Participants in this competition will analyze the historical performance of AIESEC's Local Committee (LC) at Simon Fraser University (SFU). The objective is to develop strategies to increase student participation in international exchange programs offered by AIESEC.

Main Case Question: *How can AIESEC SFU strategically increase the number of SFU students participating in their international exchanges?*

AIESEC EP Data (2013-2024): This dataset includes information on the number of students who signed up, applied, were accepted, approved, realized their exchange, and completed their exchange.

Hackathon Challenge:

- Analyze & Visualize Data: Present trends, patterns, and comparisons in AIESEC's EP metrics using dynamic visual storytelling methods.

- Develop Strategic Recommendations: Create practical, innovative strategies to boost exchange participation rates.

- Creative Presentation: Present your findings creatively using interactive visuals, infographics, and storytelling.

Evaluation Criteria:

- Data Analysis and Visualization (30%): The quality and clarity of the visualizations. At least three visualizations must be included.

- Strategic Recommendations (15%): Practicality, feasibility and impact of proposed strategies.

- Creative Presentation (35%): How effectively the ideas are communicated and the ability to engage the audience.

- Q&A Session (15%): Ability to address questions and defend the presented findings, the session will last for 3 minutes following your presentation.

- Guidelines Adherence (5%): Compliance with all submission guidelines.

Submission Requirements:

- Presentation: A 5-minute presentation summarizing insights and strategies. All presentations must be submitted by 1 pm on the day of the event. Each team member must contribute at least 45 seconds to the presentation.

Additional Information:

Participants are encouraged to explore supplementary data about AIESEC's exchange programs. Reviewing the SFU Senate Annual Report, which has been attached, is highly recommended. If using external data or visuals, proper citations must be provided.