



Apprentice Advertising/Marketing Consulting Firm Competition

DESCRIPTION OF EVENT

This competition will take place on January 17th. Below are the details of the competition. A limited amount of slots are available for this competition because of space limitations. This competition is made up of mixed teams, and participants enter as individuals and not as a school or company. There will be a one-space limit per company. Maximum number of students that can participate cannot exceed 80 due to room size. A waiting list will be started on the day of the competition for those not registered to compete. Please consult the competition host for specific details related to their competition.

SCENARIO

A company executive is looking for a Consulting/Marketing Company to help advertise and promote his company. Participants will be formed into eight employee advertising firms to work out a proposal for this company regarding the company's advertising and consulting needs.

All teams will be asked to organize, staff, delegate, meet, complete tasks and present their ideas. The winning company team will hear the words, ***"You are hired!!"*** at the Awards Ceremony. Do you want to take on the task of being the Apprentice Advertising Firm?

- 8:15-8:30 am – Arrive for registration and assignment to be mixed into teams.
- 8:30-8:45 am – Consulting competition explanation and address from company executive.
- 8:45-9:10 am – Team meeting to establish name, logo, organization, roles, and delegate tasks.
- 9:10-9:20 am –Team company development objective presentation to company advisors (Power Point Slides and Organization Chart Required).
- 9:20-10:30 am – Advertising/Marketing Consulting and analysis work time (Work on delegated tasks).
- 1:30-10:40 am –Team advertising idea/sales pitch presentation to company advisors (Sell your idea to company executive and/or advisors).
- 10:40-11:45 am - The "company" executive and advisors will ask teams questions in the "Apprentice Boardroom" Hot Seats. Selected teams will be asked to the board room; five (5) minutes per team.
- 11:35-12:00 pm – The company executive will complete final evaluation of all teams.
- At or around noon all students will be dismissed to go to lunch on their own.