



The Canadian Association of Business Students

FLAGSHIP CONFERENCES PROMOTIONAL PACKAGE

INTRODUCTION

The mission of the Canadian Association of Business Students (CABS) is “to foster the development of Canadian business student leaders to their full potential”. To accomplish that end, a primary focus of the CABS has been to create and implement a learning curriculum that stimulates leadership growth, and the organization’s flagship conferences serve as the primary medium in which to deliver the educational program. A combination of leadership strategy discussion, professional development sessions, interactive workshops, and inspirational speakers comprise these events, which are consistently effective in providing exceptional value to student leaders and their varied constituents.

While CABS’ network encompasses all business students enrolled in our member universities, memberships themselves are held by the respective business student association that exists within each university’s business school. The executives of these student governments are the individuals through which CABS’ services are rendered, and they in turn form the delegate base for each conference. The presidents of these associations serve as the board of directors for the organization, and each conference allows the opportunity for a meeting between the board and the CABS’ management team.

Simply put, our conferences are a catalyst for real change in student leadership, and each delegate returns to their university inspired and equipped to make measurable improvements to their respective governments, campus life, and education. We believe that by empowering these leaders, we empower the students at our member universities and therefore increase the quality of business education at the national level.

THE CONFERENCES

regional

Western Canada Leadership Retreat (WCLR)
Eastern Canada Leadership Retreat (ECLR)

national

Canadian Business School Conference (CBSC)
CABS Roundtable

timeline



Though CABS' is the guardian of each conference, members schools place bids to host these events, with organizing committees comprised of business students from these schools who are tasked with the planning and execution of their respective event under the guidance of the CABS management team. Aside from the limitations associated with the regional conferences, each CABS member school has the opportunity to bid for any event, which allows every school the opportunity to experience the benefits that are associated with hosting.

By design, these conferences are constructed as a cohesive package to deliver the resources required by business student associations, as our student leaders require a unique set of tools and knowledge at various stages in their terms to best support the development and execution of their mandates.

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 student's lives.



THE CORE CURRICULUM

To develop effective student leaders, CABS has derived a curriculum of learning that is developed around the elected one-year terms of our member societies. Each event is intended to build upon the last, ensuring that each event offers a high level of value to those in attendance. The curriculum is balanced against current needs from our members with a long term growth strategy that aims to continually mitigate issues faced from our constituents while simultaneously focusing on constant improvement in the delivery of services and initiatives.

Subjects and issues covered at CABS' events are recorded, databased, and made available through other mediums, such as a learning center on the CABS' website. This system permits the implementation of a progressive learning environment where each conference can build upon it's respective predecessor and innovate with new materials, yet members can easily access event resources from past editions as well.

As a rule, the curriculum ranges from facilitating strategy creation and delivering portfolio-specific tools to motivational speeches and group discussion. As previously mentioned, it adapts yearly to accommodate particular needs of different members, but is designed to have long-term benefit.

Of course, each event offers intangible benefits that go beyond the designed learning and resource-sharing; student leaders gain the opportunity to network with each other and forge national relationships that will continue to benefit them as they enter their careers and beyond. They also have the opportunity to connect with attending partners, alumni, and business leaders across Canada. Though the delivery of an effective learning curriculum remains the primary focus, these additional factors provide an immeasurable value which help make the CABS flagship conference the unique entities that they are.



CABS ROUNDTABLE



cabs roundtable: overview

CABS Roundtable is not only Canada's largest and most prestigious student run conference, but the keystone event in the Canadian Association of Business Students' (CABS) conference circuit. Bringing together over 300 of the brightest student leaders from over 30 of the top business schools across the country, the conference focuses on developing leadership skills, team building, and sharing of best practices to ensure the success of each school's individual business student association. As the first conference attended by business student association executives, it serves as a key role in developing team dynamic and establishing group relationships. Additionally, each CABS Roundtable serves to host the CABS' Annual General Meeting (AGM), in which the elected CABS management team and board of directors develop the strategy and objectives for the organization over the coming term.

conference mandate and objectives

CABS Roundtable is designed to equip the future business leaders in Canada with the specific skill sets, tools, and knowledge necessary to make meaningful contributions back to their universities through their student governments. The event is scheduled each year to occur shortly after each member society has either elected or hired it's incoming executives but before these individuals take office.

The curriculum and materials featured at CABS Roundtable focus extensively on portfolio strategy, with the intention of providing each attending executive with all resources necessary to create effective and actionable plans for the coming term. Such a focus is complemented by workshops teaching portfolio-specific tools to assist each executive in surmounting obstacles they are likely to face throughout their mandate.

CABS Roundtable is also the only event in the CABS conference circuit that brings together both outgoing and incoming executives from member societies. This unique forum allows those with experience in the roles to directly mentor the next group of student leaders.



**WESTERN CANADA
LEADERSHIP RETREAT (WCLR)**

&

**EASTERN CANADA
LEADERSHIP RETREAT (ECLR)**

western canada leadership retreat & eastern canada leadership retreat: overview

CABS' regional leadership retreats are annual development conferences for student leaders from both western and eastern Canada. The events are separated by region to provide a more intimate environment for delegates and to ease financial strain for member schools in regards to travel expenditures.

conference mandate and objectives

Both WCLR and ECLR provide the opportunity for attending delegates to build upon their experiences at CABS Roundtable, and to further develop planning, implementation, and management skills that will improve their ability to perform as student leaders.

The main objectives of these events is to further develop both organizational strategy and planning along with techniques and models for corporate partnership acquisition and retention. It is critical that societies are able to establish corporate relations early in the fiscal term to ensure all planned initiatives are financially viable, and that the business strategy initially developed at CABS Roundtable remains relevant and achievable throughout the planning period associated with the summer months.

CANADIAN BUSINESS SCHOOL CONFERENCE (CBSC)



canadian business school conference: overview

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 it's 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.

conference mandate and objectives

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 it's 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.



SUMMARY

While markedly different in their design, substance, and execution, each CABS' flagship conferences share one underlying similarity - 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.