

# BUSINESS MANAGEMENT + ADMINISTRATION



## PROFESSIONAL DEVELOPMENT ACADEMY

TEAM MEMBERS (NAME, SCHOOL): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

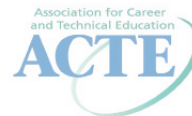
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We encourage you to speak with our NAB Partners to strengthen your case submission. After a conversation with a partner, they will stamp or sign on top of their logo. If you collect 5 signatures\* and submit this card before **2:30pm in Grand Ballroom J**, your team will be eligible to win a prize.

ATTENDED  
BUSINESS AND  
INDUSTRY  
ENGAGE  
PRESENTATION

MEN'S WEARHOUSE\*



\*For prize eligibility, attendance at the National Apartment Association Educational Institute ENGAGE session is **mandatory**.

# ICDC Mini-Case Competition

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## PROFESSIONAL DEVELOPMENT ACADEMY

### CASE TOPIC

**How to attract and retain the best emerging talent for employment/internships.**

In today's business world, it has been proven that young talent is less likely to spend their entire career with a company. This changing market has noticed shifts in benefits packages, loyalty programs and marketing of companies to attract and retain this emerging talent. *How will your team address this trend?*

Prepare potential solutions below and submit by **2:30pm in Grand Ballroom J.**

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**ISSUE(S) WE HAVE IDENTIFIED**

**/2**

**SUGGESTION(S)**

**/3**

**IMPLICATIONS: WHY MY SUGGESTIONS WILL BE AN IMPROVEMENT**

**/5**