



clubs guide

PRESENTED BY LAZSOC



LAZARIDIS STUDENTS' SOCIETY

The Lazaridis Students' Society is a student-led organization comprised of all 6,500 undergraduate Lazaridis Business, Economics, and Double Degree students at Wilfrid Laurier University. The Lazaridis Students' Society acts as a link between students, faculty, and members of the surrounding business and economics community.

Each semester, the Lazaridis Student's Society offers resources, programs, and unique events tailored to broaden students' professional and personal development. The Lazaridis Students' Society supports the initiatives and programming of the 23 Lazaridis business and economics clubs and associations, who are committed to the development of key student interests.

The Lazaridis Students' Society is dedicated to representing the interests of all undergraduate Lazaridis Business & Economics students. We strive to support and enhance the student experience and provide opportunities for students to discover and pursue their passions.

SUPPORT CLUBS

HOST EVENTS

ADD VALUE

Lazaridis Students' Society is the umbrella organization that supports 20 clubs and 3 associations.

Lazaridis Students' Society runs 5 major events through the year, holding both academic and social events.

O-Day
Casino Royale Night
Lazaridis Networking Gala
Year End Gala
Grad Ball

Lazaridis Students' Society directly adds value to students through the discount program and cases and competitions reimbursement program, which supports up to 50% of competitions costs.

LETTER FROM THE VICE PRESIDENT OF CLUBS & ASSOCIATIONS, EMILY FRASER

I truly believe that what makes Lazaridis Business School different from any other business school in the country is our student involvement. Whether it is coming out to an event, joining a club or taking on a leadership role, the experiences that you gain from being involved in extra-curricular activities over the course of your degree are invaluable.

The Lazaridis Students' Society has 23 clubs and associations that specialize in a wide range of business areas and interests. I guarantee that there is a club that not only aligns with the career you want to pursue but also your passions. The opportunity to join a club is not only a chance to enhance your resume or gives you something to talk about in a job interview. It is the opportunity to make friends, apply what you learn in your classes, share ideas and discover what you want to pursue.

This year we hope to not only increase our student participation but also the value that our clubs provide to students. Last year our clubs and associations ran over 160 events. We hope to build on the success of last year and make this the strongest year for our clubs and associations. Through new events, new clubs and more corporate sponsors I am confident this will be an extraordinary year for the Lazaridis Students' Society and our clubs.

During my time at Laurier I know that Lazaridis business is a place where you can be who you are and you can share your passions with your peers; it is a place where creativity, innovation, and networking is encouraged. I believe that this is largely due to student involvement. By getting involved in the Lazaridis Students' Society through our clubs and associations it truly makes you feel as though you are joining a community.

Your time here at Laurier is truly what you make of it. There are many incredible opportunities and experiences awaiting you. I challenge each of you to consider getting involved with our extraordinary clubs and associations and making the most of your time here at the Lazaridis Business School.



EMILY FRASER
Vice President of Clubs & Associations
Lazaridis Students' Society

atrium media group



- [f / sbeatrimum](#)
- [t / amglaurier](#)
- [i / amglaurier](#)

ABOUT US:

Atrium Media Group's mission is to unite the Lazaridis community and its surroundings through the delivery of exceptional news, services, and content. It is a dynamic and innovative media organization that provides rewarding opportunities for students to showcase their creativity and talent through various initiatives.

PRESIDENTS



ROHIT MANSUKHANI



HENRY XU

[AMGLAURIER.COM](#)



- [f / decalaurier](#)
- [t / decalaurier](#)
- [i / deca_laurier](#)

ABOUT US:

DECA Laurier is a renowned chapter of DECA University - an international organization that promotes professional development through case competitions, delegate training, and networking opportunities. With a presence at Laurier spanning over a decade, DECA Laurier has proven monumental in providing students with real world, challenging, and exciting opportunities to improve and showcase their success in various competition style events. As the largest business case competition club on campus, DECA Laurier strives to serve nearly 300 delegates through multiple conferences and mentorship opportunities throughout the year.

FLAGSHIP EVENT : EMPOWER - INVITATIONAL CONFERENCE

DECA Laurier's flagship event is our annual year-end Invitational. Titled "Empower", we strive to support our delegates in developing themselves as business professionals. At this conference, we invite delegates from chapters across the province and country to compete against our highly-awarded chapter in both team and individual case events - testing their presentation, creativity, and case based skills.

[DECALWLU.CA](#)



ABOUT US :

Enactus Laurier provides a platform for teams of outstanding university and college students to create community development projects that put people's own ingenuity and talents at the centre of their livelihoods. An annual series of Regional and National Competitions provides a forum for teams to showcase the impact of their outreach efforts and to be evaluated by executives serving as judges.

FLAGSHIP EVENT : UNILEVER SOCIAL ENTERPRISE COMPETITION

In USEC, students form teams to create a social business that solves a community issue that they are passionate about. They then communicate their business plan and vision in presentations to industry experts, business leaders, and Unilever executives. The winning team receives seed money for their social venture and an opportunity to work at Unilever!

[ENACTUSLAURIER.CA](#)

enactus laurier

PRESIDENTS



JAKE FELL



MATTHEW IMRIE

golden speakers club

PRESIDENTS



NIMISHA BHATIA



TJ CADDO



- [f / goldenspeakersclub](#)
- [t / speakgolden](#)
- [i / goldenspeakersclub](#)

ABOUT US :

The Golden Speakers Club allows members of the Laurier community to share their stories while improving their public speaking skills. Throughout the year, the Club hosts a variety of impactful and often life-changing events, such as a Speaker Showcase and a Public Speaking Boot Camp. This year, our goal is to introduce students to different corporate fields through our alumni network and assist them in recognizing the how skills developed through these events are transferrable for careers in the business industry.

FLAGSHIP EVENT : LANDSCAPE ONTARIO CASE COMPETITION

A case competition researching into innovative marketing strategies in order to rebrand a green industry association in order to attract new businesses to the industry.

[GOLDENSPEAKERSCLUB.COM](#)



ABOUT US :

JDC Central is a team-based , academic case study competition that will attract more than 500 of the brightest students in Eastern Canada to participate in the most prestigious event of its kind. JDC competitors participate in rigorous academic case simulations, a debate competition, athletic, social, and spirit events throughout a fast-paced and competitive weekend. JDC Laurier's pride, dedication, and wealth of superior talent has resulted in seven championships in the past eight years of competition.

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JDCCLAUER.CA

JDCC LAURIER

PRESIDENTS



BRITTANY KOORNSTRA



KIA CARAYANNOPOULOS

(LCC) LAURIER CONSULTING CLUB

- / laurierconsultingclub
- / wluconsulting
- / laurierconsulting

ABOUT US :

The Laurier Consulting (LCC) operates with the intention of improving the knowledge and technical skills of Lazaridis students through our two dynamic portfolios. The Engagement portfolio offers workshops, networking events, information sessions, and large-scale case competitions. The Consulting portfolio allows students to apply what they have learned at the Engagement events to real consulting engagements setup with local startups and managed by the executive team.

FLAGSHIP EVENT : STARTUP CASE COMPETITION

This event gives students the opportunity to sharpen their critical thinking skills and apply classroom knowledge in the real world. Student teams will compete against each other solving a case from a startup in the Kitchener-Waterloo area.

LAURIER CONSULTING CLUB

PRESIDENTS



RYAN BELISLE



NANCY SHERPA



LAURIER ACCOUNTING ASSOCIATION

PRESIDENTS



MICHAEL KAY



RACHEL KWONG

ABOUT US :

The Laurier Accounting Association boasts the largest member base of any club at Laurier, reaching over 650 Laurier students in the 2015/2016 academic year. LAA works closely with leading national accounting firms and distinguished local firms to partner in educating students about the opportunities available in the accounting profession. LAA organizes a wide variety of events and provides resources that allow students to create connections with leading industry professionals. LAA's goal is to allow students to develop critical skills that will make them an asset in the workplace.

FLAGSHIP EVENT : CO-OP DINNER

This event brings the most dedicated and motivated students who are interested in pursuing an accounting designation. This Co-op dinner includes a formal dining experience with recruiters, followed by an open networking session where students eagerly learn about what the firms and partners have to offer.

LAURIERACCOUNTING.COM



ABOUT US :

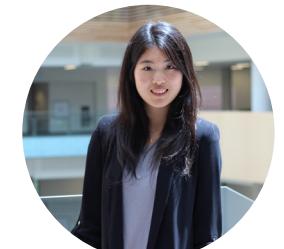
Laurier Economics Club (LEC) allows students to explore their passion for economics and meet like minded individuals. They are unique in that they are the only economics focused club at Laurier. LEC's goals are to foster an interest in the field of economics throughout the Laurier community, as well as provide educational assistance in a variety of economic courses. LEC offers a diverse range of events including conferences, networking events, info sessions, and mock midterms.

LAURIER ECONOMICS CLUB

PRESIDENTS



SHIVANGI PATEL



SHARLEEN GONG

LAURIERECONOMICS.CLUB



LAURIER INVESTMENT & FINANCE ASSOCIATION

- / lifapage
- / life_wlu
- / insta

ABOUT US:

Laurier Investment and Finance Association (LIFA) is the largest finance related club on campus that strives to help position members for a career in finance. LIFA holds weekly meetings, competitions and networking events with our highly anticipated Capital Markets Mixer being held on September 22.

PRESIDENTS



BEN STEWART



KATIE CHAN

LIFEWLU.CA



ABOUT US :

Regardless of your industry and title, the ability to communicate your brand both personally and professionally is essential. As the only club focused entirely on sales, the Laurier Sales Association provides a unique opportunity where students can develop and improve their soft skills, all while being presented with real life networking and hiring opportunities. Whether it is through workshops, training from industry professionals, or sales competitions, our mission is to help students perfect their personal brand, expose them to exciting opportunities, and strengthen their professional network.

FLAGSHIP EVENT : A NIGHT IN SALES

We will be bringing in multiple professionals to explain how sales is relevant in their roles. This TED Talk style event is sure to leave you with valuable lessons and will be a fantastic networking opportunity.

LAURIERSALES.COM

LAURIER SALES ASSOCIATION

PRESIDENTS



BROOKE SONSHINE



LEAH THERIAULT



LAURIER MARKETING ASSOCIATION

- / lauriermarketing
- / wlumarketing
- / wlumarketing

ABOUT US:

The Laurier Marketing Association (LMA) is dedicated to undergraduates interested in marketing. LMA teams up with world-renowned faculty, successful alumni, industry leaders, and recruiters from the world's top companies to help members attain the level of marketing experience and insight they desire. LMA's flagship event is the Inter-University Case Conference, which hosts marketing associations from other universities across Ontario to compete in a weekend-long case competition written by the Platinum Sponsor of the event.

FLAGSHIP EVENT : LAURIER MARKETING CASE COMPETITION

The Laurier Marketing Case Competition (LMCC) is an annual event held by LMA to help students from all years develop and practice their problem-solving, communication and marketing skills by helping a real-life company solve a real-life problem.

LAURIERMARKETING.COM

PRESIDENTS



PUNEET AUJLA



FATIMA MIAN

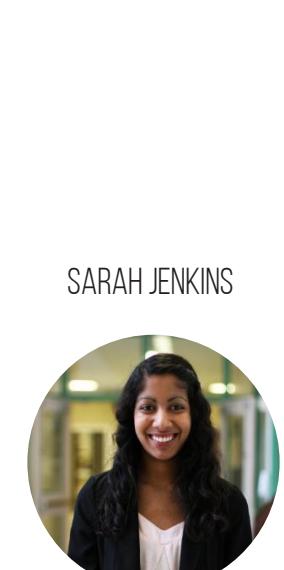


ABOUT US :

Students Offering Support (SOS) is a national network of student volunteers who offer comprehensive Exam-Aid review sessions right before midterms and finals to raise money for sustainable education projects in Latin America.

LAURIER STUDENTS OFFERING SUPPORT

PRESIDENTS



SARAH JENKINS



SERENA GILL

LAURIER.SOSCAMP.COM



SPORTS MANAGEMENT LAURIER

- / smlaurier
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ABOUT US :

SML makes it possible for individuals to pursue their dream career in all facets of the sports management industry, highlighted by our three core pillars: the Brand, Agency, and Broadcast sectors of the Sports Management Industry. At SML, we deliver value to our members through our diverse program and event calendar, networking services, employment opportunities, and corporate partnerships. Through our services, Sports Management Laurier is continuously striving towards its mission to inspire, motivate, and equip the next chapter of sports management leaders.

FLAGSHIP EVENT : IUCC

Since the inaugural IUCC in 2016, SML, in partnership with LMA, has hosted an annual sports management themed case competition, pitting teams of top business students from across Ontario against each other.

SMLAURIER.COM

PRESIDENTS



ALEX WATSON



MANINDER GILL



ABOUT US :

The Advertising Project is dedicated to providing eye-catching, dynamic advertising for local enterprises and not-for-profits through digital and print media to help businesses soar above the competition. The Advertising Project provides student initiatives in the form of case competitions, agency tours and workshops to help cultivate the love of advertising for young professionals. All advertising is created and designed by Golden Hawks looking to gain experience in the industry as graphic designers, copywriters, and account executives.

FLAGSHIP EVENT : TAP-A-THON

A hack-a-thon for advertising; we will give students the opportunity to create, design, and innovate all things advertising. This event's focus is about bringing advertising efforts into one unified campaign.

THE ADVERTISING PROJECT

PRESIDENTS



HARRY CHOI



LAURA WANG

THEADVERTISINGPROJECT.COM

STARTUP LAURIER

- / startuplaurier
- / startuplaurier
- / startuplaurier

ABOUT US :

Startup Laurier brings Waterloo's entrepreneurial culture to Laurier's campus. We strive to bring like-minded students together to pursue their passions and ambitions by facilitating programs that engage students with the local entrepreneurial community. Specific programs that the club hosts that caters to these interests are Startup Chats, and Startup's flagship event Entrepreneur's Exchange.

FLAGSHIP EVENT : ENTREPRENEURS EXCHANGE

Entrepreneurs Exchange brings together the KW startup community for a night of networking, workshops and a title keynote speaker. In the past we have had Dragon's Den very own Michael Wekerle

STARTUPLAURIER.COM

PRESIDENTS



HANNAH MCGROARTY



ETAI MIZRAHI



ABOUT US :

The Link's mission is connecting past, present, and future students within the Lazaridis School of Business and Economics, the community, and internationally by promoting leadership and networking opportunities in a professional manner. The Link's flagship events include the Leadership in Business Conference, the International Student Leadership Conference, and the Steer Your Career networking event.

FLAGSHIP EVENT : LEADERSHIP IN BUSINESS CONFERENCE

A 4-day live business case competition for high school students preparing for the next steps in their education. The Conference offers students a unique opportunity to explore topics in business at the post-secondary level, as well as experience life as a first year university student.

THE LINK

PRESIDENTS



EMILY VAS



TORIE MCDERMOT

THELINKONLINE.ORG



TECHNOLOGY MANAGEMENT LAURIER

- / lauriertech
- / lauriertech_
- / lauriertech

ABOUT US:

Technology Management Laurier (TML) connects students with the growing global technology sector through numerous organizational disciplines. The club strives to provide each member with the opportunity to gain knowledge in the technology sector and enhance their business-tech expertise. TML also assists local businesses and startups through its Techsense Division by providing technological implementation services.

FLAGSHIP EVENT : NETWORKING WITH NETSUITE

This event offers the opportunity for students to learn about Business to Business software and consulting, as well as the opportunity to network with those working in the industry as part of NetSuite, which is now a division of oracle.

LAURIERTECH.COM

PRESIDENTS



LUCAS DUPÉE



RYAN BOERBOOM



STUDENTS FOR SUSTAINABILITY

PRESIDENTS



DANIEL HOULE



SAM MENDELSON

ABOUT US:

Students for Sustainability (S4S) exists to foster the future leaders of our environment. Our students learn about corporate sustainability, gain volunteer experience, and plant trees.

FLAGSHIP EVENT : THE CLIMATE PROBLEM WITH TOM RAND

Tom Rand is a Canadian climate change expert, clean-technology venture capitalist, entrepreneur, author, and talented speaker. He will be educating our students for a more promising future of tackling our world's climate problem.

SFSUSTAINABILITY.COM



WOMEN IN LEADERSHIP LAURIER

- / womeninleadershiplaurier
- / willaurier
- / willaurier

ABOUT US:

Women in Leadership Laurier (WILL) focuses on promoting equal opportunity and continuous learning. WILL strives to provide leadership skills, resources, information and support needed to succeed in today's professional environment. We aim to empower young women to pursue success through bringing together like-minded students and business leaders from across the country. WILL's flagship event is the WILL to Succeed Conference which includes keynote speeches, workshops, and a networking session.

FLAGSHIP EVENT : WILL TO SUCCEED CONFERENCE

WILL to Succeed Conference is facilitated by a keynote speaker and gives students an opportunity to speed network with industry professionals, & participate in workshops to prepare them to succeed in the changing workforce.

PRESIDENTS



VICTORIA MASTROIANNI



OLIVIA LEWIS



- / OUTinBusiness.ca

ABOUT US:

OUT in Business is a student run organization at the Lazaridis School of Business and Economics. We are dedicated to fostering a sense of diversity and inclusion between our LGBT+ and Allied identifying students while providing them opportunities for professional and personal development.

FLAGSHIP EVENT : OUT IN BUSINESS NETWORKING SUMMIT

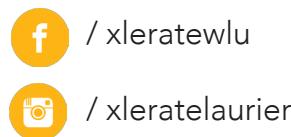
This event provides students with the environment to network one on one with various individuals representing a diverse portfolio of firms. The OUT in Business Summit has been created to break the barriers down between Bay Street and the Lazaridis Faculty, connecting students directly to personal and professional development opportunities.

OUT IN BUSINESS

PRESIDENT



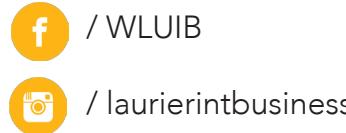
COLIN PUIGMARTI

**ABOUT US:**

XLERATE is a club run exclusively for first year Lazaridis students to help ease the transition from high school to university. XLERATE aims to help each student maintain a balance of academic success, community involvement, and social development. The XLERATE Case Conference is our flagship event which provides first year students the opportunity to enhance their case conference skills against other first year students. Other popular events include the BU111/BU121 midterm preparation and New Venture Idea Critique.

FLAGSHIP EVENT : XLERATE ANNUAL CASE COMPETITION

The XLERATE Case Conference is our flagship event which provides first year students the opportunity to enhance their case conference skills against other first year students.

XLERATEWLU.CA**LAURIER INTERNATIONAL BUSINESS****ABOUT US:**

Laurier International Business helps students launch careers abroad through heuristic learning, networking opportunities with industry professionals, and education on business etiquette.

FLAGSHIP EVENT : INTERNATIONAL CASE COMPETITION

The International Case Competition provides a great opportunity for students to network and attain hands on experience with a multi-national company.

WLUIB.COM**PRESIDENTS**

SARA BARANSKI



BENJAMIN FRANCOZ

**LETTER FROM THE PRESIDENT,
ANGELO FOUSTERIS**

I can confidently say that getting involved has enhanced my Lazaridis experience and made my time at Laurier an absolute pleasure. Through clubs I've met some of the brightest people I know, learned to balance my time with academics and my social life, gained invaluable leadership experience and met people who've become my best friends. Laurier is known for its volunteerism and the Lazaridis Students' Society is one of the largest student-run volunteer organizations in Canada. These club presidents work tirelessly to provide you with unique experiences to help you discover and pursue your passion. They are some of the hardest working people on campus and truly love what they do. My executive team are, hands down, the most motivated leaders I've ever been around and have some huge plans for this year.

In my first year I had been told to join a club by almost everyone I met. Not fully understanding why, I joined two and since then I have never looked back. I still remember being asked by a friend at O-Day if I'd ever consider running for Lazaridis Students' Society President, my

answer was; "absolutely not, that's way too much work." Through the years as I got more involved I became more passionate and although I wasn't wrong, it's a fair bit of work, when you're truly passionate about something you stop looking at it in terms of hours or effort. It's an enriching; fulfilling experience I hope everyone at Laurier has the opportunity to partake in.

I'll give you the same advice everyone gave me, join a club. It'll make your undergraduate experience that much better.

ANGELO FOUSTERIS
President
Lazaridis Students' Society



Lazaridis Students Society Clubs Guide

2017