For Immediate Release

VANIER
CÉGEP / COLLEGE

Members of Business and Industry to judge
Next generation of marketing marvels at the 2017 Vanier College BDC Case Challenge

Montreal, January 31, 2017. When competitors step up front to make their presentations at the 12th Annual Vanier College BCD Case Challenge on February 11 and 12, 2017, they will face a daunting panel of experts from business, industry and education. In evaluating the contestants, the judges will be sizing up the latest crop future young talent in marketing coming from 34 colleges across the country all aiming for top place honours, in this unique national, bilingual, college-level case competition.

“Case competitions like this allow students to gain the confidence to pursue marketing and entrepreneurial endeavours when they graduate,” indicates Case Challenge organizer, David Moscovitz. “Students must develop their creativity and marketing skills and it’s not easy to gain a spot on a competition team.” Throughout the fall semester, Vanier students worked hard to earn a spot on the 2017 Vanier team and it was only in December that four students made the cut. Students, Cristina Laura Zambon, Tina Volpe, Alexa Valiante, and Kayla Shamshoum, join David Moscovitz, Head Coach and Peter Vogopoulos, Assistant Coach, to form the Vanier team.

Case competitions demand imagination, knowledge, clear thinking, and good presentation skills. During the Case Challenge, students, in teams of three, are isolated for three hours to analyze a marketing problem they have never seen before, create a Power Point presentation then present a marketing plan before a panel of judges. The teams are judged on the practicality and value of their solutions, and the quality of their presentations.

Round One of the 2016 competition will take place on Saturday, February 11, 2017, at the Marriott Courtyard Hotel (Montreal Airport), 7000 Place Robert-Joncas, (514-339-5333). Presentations begin at 9:45 AM and run until 4:30 PM on Saturday. Because of the large number of participants, there will be three theatres of presentations on Saturday. That evening, the top two teams from each of the three theatres will be announced at a gala dinner at 7:00 PM. These top six teams will then go on to compete Sunday morning, February 12, 2017, following which, an awards luncheon will take place.

This year’s judges, all education, business and industry professionals from across Canada, include: Carolyn Di Murro, Partner, Eptix Electronics; Giovanni Di Girolamo, Sales Management Consultant, Lecture, McGill University, HEC ; Constantina Ioannou, Senior Relationship Manager, Franchising Scotiabank; Wendy Keller, Lecturer and Coach; Chris Ross, Professor, Marketing, John Molson School of Business, Concordia University; Shiv Seechurn, Canadian Institute of Marketing; Roy Toffoli, Professor, Marketing, UQAM; Julie Ricard, Senior Advisor, Strategy and Development, Executive Education Center, UQAM; Valérie De Saint-Jean, Regional Manager, Marketing and Public Affairs BDCS; Paolo Pazzia, Freelance Strategist; Melissa Di Paola, Specialist, National Executive Communications-Deloitte; Alexandra Mohsen, Senior Analyst Digital Channels, National Bank; Bruno Delorme, Instructor, Marianopolis College, Jane Sommerville, Business Consultant Integrated Sales and Marketing, BDC; and Eva Chalkiadakis, Development Manager Small Business, Scotiabank.

The Business Development of Canada is the principal sponsor of the Case Challenge

About BDC
BDC is the only bank dedicated exclusively to entrepreneurs. It promotes Canadian entrepreneurship with a focus on small and medium-sized businesses. With its 110+ business centres from coast to coast, BDC provides businesses in all industries with financing and advisory services. Its investment arm, BDC Capital, offers equity, venture capital and flexible growth and transition capital solutions. To find out more, visit bdc.ca.

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