

WESTERN CANADIAN



Leadership Retreat

+

EASTERN CANADIAN



Leadership Retreat



CABS WCLR & ECLR
Promotional Package

Table of Contents

CABS Conferences..... 3

General Overview 3

About CABS Western Canada Leadership Retreat (WCLR) and CABS Eastern
Canada Leadership Retreat (ECLR) 4

CABS WCLR/ECLR Mandate..... 4

CABS WCLR/ECLR History 4

CABS WCLR/ECLR Programming..... 5

CABS WCLR/ECLR Partners 6

CABS WCLR/ECLR Schedule (Sample)..... 7

CABS WCLR/ECLR Testimonials..... 8

CABS WCLR Past Hosts..... 9

CABS ECLR Past Hosts..... 10

Closing Summary 11



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

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.

CABS WCLR/ECLR Mandate

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.

CABS WCLR/ECLR History

With a variety of executives in attendance, the programming of WCLR and ECLR requires a range of focus and content; with a placement directly after the commencement of CABS' member's terms, the general mandate revolves around planning and developing. For attending Presidents, the curriculum has a higher level focus, including organizational development, risk management, strategic planning, and leadership and motivation. Attending External delegates will find similar subjects covered, but with a partner-specific outcome approach - other attending executives take part in sessions that center around event-specific outcomes. Like all CABS' events, WCLR and ECLR serve as primary mediums from which to deliver the CABS curriculum program.

CABS WCLR/ECLR Programming

With a variety of executives in attendance, the programming of WCLR and ECLR requires a range of focus and content; with a placement directly after the commencement of CABS' member's terms, the general mandate revolves around planning and developing. For attending Presidents, the curriculum has a higher level focus, including organizational development, risk management, strategic planning, and leadership and motivation. Attending External delegates will find similar subjects covered, but with a partner-specific outcome approach - other attending executives take part in sessions that center around event-specific outcomes. Like all CABS' events, WCLR and ECLR serve as primary mediums from which to deliver the CABS curriculum program.

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

EXAMPLE SESSIONS

- Organizational Development Session
- Risk Mitigation Session
- Leadership and Motivation Session
- Successful Event Management
- Strategic Planning Session
- Developing Powerful Partnerships

CABS WCLR/ECLR Partners

With a smaller delegation than CABS Roundtable, partners can use the intimate atmosphere of WCLR and ECLR to network more extensively with the business leaders of tomorrow.

EXAMPLE PARTNERSHIP OPPORTUNITIES & ASSETS

- Leadership Workshop
- Strategic Planning Workshop
- Corporate Cocktail Night Event
- Mock Interview Sessions
- Risk Management Workshop
- Networking Event
- Corporate Relations Workshop
- Keynote Presentations
- Company Site Tours
- Delegate Resume Bank
- Private Networking Events

CABS WCLR/ECLR 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	Delegate Arrival & Check In	Lunch	Lunch	
1:00pm - 2:00pm		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			
9:00pm - 10:00pm				
10:00pm - 11:00pm				
11:00pm - 12:00pm				

CABS WCLR/ECLR Testimonials

"WCLR is a fantastic opportunity for business students to network and gain the valuable skills they need to become tomorrow's leaders."

WCLR Delegate 2015

"WCLR is where I got to make stronger connections with the people I admire the most. It's really nice to spend a weekend with some of the most hardworking, passionate, like-minded people in Western Canada."

WCLR Delegate 2015

"WCLR provides a fantastic opportunity for business student leaders to connect, engage, and plan all in a fun and lively environment. The energy and ambition is infectious to all that attend!"

WCLR Delegate 2015

"With conferences such as ECLR, students are required to apply their institutional knowledge to increase the value of their undergraduate degree here in Canada. These leaders learn from one another, to improve the learning environment for their fellow students at their residing universities."

ECLR Delegate 2015

"I approached CABS because I wanted to meet other student business association members and attend professional development events. CABS exceeded my expectations by introducing me to a network of people much larger than I anticipated, they facilitated a psychologically safe learning environment and brought forth material that can be applied in the workforce. I loved that everyone was friendly and open-minded. The CABS management team are an amazing group of mentors. They were open to give invaluable career advice when approached, presentation tips, and were genuinely good people. The experience was unforgettable, I hope I will be lucky enough to take place in a CABS event in the future. I recommend CABS to anyone who wants to surround themselves with people who place emphasis on the triple-bottom-line and a balanced academic/personal lifestyle. ECLR was a 10/10."

Tony Nicoletti, CABS ECLR 2015

CABS WCLR Past Hosts

2011



**University
of Victoria**

University of Victoria

Victoria, BC

2012



UNIVERSITY OF CALGARY
HASKAYNE SCHOOL OF BUSINESS

University of Calgary

Calgary, AB

2013



**University
of Victoria**

University of Victoria

Victoria, BC

2014



**UNIVERSITY OF
ALBERTA**

University of Alberta/Winnipeg (Co-Host)

Edmonton, AB



**THE UNIVERSITY OF
WINNIPEG**

2015

**University
of Regina**

University of Regina

Regina, SK

2016



a place of mind
THE UNIVERSITY OF BRITISH COLUMBIA

University of British Columbia Okanagan

Kelowna, BC

CABS ECLR Past Hosts

2012



University of Guelph

Guelph, ON

2013



Wilfrid Laurier University

Waterloo, ON

2014



Carleton University

Ottawa, ON

2015



Trent University

Peterborough, ON

2016



Wilfrid Laurier University

Waterloo, 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.



www.cabsonline.ca