

QCBT | 2017



Queen's Conference on Business and Technology

2017 Speakers Package

January 20-22

GETTING STARTED

We are delighted to invite you to the Queen's Conference on Business and Technology for its third year. QCBT is a conference which connects students from the faculties of Commerce, Computer Science, Engineering and Arts & Science to the rapidly growing business and technology sector. After successfully hosting over 260 delegates over the last two years, we plan to build on that momentum and take QCBT to new heights.

Our conference aims to inform delegates on current advancements in technology and how they can join a community whose purpose is to improve the experience of tomorrow. A diverse range of students, sponsors, speakers, and other partners will come together to spark innovation in this space. Simply put, the conference aims to create a community of individuals who have the drive and initiative to write the next chapter of innovation.

Approaching our third year in operation, we recognize the vital role speakers play in providing value to delegates and the entirety of the conference. In addition, the conference and our delegates offer exceptional opportunities for potential partners. Everyone involved will have a unique role in shaping the conference and making it an incredible experience. On behalf of the QCBT team, we thank you for taking the time to read this speakers package and we truly hope to see you at QCBT 2017!

Sincerely,

Nichola Trinh
Co-Chair
Sci '17



Jason Xu
Co-Chair
Comm '17



WHY SPEAK AT QCBT

CALIBRE OF OUR DELEGATES

DIVERSITY IN BACKGROUND

This conference brings together a diverse group of individuals who dare to define a new status quo and are willing to take the initiative to bring forward-thinking ideas into fruition. Our delegates come from prestigious universities across Canada and they are at the top of their programs in Commerce, Engineering, Computer Science, and Arts and Science.

SCREENING PROCESS

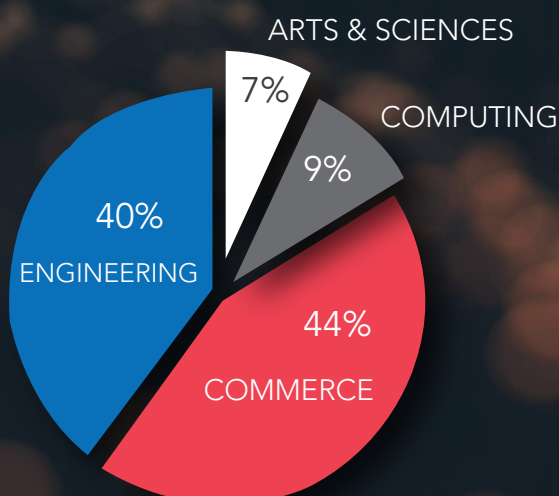
Hosted at one of Canada's premier universities, QCBT attracts the brightest and most driven individuals across the nation. To select our delegates, we implement an intensive screening process which involves an extensive application in which the student has to portray their passion for business and technology, skills, and unique thought process. Last year, we received more than 350 applications from 10 different universities.

BREADTH OF EXPERIENCE

Our delegates represent the best talent available at Canadian Universities. Their accomplishments and experience helped to enrich the conference atmosphere. Delegates from previous years have worked at companies such as Amazon, Microsoft, RBC, and Accenture.

**QCBT BRINGS TOGETHER
150 DELEGATES
FROM ALL FACULTIES**

**AND ALL SCHOOLS
ACROSS ONTARIO**



WHY SPEAK AT QCBT

A UNIQUE OPPORTUNITY

EDUCATING EMERGING INNOVATORS

QCBT offers a once in a lifetime opportunity to speak to a highly engaged audience full of tomorrow's business leaders.

LEAVING YOUR MARK

Seize the chance to leave the board room and share your journey with over 150 delegates.

SHOWCASE YOUR ACCOMPLISHMENTS

We reached out to you because we believe your story can educate and inspire our delegates. We would like you to join the ranks of past speakers such as Google, Manulife, RBC, and WealthSimple.

"Thank-you for inviting me to the Queen's Conference on Business and Technology this year - it was a great opportunity to share Google's insights on digital and mobile advertising with the conference attendees, and I enjoyed meeting the next generation of business and technology leaders!"



ELFREDA LAU

Head of Strategy, Google

"I really enjoyed the opportunity to share some of my professional experiences with delegates. Queen's Conference on Business & Technology is a great opportunity to engage with bright and interesting students."



JOHN STETIC

Former Group VP, Oracle

"But in all the talks and one on ones, I place the evening I spent with the QCBT Team as one of the most memorable and rewarding. The energy, interest and thought provoking questions separated this event from others. The unique combination of delegates representing engineering, commerce and the arts was both unique and strategically differentiating. The group that I met will go far and create new businesses, solutions and business outcomes."



BILL MACGOWAN

Director, Cisco

SPEAKING EVENTS

KEYNOTE

Set the tone with an inspirational message during the opening and closing banquets of the conference.

SEMINAR

Share your knowledge and insight with a large group of student delegates in an hour lecture-style session.

PANEL

Showcase your innovative business and share your experience alongside other distinguished speakers.

CASE COMPETITION

Act as an advisor to case competition groups, leading up to a conclusion where you will evaluate their ideas and presentation. This opportunity is given to speakers in above positions, as well as sponsors.

WORKSHOPS

Teach a group of students tangible skills in your area of expertise.



CONFERENCE

FRIDAY

JANUARY 20

3:00 - 4:00	HOTEL CHECK-IN & NETWORKING
4:30 - 6:30	SEMINAR
7:00	DINNER
8:00	KEYNOTE SPEAKERS
10:00	SOCIAL

SATURDAY

JANUARY 21

8:00	BREAKFAST
9:00	WORKSHOPS
10:30 - 11:00	LUNCH & TRAVEL TO GOODES
11:00 - 11:30	MINI-CASE INTRO
11:30 - 1:30	MINI CASE
1:30 - 2:30	TRAVEL TO HOTEL
2:30 - 4:30	EXPO
5:00 - 6:00	STARTUP PANEL
6:30	DINNER



ITINERARY

SATURDAY CONT.

7:30 KEYNOTE SPEAKER

8:30 AWARDS & CASE WINNERS

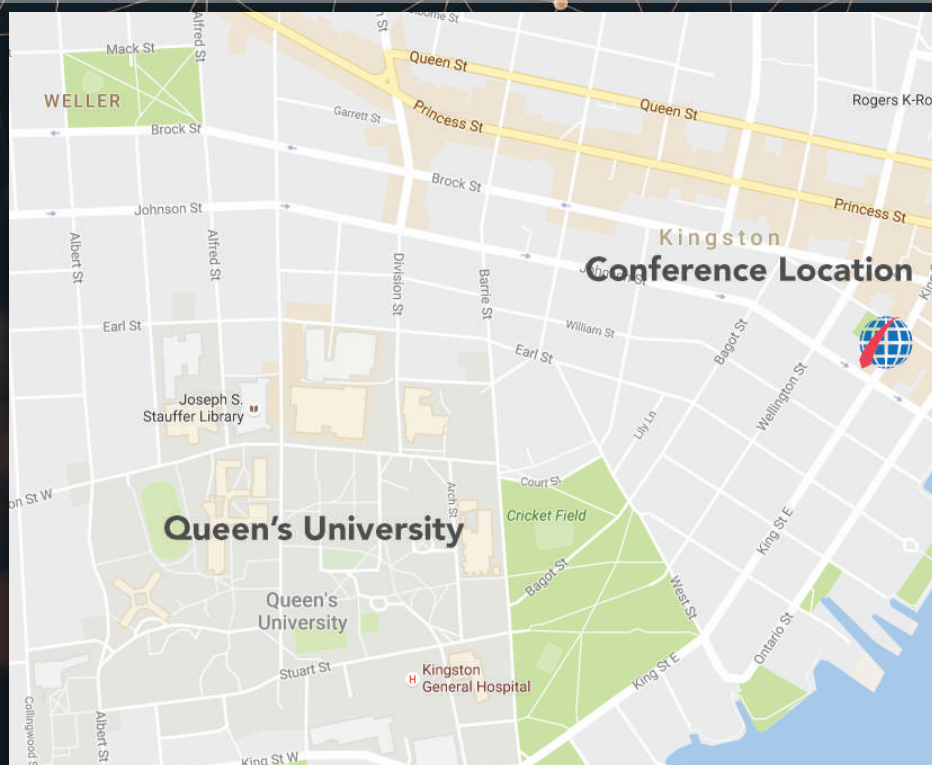
10:00 SOCIAL

SUNDAY

JANUARY 22

9:00 BREAKFAST & CHECK-OUT

FOUR  POINTS
BY SHERATON

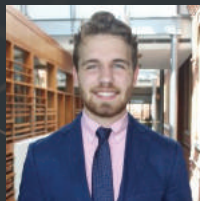


CONTACT US

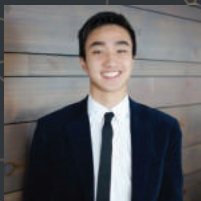
Thank you for taking the time to learn about speaking at QCBT. This student-run conference aims to unite business leaders and tech savvy students in order to inspire the next generation of innovators.

Joining forces with QCBT will allow you to interact with a community of intelligent and curious students. QCBT has rapidly established itself as a premier conference for promoting innovation and new technologies. As a speaker, you will have the opportunity to connect with top talent from across Canada and promote your organization.

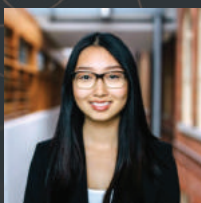
We recognize the vital role speakers play in providing value to delegates and the entirety of the conference. It is important for us to build lasting relationships and ensure there is a mutual beneficial relationship between QCBT and its speakers. Together, we can shape the conference and make it a fruitful experience for all involved. On behalf of the Queen's Conference on Business and Technology, it is our greatest pleasure to invite you to be a part of this amazing atmosphere. We look forward to hearing from you soon.



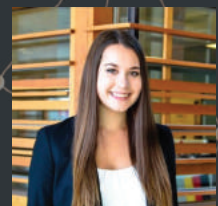
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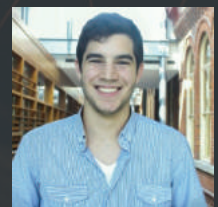
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