



The Canadian Association of Business Students

FLAGSHIP CONFERENCES ORGANIZING COMMITTEE PACKAGE

THE CABS FLAGSHIP CONFERENCES

CABS Roundtable. WCLR. ECLR. CBSC.

These are the flagship event offerings of the Canadian Association of Business Students, and each serves a unique and important role in the development of future business leaders. Through a combination of leadership training, academic competition, round table discussion, interactive workshops, and networking sessions, delegates acquire the tools that allow them to better serve their respective societies and by extension the students of their university.

Though each event is mandated and owned by CABS, they are hosted by CABS member universities, who bid for the rights to a particular year event.

WHY HOST?

A Chance To Be Involved

An event is nothing without the people that execute it. Hosting creates more opportunities for the students of your school to become involved, gain experience and skills, and network with other students, alumni, and industry from across the country.

Greater Partnership Opportunities

Hosting a professional event with a unique offering creates value in which to develop new and meaningful partnerships within your community, which can transfer to other programs and offerings.

Build a Reputation

A successful event brings notoriety, status, and interest in your school. Other events and conferences you host will be viewed favorably, creating more opportunities for success through future initiatives.

A Contribution to the National Community

Every year delegates leave the various CABS leadership conferences with a renewed sense of purpose. Hosting a CABS event is an opportunity to give back into the network that has helped empower both yourself and your constituents.

PROSPECTIVE ORGANIZING COMMITTEES

The bidding process itself as it relates to CABS flagship properties and all required components and materials are detailed within the CABS conference policy. Prospective bidding parties are encouraged to consult with their respective CABS Vice President Conferences and Competitions regarding any clarification on the policy, and to elicit suggestions or feedback regarding the bid materials themselves.

While the policy focuses on the technical aspects of bidding and hosting and officially defines the relationship between organizing committees and the CABS, this guide is intended to give interested parties more insight into the generally accepted structure and organization of these conferences, along with clarification of the organizing committees mandated responsibilities in regards to event execution.

However, no guide can fully encapsulate all current and evolving standards for conference hosting, and potential and current organizing committees should expect to communicate regularly with the CABS management team whenever further information is required.



WHAT IT MEANS TO BE A CABS ORGANIZING COMMITTEE

Upon the completion of a successful bid, the respective organizing committee becomes part of the CABS organization for the duration of the event. Acting as agents of the corporation, they are mandated to fulfill the objectives attributed to the particular event in question. As CABS team members, they are bound to operate within the same company bylaws and policies that define the proper execution of CABS initiatives and are liable for any and all actions undertaken that would undermine these established rules of conduct.

Organizing committees perform their work within the CABS organization, and are provided with event-specific email accounts and accompanying file storage solutions that are shared with the CABS management team for collaboration and oversight purposes. Additionally, committee members will have access to files and materials from previous conferences to serve as guidelines and resources in developing their event.

Under the guidance of their respective Vice President Conferences and Competitions, organizing committees will be provided with a variety of CABS information that relates to the respective event, which includes, but is not limited to, past delegate feedback survey responses, budgets, and transition forms.

EVENT SCHEDULING

Though the exact timing of each event is at the discretion of the CABS Management team and may be modified at any time as part of a corporate directive, an observation of previous events has resulted in a general guideline that prospective organizing committees can use as a basis on which to construct their bids.



cabs roundtable

Traditionally, CABS Roundtable has required two full days of programming for all attending delegates outside of the association Presidents, who typically arrive a day earlier due to their further responsibilities regarding CABS Board of Director requirements and CABS elections. A general event timeline will feature the association Presidents arriving on a Wednesday night, with their executive delegations arriving on the Thursday. Full programming for all attending delegates takes place on both Friday and Saturday, with each attending school travelling home on Sunday. An example schedule is provided in the appendix to this document.

eastern canada leadership retreat western canada leadership retreat

Both regional events require two full days of programming to accomplish their objectives as required by the CABS learning curriculum. As such, a standard timeline for each event involves delegates arriving in the late afternoon or early evening of a Thursday, with two consecutive days of conference sessions on Friday and Saturday with delegates returning home on Sunday. An example schedule is provided in the appendix to this document.

canadian business school conference

CBSC is designed to follow a similar format to both of CABS's regional events, following a template of Thursday to Sunday to minimize delegates planned absence from work and/or school commitments.

CONFERENCE FINANCING

The required partnership allotment for each CABS flagship event to be a financially viable opportunity depends on a multitude of factors, including event location, venue choices, number of participating delegates, and any other parameter liable to change that can influence the amount of expense required to execute the event.

For both CABS Roundtable and JDC Central, CABS maintains relationships with national organizations who consistently return to partner with the events. Regardless of location on any given year, our partners are committed to the success and mutual provided benefit of these conferences, and past events have only required a small amount of local sponsorship, typically sourced by a corporate director at the organizing committee level. The regional events are subject to a greater variation in partners and relationship structure due to the design of these events, and therefore the prospecting of potential partners is a responsibility that generally resides on the host university organizing committee.

Regardless of event, if interested organizing committees are confident in their ability to raise local funding through suitable partners or program funding, and believe there is additional value to do so, they are encouraged to present their specific suggestions to the CABS Management team. However, no member university should feel that their ability to host a CABS Flagship event is inhibited by financial concerns. Business Student Associations will not be coerced into diverting their own funding into these events and would only be allowable at their own discretion.

Each organizing committee will be mandated to have a Director of Corporate Relations, whose primary responsibility will be to work with the CABS' Vice President of Corporate Relations to manage these relationships. While the CABS representative will work to transfer relationships each fiscal year and develop a high-level partnership plan for the organization, it will remain the responsibility of the Director of Corporate Relations to ensure the specifics of any agreements are appropriately delivered, along with maintaining regular communication and support for the partner.

Ultimately, the financial considerations for each event will be handled on a case-by-case basis - prospective organizing committees are encouraged to consult with their respective Vice-President Conferences and Competitions to develop a funding strategy that is both achievable and agreeable for all involved parties.

CONFERENCE BUDGETING

The creation of a working budget is not defined by exact parameters within the conference policy, as budgetary standards and concerns are an evolving process and determined in part by the resources available to any host society, in terms of their environment and community relationships, and the current resources available to CABS.

For both regional events and the Canadian Business School Conference, organizing committees are encouraged to develop a budget that balances with delegate fees as the only revenue source, and such fees not in excess of \$350 per delegate. With such a procedure, risk of a deficit is mitigated and any acquired partnership through either CABS or the organizing committee becomes a net benefit to attending delegations.

The reason for such a procedure centers around the increased difficulty of establishing external partnerships for events of a smaller scale. Additionally, regional events often require localized partners; without the consistent investment of CABS national partners it becomes difficult in predicting anticipated partnership amounts.

As discussed in the section focused on conference financing, CABS Roundtable is largely funded through CABS national partners. However, exact financial contributions are subject to some variation, and prospective organizing committees are again encouraged to communicate with their respective Vice President Conferences and Competitions to better understand what resources may be available to them. The CABS will work with the prospective organizing committee to develop a budget for CABS Roundtable that is both feasible and realistic, with previous budgets of the event serving as a basis from which to develop a structure moving forward.





ORGANIZING COMMITTEE STRUCTURE

As detailed in the Conference Policy, both the marketing and financial-related aspects of all CABS events are centralized through the CABS head office. This allows for critical oversight in portfolios that are essentially to the operation of the association.

The exact composition of a CABS organizing committee, while remaining largely standardized in past events, is not defined by policy to allow for a dynamic flexibility in regards to changing conference standards. For reasons of practicality, a prospective organizing committee should be comprised of, at minimum, one or two Executive Directors (previously known as chairs) and a Director of Corporate Relations. Further positions and their viability will depend on the particulars of the event in question, in context of the planned bid. Again, prospective organizing committees are encouraged to consult with their respective Vice President Conferences and Competitions.

CONFERENCE CURRICULUM AND PLANNING

CABS is committed to the execution of a developed learning curriculum that is delivered through a combination of mediums, with the flagship conferences being the primary means of delivering the materials and resources critical to student leadership development.

As such, the responsibility of ensuring the respective curriculum is appropriately delivered at each event resides within the CABS management team, and more specifically, the appropriate Vice President Conferences and Competitions and Vice President Member and Alumni Relations. When preparing their bid, the organizing Committees will need to consult with their CABS representative regarding sessions to ensure that planned workshops and speaker suggestions support the relevant CABS' curriculum materials.

Outside of sessions, the organizing committee has the opportunity to positively represent their school and community with social events and other activities that highlight what makes their environment unique. Additionally, local business and CABS' alumni serve as opportunities to incorporate more of the host school's respective city into the conference program.

Part of the added value of a CABS' event can be contributed to the variety of experiences available to delegates as a result of continually changing host cities and schools. By focusing on delivering exceptional content and unique activities and events, each event will continue to leave lasting impacts on each attending delegate.



SUMMARY

By nature and design, every conference should be a unique entity, taking the best aspects from past versions, improving on weaker areas, and made special by original features and components that each organizing committee is capable of adding.

The very intent of having a centralized organization like the CABS retain ownership of a grouping of transferable conferences is to promote continuity and stability. Prospective organizing committees should be made to feel that no part of the hosting process is ambiguous, or that resources aren't available to enable them to hold a conference of exceptional value.

The CABS Management Team's intends for this guide to serve as a important supplement for the Conference Policy, and that an understanding of both documents empowers potential organizing committees to take advantage of these amazing opportunities!

Remember, the CABS Management Team is always available and willing to provide more information, clarification, and support to prospective organizing committees. Feel free to reach out at any point in time - we look forward to receiving your bid!

APPENDIX

EXAMPLE SCHEDULES

cabs roundtable

Time	Wednesday	Thursday	Friday	Saturday	Sunday
8:00am - 9:00am	N/A	Breakfast	Breakfast	Breakfast	Breakfast
9:00am - 10:00am		Incoming BOD Training / Orientation	Sessions	Sessions	Departure
10:00am - 11:00am					
11:00am - 12:00pm					
12:00pm - 1:00pm	Lunch	Lunch	Lunch		
1:00pm - 2:00pm	President Arrival and Check In	CABS AGM / CABS Elections / Executive Arrival and Check In	Sessions	Sessions	
2:00pm - 3:00pm					
3:00pm - 4:00pm					
4:00pm - 5:00pm					
5:00pm - 6:00pm	Dinner	Dinner	Dinner	Dinner	
6:00pm - 7:00pm	President Discussion Period				
7:00pm - 8:00pm					Free Time
8:00pm - 9:00pm	Night Event	Night Event	Night Event	Night Event	
9:00pm - 10:00pm					
10:00pm - 11:00pm					
11:00pm - 12:00pm					

EXAMPLE SCHEDULES

western canada leadership retreat / eastern canada leadership retreat /
canadian business school conference

Time	Thursday	Friday	Saturday	Sunday
8:00am - 9:00am	N/A	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 and 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	Night Event	Free Time	Free Time	
8:00pm - 9:00pm				
9:00pm - 10:00pm		Night Event	Night Event	
10:00pm - 11:00pm				
11:00pm - 12:00pm				