



**CAREER
FORWARD**

CASE COMP PLANNING GUIDE

Case Competitions are experiential learning opportunities that allow students to engage collaboratively while applying their knowledge and business acumen to determine the best approach for solving real-world problems. While competing, students often work in teams to analyze a business scenario, prepare a proposed solution, and present to panel of judges.

The Career Forward Program coordinates one national case competition in the Spring, and assists in coordinating efforts to send BBA students to other national competitions throughout the year. This guide offers recommendations and tips that student organizations can use when planning their own case competition. Download a detailed planning checklist to help your organization successfully plan and execute a case competition.



Case Competition Planning Milestones



Define Objectives

Clarify the competition's purpose—whether it's to build student consulting skills, engage industry partners, promote innovation, or something else. Clear goals will guide every decision.



Set a Timeline

Identify key dates: planning milestones, registration open/close, case release, submission deadlines, and event day. Work backward from the event date to allow sufficient lead time.



Determine the Format

Decide if the event will be in-person, virtual, or hybrid. Will it be a one-day event or span multiple days? Will teams work on the case live or in advance?



Plan the Budget

Estimate costs for venue, catering, printing, prizes, marketing, and honoraria for judges or speakers. Identify funding sources such as department funds, sponsors, or registration fees.



Build a Planning Team

Form a committee with clearly defined roles—logistics, marketing, case development, tech support, etc. Delegate responsibilities to ensure smooth execution.

Logistics & Operations

Secure a Venue

Book a space that fits your format—classrooms, auditoriums, breakout rooms, or virtual platforms. Consider in-room technology needs like projectors, Wi-Fi, and microphones.

Connect with the Grainger Hall events team or make a room reservation on campus at business.wisc.edu/events-services



Create the Case

Develop or source a compelling, realistic business case. It should be challenging yet solvable within the timeframe. Consider partnering with a company for a real-world scenario.

Recruit Judges

Invite faculty, alumni, or industry professionals with relevant expertise. Provide clear judging criteria and expectations to ensure consistency.

Sponsor Outreach

When reaching out to potential employer sponsors, it's important to be both thoughtful and strategic. Sponsors may offer financial support, assist with logistics, serve as judges, or take on other key roles. Many departments at the Wisconsin School of Business connect with employers, so we want to avoid overwhelming them with too many requests. Make sure your outreach is intentional and purposeful. We recommend working with the Career Forward team to share your outreach plans. They can help you brainstorm ideas or connect you with contacts at your target companies. To get started, please fill out the intake form below to connect with our employer relations team.

Building your outreach list

- **Alumni Network** – Reach out to alumni from your organization.
- **Past Partners** – Contact employers who've supported your events.
- **Handshake** – Search for recruiters and message them directly.
- **LinkedIn** – Find alumni and contacts in your target industry.
- **Do Your Research** – Identify employers before contacting Career Forward.



Once a sponsor is secured

Confirm Key Details

- **Event logistics:** date, time, location, parking info, and virtual access (if applicable)
- **Expected attendance:** number of students, class years, majors, and other relevant demographics
- **Sponsor involvement:** what's included in their sponsorship package (e.g., speaking role, judging, branding, tabling)
- **On-site contact:** name, email, and phone number of your group's designated point person
- **Special requests or expectations:** dietary needs, AV requirements, branding guidelines, etc.

Collect Sponsor Information

- **Primary contact:** name, email, and phone number—especially if they'll be attending
- **Company representatives:** names, titles, and roles of those participating in the event
- **Marketing assets:** logos, bios, or other materials they'd like included in promotional content

Marketing & Outreach

Design Promotional Materials

Create flyers, social media graphics, email templates, and a registration page. Ensure consistent branding and visual appeal.

Launch Registration

Open sign-ups with clear instructions, eligibility criteria, and deadlines

Promote the Event

Share across student organizations, newsletters, LinkedIn, and faculty networks to maximize visibility.

- myBIZ Blog
- Handshake
- Socials



- The Career Forward team and the Leadership & Engagement team are here to help make your competition successful. Complete this intake form and get connected with the right professional staff to assist with planning and logistics, employer outreach, funding, etc.

Event Execution

Prepare Materials

- Finalize case packet, rubrics, instructions & templates
- Print or upload materials ahead of time

Day-of Coordination

- Assign roles: check-in, timekeeping, tech support & sponsor contact
- Create a detailed schedule & contact list
- Prepare backup plans for tech issues, no-shows, or schedule changes

Facilitate Presentations

- Manage transitions between teams & keep presentations on time
- Provide judges with scoring tools, rubrics, & instructions
- Ensure a professional and welcoming environment for all participants

Event Wrap-Up

Announce Winners

Celebrate top teams with awards, certificates, or social media shoutouts. Consider a brief closing or email announcement.

Collect Feedback

Send a short survey to participants, judges, and volunteers for future improvements.

Document the Event

Save photos, videos, decks, and key takeaways for marketing or sponsor reports.

Debrief with Your Team

Hold a quick meeting to reflect on successes and areas to improve.

Resources

Career Engagement Team + Student Org Partnership Intake Form



The Career Forward team and the Leadership & Engagement team are here to help make your event successful. Complete this intake form and get connected with the right professional staff to assist with planning and logistics, employer outreach, funding, etc.

https://buswisc.qualtrics.com/jfe/form/SV_eeOWq6xkRDqno34

Career Development Fund



Student organizations can request funding for their events to help support expenses like rentals, catering, etc.

https://buswisc.qualtrics.com/jfe/form/SV_3OA6CQvJHXmMoYt

Student Org Funding Sources



Funding sources are available for student organization events and activities.

<https://guide.soli.wisc.edu/finances/>

Case Competition Planning Checklist



A step-by-step guide to help student organizations successfully plan and execute a case competition. This checklist covers everything from setting goals and securing sponsors to day-of coordination and post-event wrap-up. Use it to stay organized, delegate tasks, and ensure a smooth, impactful experience for participants and partners.

<https://uwmadison.box.com/s/9ywgggce68qboem91yj32fy4j07v0bb5>