

HASKAYNE

24 Hour Case Competition



Registration Information

MARCH 5-8, 2014 • CALGARY, AB



64 MBA STUDENTS
16 TEAMS
4 FINALISTS
24 HOURS
1 WINNER

**Real Problems. Real
Solutions.**

Organizing Committee

Safia Nathoo
School & Judges
403.465.1361
snathoo@ucalgary.ca

Prakash Kandala
Venues
403.560.2738
pkandala@ucalgary.ca

Erica Lee
Sponsorships
403.671.9098
ejlee@ucalgary.ca

Advisory Board

Chuck Warnica
403.862.5671
chuck.warnica@nbc.ca

Gareth Lewis
403.512.6438
gareth.lewis@cls.ab.ca

Dear **Sauder School of Business**,

On behalf of the University of Calgary's Haskayne School of Business, we are honored to invite your school to be part of the 5th Annual Haskayne 24 Hour Case Competition that will be held March 5-8, 2014.

Like no other event you will attend, the Haskayne 24 Hour Case Competition is focused on challenging top MBA students from around the world to develop solutions for real world business problems under time constraints. Our competition is unique, as we are the only school in Western Canada that holds this intense 24 hour format and competitive elimination style event.

The 4-day event challenges 16 teams to put their creative and analytical skills to the test while offering unique opportunities to make connections with local and national businesses, judges, and sponsors. Respected senior business executives from the Calgary community serve as judges, using their unique backgrounds, experience and perspectives to critically assess the participants' presentations.

An amazing opportunity and challenge awaits your school in Calgary at the 5th Annual Haskayne 24 Hour Case Competition. We hope that you will consider sending a team to the competition to take part in this rewarding and unforgettable experience.

Please see the attached pages for more details.


Sincerely,



Safia Nathoo



Erica Lee



Prakash Kandala



Gareth Lewis



Chuck Warnica

Dear Competitors,

As we move into our fifth year we wanted to let you know of some changes we are making for the 2014 Edition in response to some of the feedback and suggestions we have received from competitors in past years.

The Case

The case you will be presented with at this competition will not be a traditional business case in the sense of what you typically work through as part of your studies. It will focus more on macro-strategy, and will be generated either using a specific company or industry-wide issue. The cases will not have one specific answer or a clearly identified question/problem. We chose to pursue this model for the cases because it more closely resembles what you will encounter in your professional careers. The cases are structured to be as close to a real management consulting engagement as possible, and while the lack of structure or “right answer” can be unnerving, we hope that you enjoy the chance to exercise your strategic creativity in your presentations.

The Judges

Previously, I have presented a summary of the case to each panel of judges, as well as what to look for in an effective presentation. A consistent theme in our feedback process has been that some competitors feel that the judges are being coached towards a “right answer” for the case. From this year onward we will not conduct the judges briefing in the same manner in order to eliminate even the perception of a conflict. The judges will be provided with an executive summary of the case, which will be distributed to the teams at the same time as they receive the case, and my presentation to the judges will be distributed ahead of time as well.

Thursday Night Q&A

Given the way we are structuring the cases going forward, we are eliminating the Thursday night Q&A with the case writer.

The comments and feedback we receive from you have been tremendously helpful and we have tried to implement competitor suggestions wherever possible. If you have any questions, please do not hesitate to contact me, my fellow Board Member Gareth Lewis, or a member of our Student Organizing Committee. Questions about the competition and the answers provided (with names & contact information redacted) will be posted to the competition website and Facebook page for the benefit of all the competitors.

I look forward to meeting you in March.



Chuck Warnica

IMPORTANT INFORMATION

TUESDAY OCTOBER 15, 2013

Registration Opens online at:

www.ucalgary.ca/mbasociety/casecomp/register

Cost: \$1,250 per team

This cost covers all meals, accommodation, transportation and any other competition events the participants attend for the duration of their stay in Calgary. It does not cover airfare to Calgary from participants' home cities.

Payment can be made by cheque, made out to: Haskayne MBA Society
24 Hour Case Competition.

FRIDAY DECEMBER 6, 2013

Registration deadline.

All participating school must have registered online by this date. Prior to the December 6, 2013 deadline, only one team per school may register.

*Note that we sold out with 7 teams on the waiting list last year.



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Proposed schedule

Wednesday March 5

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|----------------|-------------------------------|
| 4:00 - 6:00 pm | Team arrival and registration |
| 6:30 - 9:30 pm | Opening Ceremony |

Thursday March 6

| | |
|-----------------|---|
| 7:00 - 8:30 am | Breakfast |
| 8:30 - 11:55 am | Briefing of Individual Groups |
| 12:00 - 1:30 pm | Lunch |
| 6:00 - 7:00 pm | Dinner with Calgary Business Community member |

The 16 teams will have 24 hours to develop a presentation for the judging panel.

Friday March 7

| | |
|-----------------|-----------------------------|
| 7:00 - 9:00 am | Breakfast |
| 8:00 - 11:55 am | Group Presentations |
| 12:30 - 1:30 pm | Lunch |
| 2:00 - 5:30 pm | Finals: Top 4 Teams Present |
| 7:00 - 9:30 pm | Networking Dinner |

Saturday March 8

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|------------------|-------------------------|
| 7:00 - 7:30 am | Breakfast |
| 8:00am - 5:00 pm | Saturday Event |
| 7:00 - 9:30 pm | Closing Ceremony/Awards |
| 9:30 - Midnight | After party |

* All scheduled dates and times subject to changes



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Contact Information

Please contact Safia for additional information.

Safia Nathoo
403.465.1361
snathoo@ucalgary.ca

Please make cheque payable to: Haskayne MBA Society 24 Hour Case Event

Mail to: 24 Hour Case Competition
Haskayne School of Business – The MBA Society
University of Calgary
2500 University Dr NW
Calgary, AB T2N 1N4

