

Alberta Intercollegiate Sales and Marketing Competition 2025

Competitor Information

Updated Feb 6, 2025



Overview

Who are we?

- The *Alberta Inter-Collegiate Sales & Marketing Competition* is Western Canada's premier platform for challenging and showcasing Alberta students' **sales and marketing skills**, where they experience authentic competitive challenges; and make meaningful industry connections.
- This competition will emerge as a respected, effective catalyst for personal, academic and professional growth for post- secondary students in Western Canada.

Goals

- To create an **engaging and competitive** environment that unites post secondary students across Alberta in sales and marketing challenges.
- By collaborating with industry partners and presenting **real-world scenarios**, we aim to enhance student learning, strengthen industry relationships, and become a hub for talent development and academic innovation.
- Industry partners, in turn, will use our competition as a means to identify, then **recruit sales and marketing talent**.
- Competitors utilize AISMC presentation video in their social media and **job search**.

Competition Format



Competition Format

- Prize Money: 1st-**\$5,000**
- 2 days- Mar 22 and Mar 23, 2024 (weekend).
- Student competitors recruited from 24 post-secondary institutions in Alberta.
- Need to be current students, but necessarily in a business program.
- No entry fee.

“No school west of Ontario is doing this!”

- Terry Peddlesden (Durham College)

Invitations (Schools)

- Ambrose University
- Athabasca University
- Berman University
- Bow Valley College
- Concordia University
- Grant MacEwan University
- Keyano College
- Lakeland College
- Lethbridge Polytechnic
- Medicine Hat College
- Mount Royal University
- NAIT Polytechnic
- NorQuest College
- Northwest Polytechnic
- Olds College
- Portage College
- Red Deer Polytechnic
- SAIT Polytechnic
- St. Mary's University
- The King's University
- U of A- Augustana Campus
- University of Alberta
- University of Calgary
- University of Lethbridge

Networking Reception March 21



Networking Reception Mar 21

Attendees

- Industry Guests (20)
- Student Competitors (50-60)
- Instructors / Coaches
- Sponsors (8)
- Business Faculty Representatives (40)



Marketing Day

March 22



Marketing Day- Mar 22

- Open to 24 teams of 1 to 2 members
- 4 Agency side judges, 4 client side judges
- Proposed Agenda
 - **8:00 – 9:30 AM**
 - Breakfast -Reception
 - **9:30 – 10:00 AM**
 - Opening Remarks- CMA Guest Speaker
 - **12:00 – 1:00 PM Lunch**
 - (informal, does not interrupt competition flow)
 - **10:00 AM – 5:30 PM**
 - Competition
 - **6:00 PM**
 - Closing Remarks and Awards



Sales Day March 23



Sales Day- March 23

- Open to 24 pre-qualified competitors
- No academic judges, sponsor judges only (4)
- Proposed Agenda
 - **8:00- 9:30**
 - Breakfast Reception
 - **9:30 – 10:00 AM**
 - Opening Remarks- CPSA Guest Speaker
 - **12:00 – 1:00 PM Lunch**
 - (informal, does not interrupt competition flow)
 - **9:00 AM – 5:15 PM**
 - Competition
 - **5:30 – 6:00 PM**
 - Closing Remarks and Awards



Step by Step



1. Choose Your Competition and Gather Your Team

- **Marketing Competition:** Assemble a team of one to two students to collaborate on tackling business challenges.
- **Sales Competition:** Compete individually to showcase your product-pitching skills.
- Make sure everyone on your team is enrolled in an Alberta post-secondary institution.
- **PLEASE NOTE:** You may enter both competitions.

2. Prepare Your Screening Video

- **Marketing Competition:** Create a 1-5 minute video describing the business problems and opportunities based on the provided marketing case below.
- **Sales Competition:** Submit a 30-90 second video pitching a product of your choice with persuasive and creative sales techniques.
- Upload your video to a platform like YouTube or Vimeo and generate a shareable URL.

3. Register and Submit Your Screening Video

- Complete the registration form and include your screening video's URL. The deadline to submit your screening video is **March 4, 2025**. Don't miss out!
- **Marketing Competition:** Both students must fill out the registration form individually, but have the same URL link, and the same team name.

4. Participate in the Screening Round

- Your video will be evaluated by a panel of judges. Top-performing teams (for Marketing) and individuals (for Sales) will be selected to advance to the finals.

5. Compete in the Finals

- **Marketing Finals:** The top 12 teams of one to two will compete in Calgary for a \$5,000 cash prize.
- **Sales Finals:** The top 24 individuals will compete in Calgary for a \$5,000 cash prize.
- This is your chance to shine, connect with industry professionals, and potentially take home the prize!

How to sign up...

- Marketing Teams:

<https://www.aismcompetition.ca/event-details/marketing-competition-registration>

- Sales Competitors:

<https://www.aismcompetition.ca/event-details/sales-competition-registration>