

Dear Students, Postdocs and Alumni,

We are thrilled to present to you our biggest event of the year!

4th Annual McGill GMCA Case Competition

open to BSc, MSc, PhD, MBA students, post-docs, and young alumni
from all universities and having any educational background

ARTS, Medicine, and STEM students won previous ones

on Monday-Friday, May 1st-12th (detailed schedule is at the bottom)



4TH ANNUAL CASE COMPETITION

Create Real Impact while Developing Soft Skills
Students, PostDocs, MBAs, alumni from all universities
no business background necessary, individual/team registration
Receive training from and network with professionals from

McKinsey & Company BCG BAIN & COMPANY pwc strategy& Deloitte EY KPMG Roland Berger

McGill Arts, Medicine & STEM

McGill GMCA GRADUATE MANAGEMENT CONSULTING ASSOCIATION

What is a case competition in a nutshell?

- Teams are given a case: for example, how company A could expand to a new market/country?
- Teams have 7 days to:
 - analyze the company, its product, competitors and clients;
 - come up with a recommendation of whether company A should move to the new market and if the answer is yes, suggest a step-by-step implementation plan for the expansion;
 - create a powerpoint presentation of their analysis and recommendations.
- On the last day of the competition, deliver their presentations to the CEO of the company A and a board of professional management consultants.

NO prior experience is necessary to successfully participate in this case competition!

And here is why:

- **Management consulting and other event's sponsoring firms are seeking BSc, MSc, PhD students and alumni** for the analytical, project management, and presentation skills that they developed while pursuing their non-business degrees
- **We will bring you up to speed** on the business skills you'll need in the days leading up to the competition with information sessions that will be taught by management consultants from **McKinsey, BCG, Strategy& PwC, Roland Berger, Desautels McGill Faculty of Management**, among others. These sessions will cover the following topics:
 - a. What is a case competition
 - b. **Key elements** to solving any business problem
 - c. **Data search** and analysis for case competition
 - d. **Presentation secrets**
 - e. **Tips for winning** case competitions

Participating in the competition will get you:

- Hands on experience in management consulting that will allow to **check whether this career is for you**;
- Opportunity to create **tangible impact** by tackling a "real world" challenge — this will add to your out-of-school experience that is valued by all employers;
- **Training** from experts of business communication from world-leading consulting firms, including McKinsey, BCG, Strategy& PwC, Roland Berger, and Desautels Faculty of Management;
- **Chance to stand out and network with** the working professionals from sponsoring **companies that are currently looking for university talent from different backgrounds (yes, non-business students as well)**.

How do I get in?

Register individually or within a team of up to 5 members here

<https://goo.gl/forms/pt45cAKwZMsPrD1J2>

by 23:59 on Friday, April 28th.

Good luck with your applications and see you at the event!

Detailed Schedule

Lead-up events

All lead-up events will take place 17:00-19:00, at room 105, Rutherford Physics Building, 3600 University Street

- May 1st — **FREE, no registration is necessary to attend**
- May 2nd-5th — **only for registered participants**

Team / Individual registration

requires mandatory registration fee

The registration deadline is 23:59 on Friday, April 28th

Teams selected for participation will be contacted by 08:00, on Monday, May 1st

Case Competition

only for participating teams

Friday, May 5th, 19:00: Case is released to teams

Friday, May 12th, 08:00: Presentation submission deadline

Friday, May 12th, 14:00-17:00: Preliminary rounds

Friday, May 12th, 17:00-18:30: Final round

Friday, May 12th, 18:30-20:00: Networking

Contact email: gmca.mcgill@gmail.com

Facebook event: fb.com/events/753887388103638/