



Delegate Package

REVIVE 2020



TIMELINE

SNEAK PEAK AT
REVIVE
STRUCTURE

DEC 01
JAN 25

PRELIMINARY CASE

PUT YOUR MARKETING KNOWLEDGE INTO PRACTICE WITH A REAL-WORLD INDUSTRY CHALLENGE. PRESENT YOUR CREATIVE SOLUTIONS THROUGH A VIDEO SUBMISSION!



TIME TO PUT YOUR MARKETING SKILLS TO THE TEST!
THIS SIMULATION BRINGS TOGETHER ALL ESSENTIAL
AREAS OF MARKETING. YOU GET TO MAKE ALL
THE DECISIONS

SIMULATION ROUNDS

➤ **FEB 01**
MARCH 07

➤ **MARCH 08**
MARCH 19

FINAL CASE

THE TOP 10 TEAMS WILL GO THROUGH A
FINAL INDUSTRY CASE TO SEPARATE THE
CREAM FROM THE CROP!



REVIVE 2020 SPONSORS



bounteous

Deloitte.



UNIVERSITY OF
TORONTO
SCARBOROUGH

MANAGEMENT
Experience to Lead



SPEAKER SESSIONS

R E V I V E C O M P E T I T I O N

KEYNOTE SPEAKERS KEYNOTE SPEAKERS



DONOVAN AYON

BOUNTEOUS

*ASSOCIATE DIRECTOR,
COMMERCE ANALYTICS*



MARK PALMER

TORONTO BLUE JAYS

*DIRECTOR, CORPORATE
PARTNER SALES*



ANDREW VIOLA

MICROSOFT

*RETAIL PARTNER SERVICE
EXECUTIVE*





REVIVE STRUCTURE

THE WHAT

A THREE STAGE TIMELINE



PRELIMINARY CASE
DEC. 01 - JAN. 18

SIMULATION ROUNDS
FEB. 01 - MAR. 07



FINAL CASE
MAR. 08 - MAR. 19

TMGHERD.CA/REVIVE





THE HOW

THREE SIMPLE STEPS!

STEP
01

READ
THE
CASE



STEP
02

RECORD
YOUR
VIDEO



STEP
03

HIT
SUBMIT



TMGHERD.CA/REVIVE





THE WHY

A DELEGATE EXPERIENCE LIKE NONE OTHER



TMGHERD.CA/REVIVE





SIMULATION



Q: HOW DO YOU TURN BORING AND DRY TEXTBOOK CONCEPTS INTO A SKILL THAT WILL HELP YOU EXCEL IN MARKETING?

A: TRY OUR STATE OF THE ART SIMULATION. IT WILL TURN BORING CONCEPTS INTO MEMORABLE LESSONS.





SIMULATION



WHAT DOES THE SIMULATION LOOK LIKE?

(1/2)

DO YOU THINK YOU GOT WHAT IT
TAKES TO BE A CEO/CMO? BETTER
USE YOUR WITS AND BRAIN TO SOLVE
AND UNDERSTAND THE MARKET
SIMULATION, OR ELSE YOUR
COMPANY WILL TANK.





WHAT DOES THE SIMULATION LOOK LIKE?

(2/2)

CAN YOU TAKE ON 4 OTHER FIRMS IN
THIS SIMULATED INDUSTRY? THINK
YOU CAN STRATEGIZED YOUR WAY TO
THE TOP? THIS SIMULATION WILL
CHALLENGE ALL YOU KNOW
ABOUT MARKETING.





REVE