

MARKETING + COMMUNICATIONS



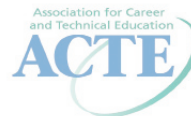
PROFESSIONAL DEVELOPMENT ACADEMY

TEAM MEMBERS (NAME, SCHOOL): _____

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 Arlington Ballroom IV**, your team will be eligible to win a prize.

ATTENDED
BUSINESS AND
INDUSTRY
ENGAGE
PRESENTATION

MEN'S WEARHOUSE*



*For prize eligibility, attendance at the Men's Wearhouse ENGAGE session is **mandatory**.

ICDC Mini-Case Competition

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 Arlington Ballroom IV.**

ISSUE(S) WE HAVE IDENTIFIED

/2

SUGGESTION(S)

/3

IMPLICATIONS: WHY MY SUGGESTIONS WILL ADDRESS THE ISSUE(S)

/5