



**THE CANADIAN ASSOCIATION OF BUSINESS STUDENTS**



# **Corporate Partnership Report**

## **CABS Roundtable 2016**

CABS Roundtable 2016

External Business Community

2016-03-13



# CABS Roundtable Explained

---



- CABS Roundtable serves as a celebration, and connection of business student leadership across the 35 member schools under the CABS Banner, bringing together incumbent and elect leadership groups from coast to coast
- CABS Roundtable also serves as a celebration of the unique opportunities and challenges of a host region's economy to the 200+ best and brightest business students across Canada



# Contents

---



- Promotion of Partners
- Relevant event statistics
- Feedback from stakeholders
- Photos exemplifying highlights

# Promotion of Partners



# Logo on Delegate Casual T-Shirts



Back – final arrangement



Front – early draft



# Logo on CABS Website

---



- [http://cabsonline.ca/events/rt/upcoming\\_edition/](http://cabsonline.ca/events/rt/upcoming_edition/)
- <http://cabsonline.ca/partners/>

*More to come soon – currently just a few!*

## Partners



EDWARDS  
SCHOOL OF BUSINESS  
UNIVERSITY OF SASKATCHEWAN



CUS

GILDAN®

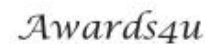




# Delegate Package



*Thank you to our Partners!*





# Gala Projection Base Image



# Verbal Mentions

---



- Closing Gala – Explicit thanks to our partners!



# On-site Opportunities



- Opportunity to connect, interact, and teach 200 bright you business student leaders from across Canada in networking, workshop, panel, and gala settings





# On-site Opportunities



- Closing Gala – Speaking time and presentation of CABS Annual Awards by our Partners



# **Relevant Event Statistics**



# Event Highlights

---



- 215 total delegates from across 30+ universities
- 40 executive training sessions
  - Society strategy, NFPO Controllershship & Reporting, Analysis & Knowledge Management, and many others!
- 7 similar-school roundtables
  - Best-practice sharing roundtable
  - Resource sharing
  - Inter-school collaboration
- Over 100 key topics covered
- **Approximately 5,000 cumulative hours** of learning and sharing for Canada's top business student leaders

# Sessions Highlights

---





# Sessions Highlights

---



# Sessions Highlights

---



# Sessions Highlights

---





# Session Leader Highlights

---



- CFO, YMCA Calgary



# Session Leader Highlights

---



- Daniela, U of C alum and CPA, CA



# Event Highlights

---



- 100% participation turn-out of all registrants on each day, 70% average active in-session participation
- 7 venues visited across many areas of the Calgary region
- CABS Awards Gala Keynote from Calgary Mayor, Nenshi
- 2,200+ engaged on post adding new member, the University of Toronto's Rotman Commerce Students' Association
- 1,600+ engaged on post announcing next JDC Central host, Carleton University
- Completely revamped governance and reporting structure implemented by management team, approved by BoD
- < 200,000\$ approximate total investment to local Calgary economy due to event





# Photo Highlights

---



- Our CABS President with Keynote, Mayor Nenshi





# Photo Highlights



- Our CABS Management Team and Board discussing numerous innovative governance overhauls and defining the next steps necessary to lead Canada into its bright future



# ELCD Highlights

---



ELCD – “*Experiential Learning & Career Development*” Highlights included:

- CABS Awards Gala Keynote from Calgary Mayor, Naheed Nenshi, speaking on the challenges and opportunities of the Calgary economy
- Our Career Development panel, highlighted by 8 bright leaders of the Calgary economy across many different industries and specialties
- Our Entrepreneurship panel, highlighting 5 exciting entrepreneurs tackling their respective Calgary industries with creative destruction
- Plethora of U of Calgary, University of Alberta, University of Lethbridge, and University of Manitoba alumni session leaders
- Networking session highlighting amazing masters and graduate level study opportunities, and other professional designation & complementary career pathways to be found in the Calgary region
- Ultimately, CABS Roundtable highlighted the uniqueness and complexities of a vibrant Calgary economy, highlighting the many opportunities for Canada’s brightest business students



# ELCD Highlights



- Our Career Development Panel





# ELCD Highlights



- Our Career Development Panelists

Rebecca Bultsma, Talent Acquisition Specialist, Goodlife Fitness

Joe Connors, Communications Manager, Fluor Canada Ltd

Chad Cummins, Communications Advisor, ATCO Group

Caitlin Hall-Sharp, Executive Talent Acquisition, TEC Canada



# ELCD Highlights



- Our Career Development Panelists

Ken Heinbecker, VP Marketing, Heavy Industries

James Hirsch, SR Manager, Corp. Development & Planning, Stuart Olson

Spencer Mellace, Wealth Advisor, Sagium Financial Services

Molly Stogran, SR Client Relationship Manager, Scotiabank



# ELCD Highlights



- Our Entrepreneurship Panel



# ELCD Highlights

---



- Our Entrepreneurship Panelists

Steve Appleton, President, Appleton Consulting

Scott Courtney, President, Commodore Solutions Inc

Kimberly Gray, SR Communications Officer, Founder, K. Gray Consulting

Geoff Hughes, President, Park Digital

Chioma Ufodike, Co-Founder and Director, Jeremyn Street 1664



# CABS Annual Awards

---



# CABS Annual Awards

---



- **Executive All Star Awards:**

Trevor Green, (President) Trent University

Bianca Barry, (President) University of Alberta

Douglas Canning, (President) UBC Okanagan

Kiefer Sheldon, (VP Finance) University of Manitoba

Brandon Novak, (VP Finance) UBC Okanagan

Eric Anderson, (VP External) University of Regina

Michelle Rai, (VP External) University of Guelph

Courtney Roy, (VP Events) University of Saskatchewan

Danielle DeiCont, (VP Events) University of Manitoba

Kevin Burns, (VP Marketing) UBC Okanagan

Aly Bowles, (VP Marketing) University of Manitoba

# Photo Highlights

---



- Our Executive All Star Recipients



# CABS Annual Awards

---



- **Breakout BSA:**  
Management Student Association, UBC Okanagan
- **Best New Initiative:**  
The DeGroote Den, McMaster University
- **Rising Star Award:**  
Erin McLellan, (Returning VP) University of Regina
- **Spirit of CABS Awards:**  
College of Business and Economics Students' Association, University of Guelph
- **Most Outstanding Council Award:**  
DeGroote Commerce Society, McMaster University



# Photo Highlights



- Our other award winners



# Feedback from Stakeholders

*Partners*



# Courtney Schroeder

Edwards School of Business (MBA Partner)



- Thank you so much for letting us be a part of this event – I met with so many excellent students! We are so happy we were able to support and attend this event. Your committee did a great job organizing!





# Lyndsey Hoff

CPA Alberta (Professional Development Partner)



- My boss and colleague were elated to sit with Mayor Nenshi for dinner, and everyone I did talk to enjoyed the event immensely, including the panelist I sent.



# Feedback from Stakeholders

*Students*





- CABS Roundtable 2016 was by far one of the greatest events I have ever been to. It allowed me to help my successor as well as personally grow so I could start my journey into the working world. I would recommend this event to any person, it changed me for the better and I can't thank them enough for that.

# Steffan Kollenberg

Ryerson University



- The CABS Roundtable 2016 was an amazing conference! I learned a lot about my incoming role for next year and met some great people. I look forward to the next one.



# Bryce Romagnoli

University of Manitoba



- CABS Roundtable was an eye opening experience. Countless memories made, countless friends made. Having the ability to expand my network with some of the country's best is something I'll cherish forever.

# Amelia Parkhurst-Bartel

University of Victoria

---



- This is my first time attending a business conference and I was blown away by how much fun I had while learning so much. I feel extremely lucky to be able to meet with students from all over Canada and hear their experiences. I can't wait to come back next year!



- CABS Roundtable was an excellent opportunity to learn from like minded people who have done what you are about to do. It is also a chance to make new friends and form relationships across the country.



- RT 2016 was a once and a lifetime opportunity. As a 2nd year student, I am so honoured to be apart of this experience and to meet so many aspiring students. This weekend was the first of many, and I cannot wait to see what the future has to bring for us all!





- CABS Roundtable was an incredible experience. I learned so much from the speakers, and developed some new relationships with other individuals around Canada. I would definitely recommend this conference to others, and can't wait to go next year



- CABS Roundtable is an amazing opportunity for students from all over the country to build bonds and share knowledge that will serve them for years to come. Attending this conference builds the student experience and benefits every campus delegates returns to.



- At my first Roundtable I met hundreds of amazing individuals full of passion and excitement, the second time around I was nervous it wouldn't live up to the memories of the first but this conference could never fail to exceed expectations.



- RT 2016 was truly an eye opening and fully engaging conference for me this year. I was able to network with other student leaders, share my stories ideas, as well as learn so many new techniques and skills that will aid me in my role as 2016-2017 VP of Events. RT is definitely different from any other conference I have participated in, and I cannot wait to attend again!





- The Roundtable conference brings together the best and brightest nationally, truly an opportunity that is unprecedented in interacting with individuals that are completely engaged in their respective fields.



- CABS Roundtable that was hosted in Calgary this year was a phenomenal experience. Aside from the extremely exhilarating night events, the CABS management team go out of their way to create value for business students across Canada. On a personal level, the relationships that I have developed will be meaningful to me for the rest of my life. I couldn't have been happier with the group of colleagues and friends that I have made over my term as CABS member, and for that I am forever appreciative.



- Attending CABS Roundtable was one of the best experiences of my university career so far. Being in a new city across the country was thrilling. I loved meeting BSA Executives from other schools and learning how similar or different everyone's associations function. I would highly recommend attending this conference for the knowledge gained, bonding experience, and the good memories!



- Coming out of this conference, I now have a lot of my own ideas about how to improve the Academics side of my organization. I now know what kind of academic events I would like to run and how we can improve our mentorship program. I'm so glad that I was given the opportunity to attend Roundtable and would highly recommend it to any incoming executives in the future.





- CABS Roundtable was a great event where I learned lots from other business society executives that I can bring back to my school and help provide more to the students at the Lazaridis School of Business and Economics.



- I had no idea what to expect from the conference as a first-time round tabler, though I can honestly say that the conference blew my expectations away. Between getting connected with executives from schools across Canada, taking part in inspiring sessions with top-notch speakers, and leaving ready to make a difference at my university, the Round Table conference has to be the most impacting conference I have ever experienced.



- Coming into CABS I had no idea what to expect. I left the conference with hundreds of new ideas and a bunch of life long friends. CABS is more then a conference, it's a family!



- CABS Roundtable is an incredible opportunity to interact with the leaders of tomorrow. The conference provides a wonderful chance to connect with like minded individuals from across the nation with a chance to build great things for Canada's business students.



- As an incoming VP, CABS has taught me numerous things in a short period of time. It was a wonderful experience that I hope I will have the chance to do again. I was able to expand my ideas, get new ones, and get help with things I was uncertain about. I now feel ready to face the challenges the next year will bring.





- As an incoming president, you are full of excitement, but you are also a bit nervous. Coming to roundtable allowed me to share how I felt with other people that have done it before and learn from their mistakes and successes. I now feel much more confident going into my role with this new-found knowledge!

# **Media Exemplifying Highlights**



# Videos

---



- Teaser Video

<https://www.facebook.com/TheCABS/videos/vb.181409493829/10153873160853830/?type=2&theater>

- Recap Video  
*To come soon.*

# CABS Roundtable Photos

---



- Photo Album:

<https://www.facebook.com/media/set/?set=a.10153910983898830.1073741846.181409493829&type=3>

# Photo Highlights

---



- Awards Gala Venue, Devonian Gardens





# Photo Highlights



- Our Outgoing Member Presidents



# Photo Highlights

---



- Our Incoming Member Presidents





# Photo Highlights

---



- Our Breakout BSA, the UBC Okanagan MSA, hosting this summer's WCLR 2016, in Kelowna B.C.



# Photo Highlights

---



- Saturday lunch on campus with some of our program teams for WCLR 2016 and RT 2017



# Photo Highlights

---



- Address from President-Elect, Trevor Green (TRENT)







# Our RT 2016 Partners

Host BSA Partner:



MBA & Professional Development Partners:



Contributors and In-Kind Sponsors:



# THANK YOU FOR YOUR SUPPORT!



Returning CABS VP Corporate,  
*Zac Hogg*

Outgoing CABS President,  
*Calvin Parker*

On behalf of all the delegates, our amazing volunteers, and devoted Roundtable 2016 program team, we thank you, our partners, for making Roundtable 2016 the an event to remember for so many student leaders across this country from coast to coast.

- Zac Hogg & CABS

# Next Year

---



- Here's to RT 2017,  
*See you at the University of Winnipeg, March 2017*



Please reach out to Zac Hogg via email at [vpcorporate@cabsonline.ca](mailto:vpcorporate@cabsonline.ca) with any questions you have for Roundtable 2017.





# Roundtable 2017 – *Winnipeg, Manitoba*



Our Incoming Executive Directors of CABS Roundtable 2017, Sam Smolarski (left) and Nicole Pellaers (right) hope to see you next year in Winnipeg!











**THE CANADIAN ASSOCIATION OF BUSINESS STUDENTS**