



Canadian

BUSINESS SCHOOL

CONFERENCE

FOUNDED 2015



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CABS CBSC

Promotional Package

Table of Contents

CABS Conferences..... 3

General Overview 3

About CABS CBSC 4

CABS CBSC Mandate..... 4

CABS CBSC History 4

CABS CBSC Programming..... 5

CABS CBSC Partners 7

CABS CBSC Schedule (Sample)..... 8

CABS CBSC Testimonials..... 9

CABS CBSC Past Hosts 9

Closing Summary 10



CABS Conferences

The Canadian Association of Business Students (CABS) hosts 4 Flagship Conferences on an annual basis:

1. CABS Roundtable
2. Western Canada Leadership Retreat (WCLR)
3. Eastern Canada Leadership Retreat (ECLR)
4. Canadian Business School Conference (CBSC)

These events are divided into two groups, regional and national. CABS Roundtable and the CBSC serve as the national offerings, while WCLR and ECLR supplement as regional bodies. The timeline of these events occurs as follows:

General Overview

Our flagship conferences are designed to encourage personal growth, learning, and the development of leadership abilities of student executives from business student associations across Canada. These leaders become more capable of fulfilling their mandates, resulting in the improvement of the services offered by their societies and in turn increasing the quality of business education across the nation. Arguably, the extra-curricular activities and opportunities that occur throughout the undergraduate experience are equally as important to a student's future success as the education itself, teaching lessons and building experience that complement those available in the classroom.

These business student associations that exist within Canada's business schools form an integral part of the university experience for all undergraduate commerce students. At once providing academic, social, networking, and charity services and initiatives to the students of these programs, business student associations also serve as the voice of students in regards to their education. By working with program faculty, staff, corporate partners, and external stakeholders, student government plays an important role in shaping the future of education.

By empowering and enabling the student leaders of these organizations, CABS helps to build the leaders of tomorrow. Our member executives return to their schools from each event inspired, ambitious, motivated, and equipped with the tools necessary to make a positive difference on their campus and to fellow students' lives.

About CABS CBSC

The Canadian Business School Conference is primarily focused on ensuring that implemented strategies and methodologies contrived at CABS Roundtable, WCLR, and ECLR are still relevant for member associations as they prepare to head into the academic year. Exclusive to business student association presidents, this event provides a forum for these future leaders to hold meaningful dialogues on organizational direction along with the opportunity to correct any issues that have arisen since the beginning of their mandates. Past delegates have also praised the event for its ability to enable the development of close relationships between the leaders of these societies, allowing them to feel comfortable communicating and working closely together for mutual society benefit over the remainder of their respective terms.

CABS CBSC Mandate

As the last opportunity for business student association leadership collaboration before the academic year, the Canadian Business School Conference delivers a program centered around organizational strategy and risk mitigation. These student leaders have effectively served four months of their mandates before CBSC and have had not only the opportunity to implement the strategies built at CABS Roundtable and refined at the regional events, but will have experienced a variety of issues that are often unique to each organization and its particular environment. CBSC strives to help determine solutions to encountered issues that can be effectively implemented while furthering each member's mission and objectives. The conference also provides the delegates an opportunity to discuss about student orientation plans and share best practices to properly start off the academic year.

CABS CBSC History

Originally known as the Annual Presidents Meeting (APM), the conference served as a way for Eastern Presidents to meet for a final time before the beginning of the school year. The addition of attending JDC Central captains in 2013 made the event the Eastern Business School Conference, and 2014 saw the inclusion of the Western Presidents in lieu of the captains. Initially meant to be an ad-hoc solution to the dissolution of the Western Business School Conference, all delegates realized the immense value of a conference during the period immediately prior to the start of the academic year, and the Canadian Business School Conference was realized. Its second year of operation garnered overwhelmingly positive reviews, and the event has now grown into a solidified feature in the CABS' circuit of events.

CABS CBSC Programming

Positioned right before the commencement of the academic year, the programming at CBSC focuses on the opportunity to examine existing plans to develop practical solutions for any pending strategic or operational issues. Like all CABS' events, it serves as a primary medium from which to deliver the CABS curriculum program.

CABS CURRICULUM					
CORE5	Transition & Recruiting	Planning & Developing	Developing & Finalizing	Executing & Peer Help	Post Execution & Exiting
Conference	Roundtable	ECLR/WCLR	CBSC	NBSC	Roundtable
Society/Portfolio Strategy	X	X	X	X	
Governance	X	X	X	X	
Recruiting	X				
Management	X	X		X	
Execution	X		X	X	X

Within the defined scope of developing and finalizing organizational mandates, the event features a range of sessions and approved content, delivered through a combination of lectures and workshops.

Strategic Planning Review

Lecture	Review the process and experiences from having a strategic plan at the start of the year and implementing that into practice throughout the executive team and greater society/student community as a whole
Workshop	Members discuss different strategic level goals and how they are planning to achieve them, working together on how similar goals could be/should be accomplished
Key Benefits	A greater understanding for how to implement the crafted strategic plans through expert consultation and collaboration and discussion amongst peer schools

Organizational Development & New Policy Review

Lecture

Review the process and experiences of the workshop session leader on putting new policies into practice, discussing different levels of bureaucracy and politicking that can go into accomplishing an organization's goals.

Workshop

Walking through some policies that some schools have proposed and suggesting how to go about certain changes.

Key Benefits

The BSA executives will have a better idea how to accomplish their greater bureaucratic goals for the year and how to pragmatically act in a political position to find success in these careful areas.

Innovation Review

Lecture

Steps from idea concept, to fleshing out an idea into practical BSA form, to exec buy-in, to further team buy-in, to project planning, and then to implementing the idea

Workshop

Have members work together on similar new ideas or programs they want to implement in the upcoming year or two

Key Benefits

Change management & team buy-in, project plans, developing backup and multiple scenario plans

Board Leadership Session

Lecture

The ins and outs of being a board of a NFPO in Canada

Workshop

Walking through Robert's Rules of Order and Running a policy approval from Committee level to the Board at a board meeting

Key Benefits

Understanding the role of a board member for canadian NFPO's, the responsibilities involved, what is expected from an oversight perspective, and ways to actively be doing that job correctly

CABS CBSC Partners

With a limited delegation of Business Student Association Presidents and JDC Central Captains, partners will find CBSC unique for its ability to provide more personal interactions with the business leaders of tomorrow.

EXAMPLE PARTNERSHIP OPPORTUNITIES & ASSETS

- Keynote Presentations
- Company Site Tours
- Delegate Resume Bank
- Networking Events
- Innovation Workshop
- Private Networking Events
- Alumni Dinner Attendance
- Corporate Cocktail Night Event
- Bureaucracy Workshop
- Mock Interview Sessions
- Not for Profit Board Leadership Workshop

CABS CBSC Schedule (Sample)

Time	Thursday	Friday	Saturday	Sunday
8:00am - 9:00am		Breakfast	Breakfast	Breakfast
9:00am - 10:00am		Sessions	Sessions	Departure
10:00am - 11:00am				
11:00am - 12:00pm				
12:00pm - 1:00pm	Lunch	Lunch		
1:00pm - 2:00pm	Delegate Arrival & Check In	Sessions	Sessions/ Team Building Activities	
2:00pm - 3:00pm				
3:00pm - 4:00pm				
4:00pm - 5:00pm				
5:00pm - 6:00pm				
6:00pm - 7:00pm	Dinner	Dinner	Dinner	
7:00pm - 8:00pm		Free Time	Free Time	
8:00pm - 9:00pm	Night Event	Night Event	Night Event	
9:00pm - 10:00pm				
10:00pm - 11:00pm				
11:00pm - 12:00pm				



CABS CBSC Testimonials

“CBSC provided me with invaluable time to learn from Presidents from business student associations across Canada, motivated me to keep on pushing as the last week of the preparation time approached, and taught me numerous lessons regarding innovation and strategy.”

Doug Canning, CBSC 2015

“If there’s anything needed to start your term as President, it’s CBSC.”

Kiran Singh, CBSC 2015

“A great experience to network with other students leaders from all across Canada. Sharing best and worst practices and the honesty that comes with it is invaluable.”

Allison Randall, CBSC 2015

CABS CBSC Past Hosts

2013



University of Guelph
Guelph, ON

2014



McMaster University
Hamilton, ON

2015



Ryerson University
Toronto, ON

Closing Summary

While markedly different in their design, substance, and execution, all CABS' flagship conferences share one underlying feature - they continually manage to have a major, positive impact on all attending delegates. Past attendees often identify these events as highlights of their academic career, and praise their role as change agents in the way students view their education, extra-curricular initiatives, future career plans, and business as a discipline.

The results are undeniable - these student leaders are empowered through CABS' conferences to become better leaders, with the improvement measurable through the further success of their respective associations and the benefits this success brings to their university. Student leadership will always be an important catalyst for continually improving the quality and environment of undergraduate business education in Canada, with CABS' flagship conferences playing an instrumental role in enabling these individuals to perform at their best.



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