

LIVE COMPETITION 2017

CAMPUS
BRAND MANAGER
PACKAGE





Daryl Chung
Chair



Glenys Tanesia
Vice President of Marketing



Aqsa Dutli
Relations Manager

MESSAGE FROM LIVE

LIVE is one of Canada's largest multidisciplinary undergraduate business competitions. Throughout a two-day competition, undergraduate students are challenged to compete in real life business simulation focusing on several aspects of business.

This is truly an opportunity for you to challenge yourself, gain hands on learning experience, and apply your classroom knowledge to the real world. Your learning opportunities are endless!

We are currently looking for a team of enthusiastic individuals to be the face of LIVE at their respective universities. We are privileged to invite you to be a part of our amazing team. Throughout your entire journey, you will receive tremendous support from your LIVE team and your large network of Campus Brand Managers.

Set yourselves apart from the crowd and be a part of a team that will benefit you and your career. We dare you to join us in making LIVE 2017 the best LIVE year yet! Together we will lead innovative visions to executions! If you have any questions or concerns, please feel free to contact us.





WHAT IS LIVE?

LIVE is an annual case competition held in downtown Toronto by the University of Toronto Scarborough, for the brightest undergraduate business students across North America. LIVE is one of Canada's leading multidisciplinary case competitions. Unique to our competition we expose delegates to several areas of business management through our unique case simulations, networking events, and influential guest speakers. Founded in 2006, LIVE will be in its 12th year of operation, with over 150 delegates from over 15 universities, over 50 corporate representatives, LIVE has grown into a well-known prestigious case competition across North America.

OUR MISSION

LIVE's mission is to strive for innovation and to deliver an interactive and rewarding competitive experience for our delegates and corporate partners. We strive for development, not only as a competition but to provide experiences and opportunities for personal development.

OUR COMPETITION

LIVE Competition challenges individuals to showcase their academic skills while gaining practical knowledge in a stimulating and highly interactive business environment. Delegates draw upon their knowledge of all business streams and are trained to execute material decisions with strategy and punctuality. Our authentic curriculum strives to provide a realistic perspective of the demands currently present within the economy.

THE CBM PROGRAM

WHAT IS A CBM?

Campus Brand Managers (CBM), are charismatic, innovative, and proactive individuals who represent LIVE Competition at their respective university. You will be working alongside other CBMs that are a part of the LIVE Program. You will also be receiving constant support from the LIVE team and will be working collaboratively together to bring forward a successful LIVE Competition 2017. Our External Relations Manager will be your main point of contact throughout your term as a CBM.

CBM RESPONSIBILITIES

As a CBM your role will entail promoting LIVE and recruiting individual delegates with a passion in business for the competition. CBMs act as a liaison between LIVE and the respective university and will be in charge of expanding the LIVE brand. Your role will also consist of strategizing marketing and executing your marketing strategy. Throughout your entire journey as a CBM you will have the full support and guidance not only from your Relations Manager but the whole LIVE team as well.

DID YOU KNOW?

Campus Brand Managers eligible to compete at LIVE and we highly encourage you to compete. LIVE Competition 2017 is your opportunity to showcase your academic skills while gaining practical knowledge in a stimulating business environment. It's an opportunity you don't want to miss!



WHY BE A CBM



DEVELOPMENT

Expand your potential with the CBM Program. You will master relevant skills in communication and leadership in representing a nation wide brand.



RECOGNITION

Represent your university at LIVE! LIVE can not happen without aspiring individuals like you, we want everyone to see all of your hard work on the day of the competition.



TEAM

Together as a team, we collaboratively create a unique competition for the best students across the nation. Join our LIVE family and be a part of making LIVE 2017 the best year yet!



WHAT WE OFFER



NETWORK

Expand your professional network! Build relationships with university facilities and with other student leaders just like you.



WORKSHOPS

Take this opportunity to know everything that goes into creating a national business competition. LIVE wants to provide the best resources for you to stand out from the crowd.



EXPERIENCE

Set yourself apart from the crowd by gaining experience in representing a national brand. Our Relations Manager would be delighted to write a referral letter for all your hard work with LIVE!



WORDS FROM PAST CBMS



Arusa Mithani
LIVE CBM of the Year 2016
Brock University

My overall experience as a LIVE CBM has been great!

I got a lot of marketing exposure through promoting the LIVE brand at my campus, and acting as a salesperson. The LIVE team was really helpful throughout the entire process as they worked with us in creating sales pitches, as well as involving us in the developmental stages of the competition.

LIVE is unlike your usual business case competition – it combines all the difference business streams into an intensive 2-day simulation. All the LIVE delegates that I recruited from Goodman had a great experience and are eagerly looking forward to competing again next year!



Jasmine Hui
LIVE 2016 CBM of the Year
University of Waterloo

As a Campus Brand Manager, I had the opportunity to participate in an extraordinary experience. There is no other competition out there that is similar to LIVE, which truly makes it valuable. LIVE Competition provides exposure to a vast majority of fields. You can take on a number of roles, with exposure to management, operations, advertising, and more. Not only do you get to make executive decisions, it is also a great place to make new friends. Personally, I was also able to expand my network, and strengthen my communication and teamwork skills as a CBM. Everything from the actual training session to the event was enjoyable, and I would do it all over again.

CONTACT US



Glenys Tanesia

Vice President of Marketing
glenys.supardi@mail.utoronto.ca
647-926-0097

Aqsa Dutli

Relations Manager
aqsa.dutli@mail.utoronto.ca
416-939-0697



IMPORTANT DATES



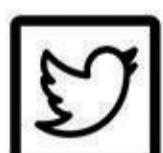
LIVE Competition

Application Deadline

JULY 2



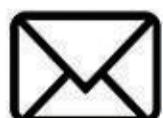
livecompetition



@DareToCompete

LIVE 2017 Registration

SEP 10 - OCT 8



contact@live-competition.org

LIVE Competition

NOV 9 - 11



<http://live-competition.org>

Please send your application to apply@live-competition.org