

PRESS RELEASE



CÉGEP
VANIER COLLEGE

821 Ste-Croix, Montreal, QC H4L 3X9 Tel: 514.744.7500 Fax: 514.744.7505 info@vaniercollege.qc.ca www.vaniercollege.qc.ca

January 25, 2008

Team work: the key to success in Business and for competitors in *2008 Vanier College – BDC Case Challenge*

Young people preparing for careers in business will put their skills and training to the test on February 16, 2008 when they gather for the Third Annual *2008 Vanier College – BDC Case Challenge*. This year, eleven Quebec and Ontario colleges will vie for medals.

During the competition each competing team of students is secluded and has three hours to analyze and evaluate a business problem, come up with a realistic solution and marketing plan and prepare a twenty-minute Power Point presentation. They are judged on the quality of their presentation skills and the viability of their plan. Knowing how to structure their team and assign tasks and roles while preparing then presenting their plan to the judges is the key to a strong presentation.

The weekend event will kick off Friday night, February 15, with a Dinner Conference where guest speakers Jordan LeBel, associate professor of Hospitality Facilities and Operations at the School of Hotel Administration at Cornell University and a world-renowned expert on chocolate, and Harold Simpkins, Senior Lecturer in the Marketing Department of the John Molson School of Business of Concordia University, will make a presentation on *Marketing Yourself* based on the book they have co-authored together.

This year's competition judges from the business community include Bruno Delorme, Senior Manager of BDC Consulting, Guy H bert, President of the Chamber of Commerce of Ville Saint Laurent, Professor Harold Simpkins from the John Molson School of Business, and Professor Dave Bussiere, Assistant Professor of Marketing at the Odette School of Business of Windsor University.

Harold Simpkins has been a Vanier/BDC Case Competition judge since its inception in 2006. He explains why he's back for the third time this year: "It's a joy watching such enthusiastic, motivated and talented students perform at their highest levels of ability and the competition brings out the very best in them. Plus as the Academic Director of the John Molson School of Business Marketing Co-op Program, the Vanier/BDC Case Competition is an excellent recruiting venue for new students!"

This year's competition will take place at the Marriott Courtyard Hotel, 7000 Place Robert-Joncas, Saint-Laurent, H4M 2Z.

-30-

For information please contact:

Marguerite Corriveau, Vanier Communications Officer

Telephone: (514) 744-7500, local 7596, Email: marguerite.corriveau@vaniercollege.qc.ca