

Case Competition Tips

Analysis and PPT / Written Document Tips

1. "Tell them what you'll be saying, say it, remind them what you said."
2. Go down 2-3 levels of depth in analysis
3. Include Appendix slides, show Table of Contents at end of presentation and put extra slides in there
4. Ask yourself "what if?" for every slide
5. Have a conclusion on every slide, either verbally or on the slide, preferably as the header
6. Point out key conclusions from the graph(s) charts and leave nothing to chance
7. Note balance of content on slides—not just bullet points, but not so much text they have to be 'read.' Slides should be the back-up for the presenter, with the focus on the presenters only
8. Analysis is the most important (and competence in Q&A). Do NOT restate case facts. Summarize key numbers—NO charts / graphs / gridlines, please.
9. Have each other review the slides they DIDN'T write; ask each other "why" 3-times on its content before you approve each slide.
10. PROOFREAD out loud before pressing 'send'

Presentation Tips

1. Greet the judges, shake their hands, introduce yourselves. Thank them at the end. Make eye contact.
2. Carry small index card
3. Think through "opener, analyst(s), closer"
4. Mind the clock. This should be a team member's job
5. Be a little bit theatrical in terms of emphasizing key points
6. Smile. Be energetic.
7. Speak *with* the judges, not at them
8. Have one team member manage Q&A. Use index finger during Q&A to jump in.
9. Repeat / rephrase question to buy yourself and the team time before answering them
10. Politely cut each other off if someone is 1) seized with stage fright, 2) rambles, 3) doesn't know the answer

Team Tips

1. You'll win as a team; bottom line
2. People have different skill sets- embrace each other and don't be insecure
3. There are usually 5-6 different roles: 1) Data / industry analyst, 2) Presentation creator / editor, 3) Finance / Quant jock, 4) Marketing guru, 5) Presenter, 6) Q&A expert
4. Play off one another; make transitions seamless. Thank each other before you progress to next section. ACT as a team
5. PRACTICE, PRACTICE, PRACTICE and ask faculty for help