

# PRESS RELEASE



CÉGEP  
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## **Vanier Students geared to go for the 2009 Vanier College BDC Case Challenge**

There is no better way to learn than to practice. And when it comes to marketing plans, there is no better practice for Vanier College students, than the annual Vanier College BDC Case Challenge, that will take place on February 14<sup>th</sup> and 15<sup>th</sup>, 2009. This super-charged event is the only interprovincial bilingual collegiate marketing competition where teams from sixteen Quebec and Ontario colleges battle to come up with winning marketing plans.

The 2009 Vanier team consists of third year Business Administration students, Alexander McCulloch, Christine Law, Michael Mooney, alternate/assistant coach, Michele Patera; and second alternate, Kevin Ruel. “The Challenge has been an unequalled success story since it started four years ago, with the support of its principal sponsor, BDC,” says David Moscovitz, competition organizer. “Word has spread about the quality of the competition and for the competing Cégep students it’s the only organized opportunity to meet business students from elsewhere in Canada.”

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.

During a case competition students, in teams of three, 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. Students can present in English or in French.

This year’s judges include, Harold Simpkins, Senior Lecturer Marketing, John Molson School of Business, Concordia University; Dave Bussiere, Assistant Marketing Professor, Odette School of Business, University of Windsor; Louis-André Neault, Marketing Professor, Williams School of Business, Bishop’s University; Marlene Olsavsky, VP Marketing, Pearson Canada; Bruno Delorme, Senior Manager, BDC Consulting; Annie Potvin, Director Marketing, Insight Canada; and Kasia Kowalewski, Marketing Communications Specialist, Insight Canada.

The 2009 competition will take place at the Marriott Courtyard Hotel (Montreal Airport), 7000 Place Robert-Joncas, (514-339-5333). Presentations begin at 11:30 AM on Saturday, February 14<sup>th</sup>, and run until 4:00 PM. Because of the large number of participants, there will be two theaters of eight presentations. That evening, the top two teams from each theater will be announced at a gala dinner at 7:00 PM. These four teams will then go on to compete Sunday morning, following which, an awards luncheon will take place.

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