

# PRESS RELEASE



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## **Word has spread and the 2009 Edition of the Vanier College BDC Case Challenge will be bigger than ever**

Analyzing a never-before-seen business problem and creating a winning marketing strategy, in only three hours - that is the challenge of case competitions, and next February 14<sup>th</sup> and 15<sup>th</sup>, 2009, Vanier College will once again host the 2009 Edition of the Vanier College BDC Case Challenge. Supported by its principal sponsor, BDC, this prestigious event is the only interprovincial bilingual collegiate marketing competition. Initiated four years ago with three competing Montreal Cegeps, the challenge has been an unequalled success story ever since.

“It’s now a two-day event,” states David Moscovitz, Case Challenge organizer and coach of the Vanier team, “and in this past year alone, we’ve gone from eleven to sixteen colleges because people called us asking to participate. We even got requests from Moncton New Brunswick and Dartmouth, Nova Scotia. But we were already full, so we’re looking to adding them next year.”

This year’s competitors are André Laurendeau, Champlain, Dawson, John Abbott, Cégep Joliette, Lionel Groulx, Collège Rosemont, and Vanier College from Quebec; and Algonquin, Centennial, Georgian, Mohawk, Niagara, Saint Lawrence, Seneca and Sheridan Colleges from Ontario.

And why is the Vanier College BDC Case Challenge so popular? “Word has spread about the high degree of professionalism, the quality of the competitors, and the camaraderie and networking with students from other provinces,” explains David Moscovitz. “And for our kids it’s the only organized opportunity to meet business students from elsewhere in Canada.”

Students in their 2<sup>nd</sup> or 3<sup>rd</sup> year Marketing/Business Administration program will vie for the top places. In teams of three, they are isolated for three hours to analyze a business problem they have never seen before, create a Power Point presentation then present a realistic marketing plan in front of a panel of judges. The competitors are graded on the value and practicality of their proposed solutions, along with the quality of their presentation styles. The presentations can be in English or French, and must be no longer than twenty minutes, nor less than eighteen; otherwise the team is penalized.

The 2009 competition will take place once again at the Marriott Courtyard Hotel (Montreal Airport). Because of the increased number of participants, there will be two theaters of eight presentations on Saturday. That evening, the top two teams from each theater will be announced at the gala dinner. These four teams will then go on to compete Sunday morning, following which, an awards luncheon will take place.

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