ul>	<b>Conference &amp; Sponsorship</b> <ul style="list-style-type: none"> <li>▪ Sponsorship and Partners</li> <li>▪ Speakers and Panelists</li> <li>▪ Conference Logistics</li> <li>▪ News and Media Relations</li> </ul>	<b>Marketing &amp; Event Attendance</b> <ul style="list-style-type: none"> <li>▪ Marketing Plan</li> <li>▪ Target Schools Competitors</li> <li>▪ Alumni and Professional Guests</li> <li>▪ Social Media Campaign</li> </ul>	<b>Marketing &amp; Operations</b> <ul style="list-style-type: none"> <li>▪ Multimedia and Design</li> <li>▪ Project Management</li> <li>▪ Board Presentation</li> <li>▪ Continuity Planning</li> </ul>
<b>Board Involvement</b>			
<ul style="list-style-type: none"> <li>▪ <i>Refine training/templates</i></li> <li>▪ <i>Provide guidance on case</i></li> <li>▪ <i>Review final materials</i></li> </ul>	<ul style="list-style-type: none"> <li>▪ <i>Provide input on concept</i></li> <li>▪ <i>Invite speakers &amp; panels</i></li> <li>▪ <i>Facilitate with sponsorship</i></li> </ul>	<ul style="list-style-type: none"> <li>▪ <i>Attendance by sponsors</i></li> <li>▪ <i>Alumni and clients</i></li> <li>▪ <i>Review key external material</i></li> </ul>	<ul style="list-style-type: none"> <li>▪ <i>Recruiting and Training</i></li> <li>▪ <i>Performance Feedback</i></li> <li>▪ <i>Mentorship</i></li> </ul>

Organizing team members have opportunity to receive training in financial analysis and modeling to assist with case development

# Team Development

Board and past organizing team members are prepared to dedicate their time to developing incoming organizing team members for careers in investment banking through structured training and mentorship

## ORGANIZING TEAM TRAINING PROGRAM

1 Orientation	2 Management	3 Technical	4 Presentation	5 Case
<p><b>Orientation:</b> Learn to execute all marketing, media, case, competition and conference aspects</p> <ul style="list-style-type: none"> <li>Onboarding</li> <li>Expectations &amp; Culture</li> <li>Tasklist/Timeline</li> <li>Communications</li> <li>Feedback</li> <li>Screening</li> </ul>	<p><b>Management:</b> Learn to build a high-performance team and manage a multi-faceted project</p> <ul style="list-style-type: none"> <li>Email Workplan/Call Agenda</li> <li>Deliverables Review Process</li> <li>Delegation</li> <li>Team Meetings</li> <li>Resume &amp; Cover Letter</li> <li>Interview Preparation</li> <li>Marketing Process</li> </ul>	<p><b>Technical:</b> Learn core technical skills expected from an investment banking analyst</p> <ul style="list-style-type: none"> <li>Excel Shortcuts/Charts</li> <li>Bloomberg, CapIQ, Reuters</li> <li>Company/Industry Research</li> <li>Valuation: DCF, Comps, Precedents, M&amp;A, LBO</li> <li>Transaction Screening and Structuring</li> <li>Financial Modelling</li> </ul>	<p><b>Presentation:</b> Learn to plan, prepare and deliver an effective pitch to senior executives</p> <ul style="list-style-type: none"> <li>Precedent Slides</li> <li>Formatting Guidelines</li> <li>Shortcuts</li> <li>Messaging</li> <li>Drafting Process/Email Lists</li> <li>In-Person Presentations</li> <li>Slides Library</li> </ul>	<p><b>Case:</b> Learn how to originate, structure and pitch an investment banking transaction</p> <ul style="list-style-type: none"> <li>Case Workplan</li> <li>First Round: Valuation and Strategic M&amp;A Review</li> <li>Final Round: Corporate Finance Transaction</li> <li>Specific Processes</li> <li>Precedent Cases</li> <li>Case Package</li> <li>Grading Process</li> </ul>

## OVERSIGHT & MENTORSHIP

Oversight	Performance Feedback	Mentorship
<ul style="list-style-type: none"> <li>Review of Key External Deliverables</li> <li>Strategic Input and Corporate Support</li> </ul>	<ul style="list-style-type: none"> <li>Bi-Monthly Oversight Meetings, Feedback</li> <li>Reinforcement of Team Culture</li> </ul>	<ul style="list-style-type: none"> <li>Mentorship Allocation</li> <li>Career Development Opportunities</li> </ul>

# Event Overview

NIBC is the largest investment banking competition globally and founded on the principles of providing students with an interactive and fully authentic investment banking experience

Competition	Conference	Community	Organization
Over 100 global universities represented as of NIBC 2015	3 deal presentations on high-profile deals such as AirBnB	Charitable student & community focus at gala dinner	Student Organizing Team
Final round adjudicated live by senior managing directors	Prominent keynote speakers and panels representing top firms globally	Support from CEOs and globally recognized business figures	Professional Board Members
Investment banking cases created by professionals	300 top-tier students and over 100 professionals	100+ alumni from New York, Toronto, Hong Kong, London, Calgary, and Vancouver	Industry Case & Sponsorship
Real-life datasets, templates, models and memos	Focus on IPO, M&A, LBO, Growth Equity, Shareholder Activism	Organizational support from industry board and academic community	Global Academic Network
Covered by national news with over \$15k prize money	Wide visibility with \$250k budget and high-caliber speakers		Community & Mentorship

## Event Statistics & Participants

Event Overview		Student Attendance		Professional Involvement		Corporate Partners	
Venue	Pan Pacific	Universities	100+	Board	15	Investment Banks	17
Budget	\$250,000	Competitors	1,600	Judging Panels	30	Private Equity Firms	4
Keynotes	2	Competition Finalists	250	Workshops & Panels	25	Asset Management	8
Deal Presentations	3			Wine & Cheese	70	Accounting/Law Firms	5
Simulations	3			Gala Dinner	120	Industry	9
Night Event	Aura Nightclub			<b>Total</b>	<b>150</b>	<b>Total Firms</b>	<b>43</b>

### Recent Keynotes

**LIONSGATE**

Frank Giustra  
Founder

**SHARK TANK**

Robert Herjavec  
Lead Panelist

**J.P.Morgan**

Curt Sigfstead  
Co-Head Technology IB

**FirstEnergy**  
CAPITAL

W. Brett Wilson  
Co-Founder

**RBC** Capital Markets\*

Doug Guzman  
Global Head, IB

**ID**

Patrick Meneley  
Vice Chairman, IB

**GOLDCORP**

Ian Telfer  
Chairman

**TPG**











David Trujillo  
Partner, New Media

# Conference Overview











## NIBC 2016 Itinerary

Day 1 – Conference	
8:00am – 8:30am	Registration & Refreshments
8:30am – 9:00am	Overview of Full-Service Investment Bank
9:00am – 12:30pm	Investment Banking Simulation   Private Equity Simulation
12:30pm – 2:00pm	Lunch Break
2:00pm – 5:30pm	Sales & Trading Simulation
5:30pm – 6:00pm	Transactions Market Update
6:00pm – 6:30pm	Simulation Winner Announcements
6:30pm – 9:00pm	Competitor Reception
Day 2 – Conference	
8:30am – 9:30am	Light Refreshments
9:30am – 10:00am	Opening Keynote Speech ( <i>Noah Wintroub</i> )
10:00am – 11:00am	Telecom Deal Presentation ( <i>Ryan Voegeli</i> )
11:00am – 11:30am	Capital Markets Update ( <i>Andrew McCreath</i> )
11:30am – 12:30pm	Investment Banking Q&A ( <i>GS, JPM, BMO, RBC</i> )
12:30pm – 2:00pm	Lunch Break
2:00pm – 3:00pm	Buy-Side Q&A Panel ( <i>KKR, Apollo, Oaktree, LGP, Onex</i> )
3:00pm – 4:00pm	Tech Venture Capital Deal Presentation ( <i>Dan Eisenhardt</i> )
4:00pm – 6:00pm	<b>Wine &amp; Cheese Networking</b>
6:00pm – 9:00pm	<b>Gala Dinner Keynote &amp; Final Round Judging (<i>Peter Brown</i>)</b>
9:00pm – 10:00pm	<b>Closing Reception for Professionals</b>
10:00pm – 2:00am	Evening Event

## Notable Speakers

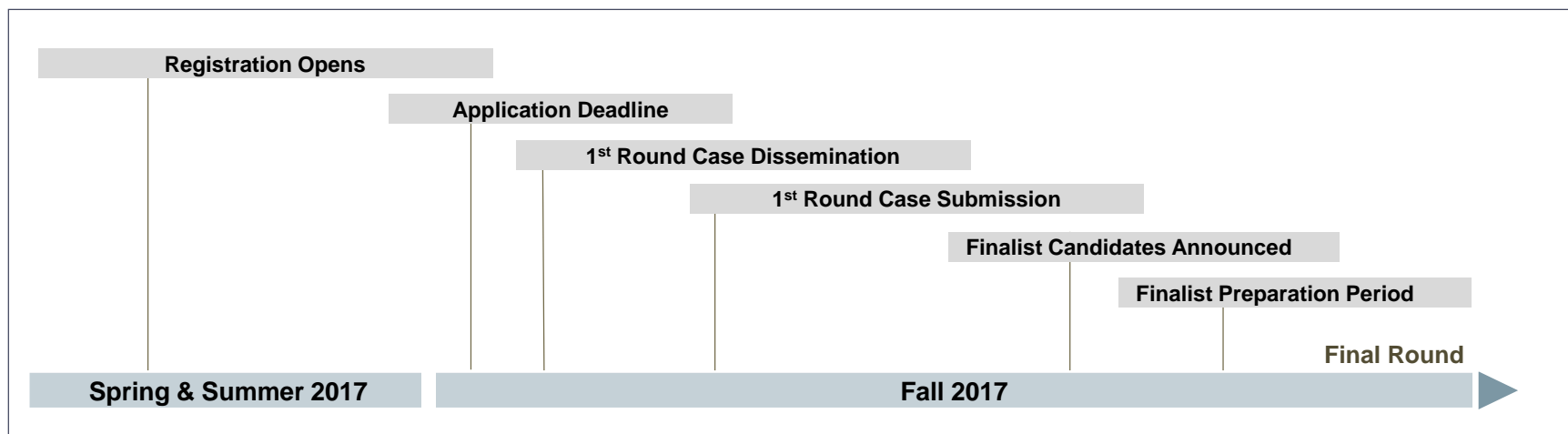
	<b>Robert Herjavec</b> Shark Tank Lead Panelist	Wine & Cheese	
	<b>Frank Giustra</b> Lions Gate Entertainment Founder	Gala Dinner	
	<b>W. Brett Wilson</b> First Energy Capital Co-Founder	Gala Dinner	
	<b>Ian Telfer</b> Goldcorp Chairman of the Board	Gala Dinner	
	<b>David Trujillo</b> TPG Capital Partner, New Media	Deal Presentation	

## NIBC 2016 Speakers & Presenters


	<b>Noah M. Wintroub</b> J.P. Morgan Vice Chairman	Keynote Speaker Opening	
	<b>Peter Brown</b> Canaccord Financial Group Founder & Chairman	Keynote Speaker Gala Dinner	
	<b>Ryan Voegeli</b> CIBC World Markets Head of Telecom & Diversified	Deal Presentation Telecom M&A	
	<b>Dan Eisenhardt</b> Recon Instruments Inc. Founder, President & CEO	Deal Presentation Tech Venture Capital	
	<b>Andrew McCreath</b> Business News Network Fund Manager, Commentator	Market Update Telecom & Media	

# Competition Overview

Case Creation	First Round (4 weeks)	Final Round (2 days)
<p><b><u>Authentic Investment Banking Content</u></b></p> <ul style="list-style-type: none"> <li>Corporate finance transactions</li> <li>Models and datasets</li> <li>Managing director instructions memo</li> </ul> <p><b><u>Sponsors</u></b></p> <ul style="list-style-type: none"> <li>Investment banking professionals on NIBC Case Committee and Board</li> </ul>	<ul style="list-style-type: none"> <li>DCF, Trading Comparables, Precedent Transactions, Leveraged Buyout</li> <li>Competitors submit pitch book, valuation model and memo</li> <li>Top 40-60 teams out of 400 teams selected for final round</li> </ul>	<ul style="list-style-type: none"> <li>Full model, data sets and instructions memo provided to competitors</li> <li>Eight-hour time slots to develop pitch for boardroom presentations to bankers</li> <li>Final presentation to senior managing directors of major banks at Gala Dinner</li> </ul>
	<b>AT&amp;T (2016)</b>	<b>AT&amp;T's Acquisition of Starz (2016)</b>



## Previous Case Topics

Merger	Valuation	Acquisition	Valuation	Financing	Valuation	Restructuring	Takeover	Merger
								
<i>Manufacturing</i>	<i>Fashion</i>	<i>Mining</i>	<i>Sports Equipment</i>	<i>Mining</i>	<i>Gaming</i>	<i>Gaming</i>	<i>Media</i>	<i>Video Games</i>

# Geographical Expansion

Participation		Geographic Distribution	Notable Competing Schools	
Universities	100+		<b>North American Universities</b>	<b>International Universities</b>
Competitors	1600		University of Pennsylvania	London Business School
Competitors (Teams)	400		Columbia University	Cambridge University
Conference Delegates	150		Stanford University	University of Oxford
			New York University	HEC Paris
			MIT	IE Business School
			Cornell University	University of Melbourne
			Yale University	N. University of Singapore
			UC Berkeley	Peking University
			University of Western Ontario	University of Hong Kong

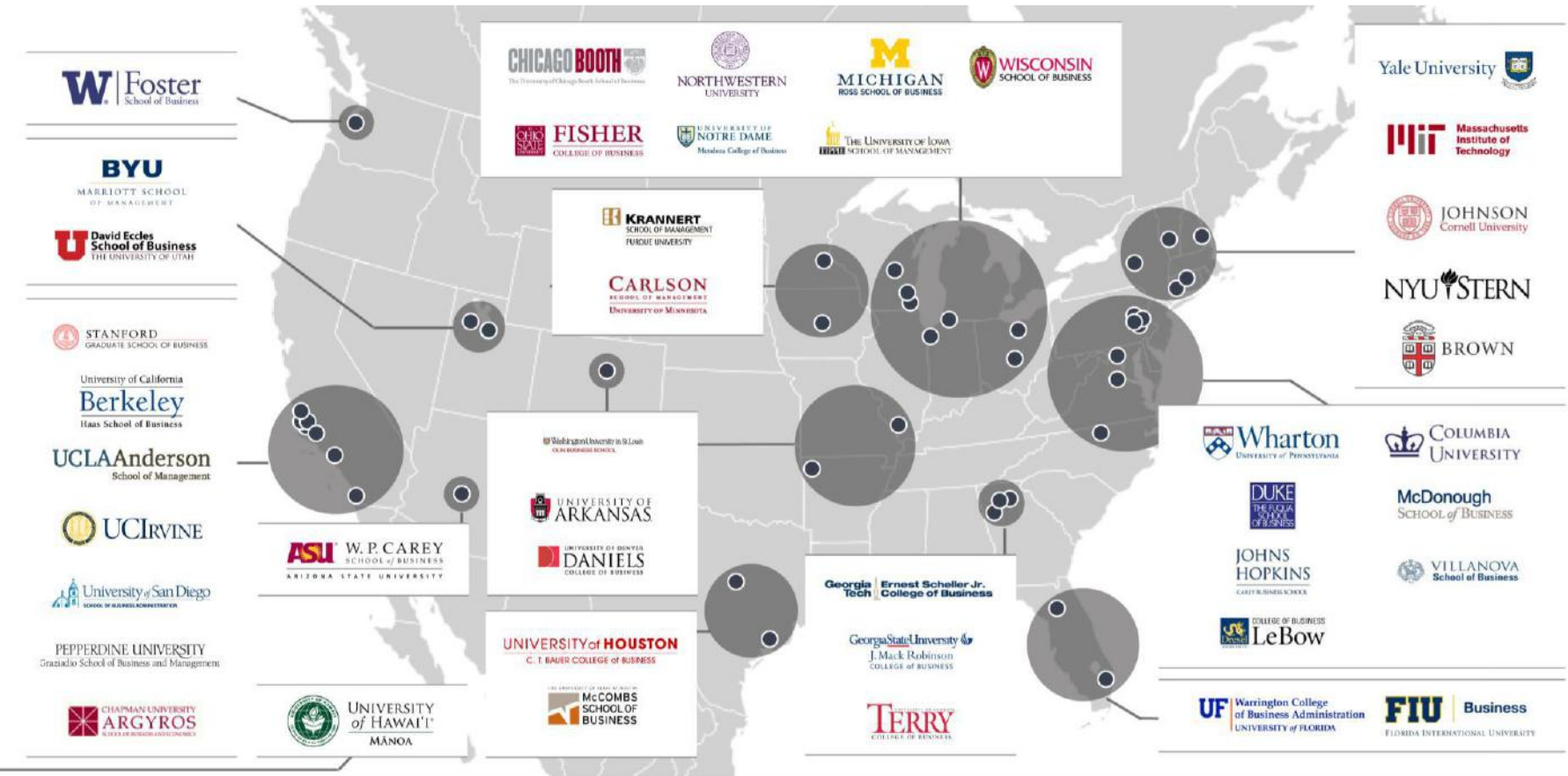
## Participating Canadian Schools





# International Footprint

## Participating American Schools



## Participating European and Asian Schools



# Corporate Partners

Gold			RBC Capital Markets®			BMO Capital Markets		Platinum				commerce undergraduate society								
Silver					sternpartners	gowlings														
Bronze		J.P.Morgan	Morgan Stanley	EVERCORE	RAYMOND JAMES					Deloitte.										
Past Participants	KKR					ONEX														
													LIONSGATE	Teck		FINNING				

# Board

## Professionals on the NIBC Board

### NIBC Board Members

#### Tracey McVicar



**CAI  
Private Equity**  
*Managing Partner*

Board Member

#### Kathy Butler



**CIBC  
World Markets**  
*Managing Director*

Board Member

#### Chris Tsoromocos



**Maxam Capital  
(Stern Partners)**  
*Managing Director*

Board Member

#### Rizvan Dhalla



**Morgan Stanley**  
*Managing Director*

Board Member

#### Harry Pokrandt



**Espresso Capital  
(Macquarie)**  
*Managing Director*

Board Member

#### Scott Powell



**MDA Training**  
*President*

Board Member

#### Jordan Anderson



**bcIMC  
(TD Securities)**  
*Portfolio Manager*

Board Member

#### Philip Chua



**Macquarie (2016)  
(UBS)**

Board Member

#### Michael Scott



**RBC**  
*Director*

Board Member

#### Gint Austrins



**Global Securities  
(UBS)**  
*Equity Analyst*

Board Member

#### Dipak Kamdar



**McKinsey & Co.  
(RBS)**  
*Associate*

Case Committee

#### Amardeep Chandi



**Caspian Capital  
(KKR)  
(Morgan Stanley)**  
*Analyst*

Case Committee

#### Noam Gilead



**J.P. Morgan**  
*Associate*

Case Committee

#### Brenden Lee



**Oaktree (2016)  
(Evercore)**

Case Committee

#### Haroon Chaudhry



**BMO Capital  
Markets**  
*Associate*

Case Committee

#### Martin Haakonsen



**TD (2017)**

Case Committee

#### David Lam



**Macquarie Capital**  
*Associate*

Case Committee

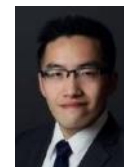
#### Nicole Dee



**Silver Point  
(Goldman Sachs)**  
*Analyst*

Case Committee

#### Charles Wong



**Canaccord  
Genuity**  
*Analyst*

Case Committee

#### Nicole Ponto



**Jefferies**  
*Analyst*

Case Committee

# Organizing Team Network

	Year	Work Experience
Philip Chua	2010	Macquarie   UBS Investment Bank
Amardeep Chandi	2010	Caspian Capital   KKR   Morgan Stanley
Dipak Kamdar	2010	McKinsey & Co.   Maybank   RBS
Jenny Hu	2010	McKinsey & Co.   Partnerships BC
Noam Gilead	2010	J.P. Morgan   RBC Global Asset Management
Gint Austrins	2011	Global Securities   UBS Investment Bank
Jacky So	2011	BOCOM   Li & Fung   Barclays Capital   BAML
Sean B. McNulty	2011	XIB Financial   CIBC World Markets
Jose A. Gonzalez	2011	Mitsubishi UFJ   Citi   Leith Wheeler
Katherine Barends	2011	Adidas   CIBC Wood Gundy
Martin Eston	2011	RBC Capital Markets   Fulcrum Capital
Carl F. Stange	2012	SEB Investment Bank   Morgan Stanley
Jessica Zhang	2012	Houlihan Lokey   BAML
Amelia Lak	2012	Goldman Sachs   RBC Capital Markets
Sara Keng	2012	TD Securities   CIBC World Markets   KPMG
Andra Bosneaga	2012	RBC Capital Markets   CIBC World Markets
Martin Haakonsen	2012	TD Securities   Elkjop AS
Vina Yiu	2012	BAML   Morgan Stanley
Terence Kwan	2012	McKinsey & Co.   Canaccord Genuity
David Lam	2013	Macquarie Capital   GE Capital
Brenden Lee	2013	Oaktree Capital   Evercore Partners
Jasmin Kirk	2013	Lane Crawford   Rabobank
John Sanden	2013	RBC Capital Markets   Connor, Clark & Lunn
Charles Wong	2013	Canaccord Genuity   HSBC
Carmen Chan	2013	Citi   Global Securities
Piper Hoekstra	2013	Connor, Clark & Lunn   CIBC World Markets
Derek Dodd	2013	KKR   RBC Capital Markets
Jennifer Liu	2013	Goldman Sachs   RBC Capital Markets

	Year	Work Experience
Garrett Clyne	2014	TD Securities   Bentall Kennedy
Louisa Yeung	2014	Deloitte   TD Securities
McKenzie Milhousen	2014	Morgan Stanley   Goldman Sachs
Taylor Carkner	2014	CIBC World Markets   Fulcra Assets
Chris Wong	2015	BMO Capital Markets   TD Securities
Nicole Dee	2015	Silver Point Capital   Goldman Sachs
Leanne Li	2015	Scotiabank   Sun Life Financial   HSBC
Juliet Zhu	2015	HSBC   Silicon Valley Bank
Sandra Woo	2015	AGF Investments   Global Securities
Clarabel Luk	2015	PwC   Wesgroup Properties
Soroush Karimzadeh	2015	Novarc Technologies   Andritz
Jennifer Jordache	2015	CPPIB   BAML
Karsten Lee	2015	GMP FirstEnergy   HSBC Global Banking
Hovy Qiu	2015	Canalyst   GF Capital, Bank of Communication
Nicole Ponto	2015	Jefferies   CIBC Wood Gundy
Olga Kubily	2016	RBC Capital Markets
Joseph Liu	2016	Tricor Pacific   Cormark Securities
Jonathan Young	2016	RBC Global Asset Management
Jamie Farrell	2016	Macquarie Capital
Cameron Strukoff	2016	Scotia Capital   Morgan Stanley
Josh Dogor	2016	OTPP

# Past Events

2009	2010	2011	2012	2013	2014	2015
UBC Campus <i>(British Columbia)</i>	Pan Pacific <i>(Canada)</i>	Pan Pacific <i>(Canada)</i>	Pan Pacific <i>(North America)</i>	Pan Pacific <i>(North America)</i>	Pan Pacific <i>(International)</i>	Pan Pacific <i>(International)</i>
25 Finalists (UBC/SFU)	32 Finalists 80 First Round (CDN) 100 Delegates	37 Finalists 160 First Round (CDN) 200 Delegates	91 Finalists 480 First Round (5% US) 300 Delegates	98 Finalists 588 First Round (20% US, 1% Intl) 300 Delegates	160 Finalists 947 First Round (32% US, 8% Intl) 300 Delegates	200 Finalists 1,438 First Round (41% US, 16% Intl) 150 Delegates
1-Day Event	1-Day Event 5 Workshops 1 Simulation	1.5-Day Event 10 Workshops 1 Simulation	2-Day Event 15 Workshops 1 Simulation	2-Day Event 4 Workshops 3 Simulations	2-Day Event 6 Workshops 3 Simulations	2-Day Event 3 Deal Presentations 3 Simulations
\$10k Budget	\$40k Budget	\$80k Budget	\$100k Budget	\$130k Budget	\$150k Budget	\$175k Budget



**THE GLOBE AND MAIL**

*“The two-day conference is also a recruiting dream. The students are surrounded by big names and the case teams get to show off their best stuff.” – Tim Kiladze, Report on Business*

# NIBC Organizing Team Experience

Competition Development Process		
Tasks	Time	Outcomes
Team Selection	February (3 weeks)	Introduction & Team Dinner, Team Photo
Team Training	February - March (2 weeks)	Training Workshops, Instructions, Guides, Templates, Timelines
Board Meeting	March (1 week)	Vision, Expectation, Mentorship, Keynote Speaker Outreach
Case Development	May-Aug (16 weeks)	Research, Modelling, Valuation, Structuring
Competition Marketing	May-Aug (16 weeks)	Strategy Development, Contacting Partners Schools
Conference Planning	May-Aug (16 weeks)	Sponsorship, Panellists and Conference Meetings
Video & Media	September (2 weeks)	Competition and Conference Marketing
Valuation Workshops	September (2 weeks)	On-Campus Workshops and Competitors Preparation
Board Meeting	October (1 week)	Final Update, Priorities and Event Goals
NIBC 2017	November (1 week)	Conference, Final Round and Gala Dinner, Night Event

## NIBC Team & Event



*Robert Herjavec & NIBC Team*



*Frank Giustra | Brett Wilson & NIBC Team*



*Peter Brown & NIBC Team*



## Appendix: Role Descriptions



# Director Positions

## Expectations from Directors and Associates

- Directors are required to manage at least one Associate and take full ownership and responsibility of deliverables set out by the Board; as such, Directors are expected to dedicate the time required to achieve the desired results
- Roles and tasks within each role will be allocated based on team requirements as well as individual strengths and development goals
- Team members have flexibility to be involved across tasks but a fundamental desire to be part of the team and help where needed is key
- Detailed instructions and support will be provided although initiative is critical for every role

## Director Positions (Year 2 – Final Year | estimated 15-20 hours per week | part-time during summer)

<b>Director Competition</b>	<ul style="list-style-type: none"> <li>▪ Responsible for supporting the Board in preparing case materials for the First and Final Rounds</li> <li>▪ Responsible for planning and executing Competition logistics including liaising with competitors</li> <li>▪ Responsible for promoting the Competition globally, alongside the Marketing Director</li> <li>▪ Responsible for managing the creation of Competition-related media materials</li> <li>▪ <i>Note: Existing knowledge of financial research and modeling is required along with flexible after office hours availability</i></li> </ul>
<b>Director Case</b>	<ul style="list-style-type: none"> <li>▪ Responsible for developing the First and Final Round cases in conjunction with the Case Committee</li> <li>▪ Responsible for creating case materials including models, instructions and solution presentations</li> <li>▪ Responsible for thorough industry and company research to support development of realistic investment banking cases</li> <li>▪ <i>Note: Prior exposure or very strong time commitment to acquiring advanced financial research and modeling skills is required</i></li> </ul>
<b>Director Conference</b>	<ul style="list-style-type: none"> <li>▪ Responsible for developing schedules and topics that incorporate new elements consistent with the event's core focus</li> <li>▪ Responsible for planning and executing all Conference logistics, including liaising with volunteers and vendors</li> <li>▪ Responsible for coordinating with the Directors and Board to negotiate and source sponsorship and partners</li> <li>▪ Responsible for liaising with industry professionals to attract speakers and panellists</li> <li>▪ Responsible for attracting delegates working with the Marketing Director</li> <li>▪ Responsible for managing the creation of all Conference-related media materials</li> <li>▪ <i>Note: Previous event or conference planning experience is preferable</i></li> </ul>
<b>Director Marketing</b>	<ul style="list-style-type: none"> <li>▪ Responsible for developing and executing a marketing plan in conjunction with the Directors</li> <li>▪ Responsible for overseeing all marketing initiatives including calls, emails, videos, news, social media, and marketing materials</li> <li>▪ Responsible for creating new networks including external career centers and student organizations</li> <li>▪ Principally responsible for high quality student, alumni and professional attendance at both the Competition and Conference</li> <li>▪ <i>Note: This role requires a high degree of initiative and results-driven attitude</i></li> </ul>
<b>Director Operations</b>	<ul style="list-style-type: none"> <li>▪ Responsible for organizing team calls, oversight of event planning and task progress, providing regular updates to board members</li> <li>▪ <i>Note: This role requires the highest level of responsiveness and integrity as direct liaison with the Board</i></li> </ul>



# Associate Positions

## Associate Positions (Year 1 – Final Year | estimated 10-20 hours per week | part-time during summer)

<b>Associate Competition</b>	<ul style="list-style-type: none"> <li>▪ Work extensively with the Competition Director to assist with delegated tasks (logistics, case, marketing, other)</li> <li>▪ Work with the Competition and Conference Directors to ensure smooth operation of the Competition and Conference</li> <li>▪ Work with the Marketing Director and Associate to promote the Competition within Sauder and externally</li> <li>▪ Plan and execute the Competition including creating and implementing a logistics plan and liaising with competitors</li> <li>▪ Manage the creation of Competition-related materials and information</li> <li>▪ Assist in the case creation process depending on knowledge, availability and interest</li> </ul>
<b>Associate Case (1-2)</b>	<ul style="list-style-type: none"> <li>▪ Work with the Competition Director under the guidance of the Case Committee to assist with the case development</li> <li>▪ Assist with research and preparation of case materials and instructions for the First and Final Rounds</li> <li>▪ Assist the Competition Director in other Competition-related areas as required including logistics and marketing</li> <li>▪ <i>Note: Prior exposure or very strong time commitment to acquiring financial research and modeling skills is required</i></li> <li>▪ <i>Note: Depending on qualifications and requirements, one or two Associates will be hired</i></li> </ul>
<b>Associate Conference</b>	<ul style="list-style-type: none"> <li>▪ Work extensively with the Conference Director to source sponsorship, speakers and partners</li> <li>▪ Work with the Conference Director to plan and execute Conference logistics including managing conference delegates</li> <li>▪ Work with the Conference and Media Directors to create Conference-related materials</li> <li>▪ Work with the Marketing Director and Associate to attract delegates from Sauder and externally</li> <li>▪ <i>Note: Previous event or conference planning experience is preferable</i></li> </ul>
<b>Associate Marketing</b>	<ul style="list-style-type: none"> <li>▪ Work with the Marketing Director to develop and execute a marketing plan including emails, calls and social media</li> <li>▪ Work with the Marketing Director to develop a strategy for attracting professionals and alumni from around the world</li> <li>▪ Work with the Media Associate to assist with the creation and refinement of all marketing materials</li> <li>▪ Promote NIBC and liaise with alumni, school, career centre and student organizations including during the summer</li> </ul>
<b>Associate Media</b>	<ul style="list-style-type: none"> <li>▪ Work with the Marketing Director and other Directors to create multimedia material including prospectus and case materials</li> <li>▪ Work with the Conference Director and other Directors to prepare Board presentations and updates</li> <li>▪ Maintain the website, including press releases, promotional updates and all relevant Conference information</li> <li>▪ Maintain and expand the multimedia and templates library to assist other team members and enhance continuity</li> <li>▪ Assist in implementing marketing initiatives as required to support the Marketing Director</li> <li>▪ <i>Note: Pre-existing multimedia skills are highly desired (Photoshop, InDesign, HTML)</i></li> </ul>