

# RE DEFINE

UNIVERSITY OF WATERLOO DECA CONFERENCE 2016

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DELEGATE INFORMATION PACKAGE

# PRESIDENTS' MESSAGE

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Dear Delegate,

Thank you for your interest in the 2016 Waterloo DECA Conference. It is our pleasure to welcome you to the 11th annual event, which will take place from March 4th to March 6th at the University of Waterloo. The Waterloo DECA Executive Team has been working hard over the past year to present delegates with an optimal Conference experience.

The Conference identity has been created through the showcasing of an implicit equilibrium between the business and technology domains. Our sponsors and partners encompass academic, business-corporate, and startup entities, that have aided the Waterloo chapter in successfully delivering a remarkable Conference experience. Through engaging speakers and workshops, the team hopes to provide insight on how one can make an impact within their respective industries. Respecting DECA roots, while including a unique component from our chapter, the Conference also features a classic case competition and pitch competition.

The following package contains important information for those who wish to attend this year's Conference. Please take the time to carefully review all of the enclosed information!

Individuals are responsible for submitting the Delegate Registration Form on Eventbrite by **February 19th, 2016**. All registration information and delegate fees must be received by the aforementioned date.

We hope that you will join us for one of our most exciting Conferences to date.

Kind Regards,



Jordan Lee  
Co-President



Siddhanth Unnithan  
Co-President



# ABOUT THE CONFERENCE

**DATE**

Friday, March 4th to Sunday, March 6th

**LOCATION**

All events will be taking place at the University of Waterloo and the Delta Waterloo Hotel. The Saturday night social will be at Beta, one of the top fifty nightclubs in the world.

**TRANSPORTATION**

Delegates are responsible for arranging their own transportation to the University of Waterloo. Transportation to and from the conference events will be provided for delegates staying at Delta Waterloo Hotel.

**ACCOMMODATION**

All delegates are welcome to stay at the Delta Waterloo Hotel, located a short five minute drive from the university campus. The accommodation fee is included in the conference fee (see Page 10 for Registration Information). Delegates are responsible for making their own roommate arrangements.

Delta Waterloo  
110 Erb Street West  
Waterloo, ON  
N2L 0C6 Canada  
519-514-0404  
<https://www.deltahotels.com/Hotels/Delta-Waterloo>

**DRESS CODE**

It is expected that delegates dress in appropriate business formal attire, except for the social event on Saturday evening. Delegates must wear their conference name tags at all times.

## **CONFERENCE THEME - *Are you ready to take control and redefine your career?***

Our vision at Waterloo DECA, is to revolutionize your DECA experience and help provide and hone skills and traits required to succeed in the workforce. The 2016 Waterloo DECA Conference, denoted REDEFINE, will showcase dozens of companies and professionals with broad business and technology networks, that have disrupted and/or redefined their respective industries. Embrace the equilibrium of business and technology, and attend a Conference that will aid in gearing you towards redefining aspects of your professional career.

## **NETWORKING**

During our Saturday networking session, you will have the opportunity to expand your network by mingling with successful professionals representing corporate sponsors, entrepreneurial businesses, and community organizations. Throughout the conference, delegates will have the chance to connect with other students and representatives that share a similar passion and drive for success.

## **RESUME BOOK**

Make an impression on our corporate sponsors and industry affiliates! All delegates attending the conference can feature their résumé in our Résumé Book, which will be distributed to help students gain valuable exposure to potential employers.

# ITINERARY

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## FRIDAY MARCH 4

3:00 pm	Registration
4:00 pm	Opening Ceremony
4:30 pm	Pitch Competition
7:00 pm	Dinner
7:30 pm	Speaker: Michael Katchen
8:00 pm	Casino Night

## SATURDAY MARCH 5

9:00 am	Breakfast
10:00 am	Case Comp. 1 / Workshop 1
12:00 pm	Lunch
1:00 pm	Case Comp. 2 / Workshop 2
3:00 pm	Workshop 3
3:30 pm	Networking Session
6:00 pm	Speaker 1: Hongwei Liu
6:30 pm	Dinner
7:30 pm	Speaker 2: Upkar Arora
8:00 pm	Awards and Closing Ceremony
8:30 pm	Social

## SUNDAY MARCH 6

11:00 am	Hotel Check Out
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# COMPETITIVE EVENTS

Traditional DECA case competitions challenge the delegates' problem solving and communication skills through role play case scenarios. Case competitions will take place on Saturday and participants can choose to compete individually or with a partner. Winners of the case competitions will win prizes as well as additional benefits from sponsored categories.

## INDIVIDUAL CASES

Marketing Management  
Fashion and Retail Marketing  
Finance

**Preparation:** 15 minutes  
**Presentation:** 10 minutes  
**Questions:** 5 minutes  
**Laptop:** No

## TEAM CASES

Accounting  
Sports and Entertainment Marketing  
International Business

**Preparation:** 30 minutes  
**Presentation:** 15 minutes  
**Questions:** 5 minutes  
**Laptop:** Yes



## PITCH COMPETITION

The Pitch Competition, a popular annual event, is a unique staple at the Waterloo DECA Conference. All delegates will compete in the Pitch Competition on Friday at the Delta Waterloo Hotel. This competition requires quick thinking and allows delegates to showcase their creative impromptu skills.

# SPEAKERS

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## **MICHAEL KATCHEN, CEO and Founder of Wealthsimple**

Michael Katchen is the founder and CEO of Wealthsimple, Canada's fastest growing online investment manager. His vision is to make smart, simple investing accessible to every Canadian, regardless of age or net worth. He was recently listed as an "Industry Mover" by the Financial Post, a Change Agent by Canadian Business Magazine and one of the 500 people that will define the next 12 months by Askmen.



## **HONGWEI LIU, CEO of MappedIn**

Hongwei Liu is the co-founder and CEO of Mappedin, a business that had its humble beginning in the University of Waterloo's Velocity garage and grew into the successful company it is today. Mappedin creates interactive indoor navigation systems available as a mobile app or touchscreen kiosk for major Canadian retailers such as SportChek, the Sheraton Hotel in Toronto and Casino Rama. As a university of Waterloo grad, Hongwei is a technology enthusiast who wants to help build the dream of his clients.



## **UPKAR ARORA, Managing Director of Illumina Partners Inc.**

Upkar Arora is CEO of Illumina Partners, a boutique advisory firm specializing in strategy, operations, M&A and finance. He has more than 30 years of experience buying, running, growing, restructuring, leading, selling and advising companies in Canada, the US, Mexico and Europe directly and through companies such as Onex, Nortel, Trizec & Olympia & York. He has been involved in greater than \$20 billion of transactions. Upkar is a MAcc graduate from the first UW SAF class in 1985.

# WORKSHOPS

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## KPMG

During the Saturday portion of our conference, KPMG will be hosting a workshop for our delegates. By providing audit, tax and advisory services, KPMG works closely with their clients, helping them to mitigate risks and grasp opportunities. Michelle McKee, the Talent Attraction Coordinator of KPMG's GTA Campus Recruiting team, will be presenting a interactive workshop, so be sure not to miss out!



## PwC

PwC will be hosting a workshop for our delegates on Saturday morning. With more than 100 years of excellence in Canada, PwC provides industry focused assurance, advisory, tax services for public, private and government clients. Leading the workshop will be Nidhi Bhasin, the Campus Talent Acquisition Specialist in the Audit and Assurance Group at PwC. A fun and informative workshop is being prepared, so stay tuned for more details!



## COMMUNITECH

Continuing their partnership from last year, Communitech will be hosting a workshop for our delegates Saturday afternoon. Communitech is an industry-led innovation centre that supports, fosters and celebrates a community of nearly 1,000 tech companies. The centre supports companies at all stages of growth and development—from startups to rapidly-growing mid-sized companies and large global players.

# SOCIAL & OTHER EVENTS

## CASINO NIGHT

Get ready to showcase your card-counting skills at our Casino Night Social on Friday evening. Spend the night mixing and mingling with delegates while playing various casino games, from Blackjack to Texas Hold'em to Roulette.



## BETA DECA SOCIAL

Rated as one of the top 50 clubs in the world, Beta Nightclub is a world renowned entertainment hotspot: the perfect location to end the conference on Saturday. This social is open to all guests, so feel free to bring your friends!



## PHOTO SESSIONS

Throughout the weekend, delegates will have numerous chances to get their pictures taken by our professional photographers, at the photo booth, or during the photo-shoot session.



# COMPETITION PRIZES

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## PITCH COMPETITION

Top 2 Teams will win an exclusive offer from one of our sponsors!

## CASE COMPETITION

Cash Prizes for **Marketing Management** and **Fashion and Merchandising**:

1st Place - \$100

2nd Place - \$75

3rd Place - \$50

Prizes for **Accounting**, **International Business** and **Sports & Entertainment Marketing**:

Top 3 Teams will receive an office tour and lunch with PwC, KPMG and Deloitte!

Prize for **Finance**:

Top 3 Teams will receive a prize from UW School of Accounting and Finance and Faculty of Math!

## CASINO NIGHT

Not to mention the myriad of **spectacular prizes** up for grabs at our signature Friday evening Casino Night!

**Deloitte.**



**pwc**

**KPMG**

UNIVERSITY OF WATERLOO  
FACULTY OF ARTS  
School of Accounting and Finance

**MATH**  
**π**  
WATERLOO

# REGISTRATION INFORMATION - EXTERNAL

## CONFERENCE FEE

Hotel: \$120

Non-Hotel: \$100

## REGISTRATION PROCEDURES

Registration and/or selection process may vary by university. Contact your university DECA Chapter President for more details. If you are not part of DECA, contact Kanika Dutta at **kanika.dutta@uwdeca.com** for inquiries.

Fill out the registration form:

**<http://tinyurl.com/redefine-external-delegate>**

Strongly recommended:

Submit your resume to **resume@uwdeca.com** by **February 22nd, 2016** to have it included in our Resume Book to be sent to all of our sponsors and affiliates.

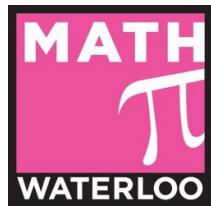


# SPONSORS

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UNIVERSITY OF WATERLOO  
FACULTY OF ARTS  
School of Accounting and Finance



**Deloitte.**

**CONRAD**  
BUSINESS. ENTREPRENEURSHIP. TECHNOLOGY

VELOCITY



[UWDECA.com/conference](http://UWDECA.com/conference)