**Food Distribution Research Society**

**Student Food Marketing Challenge**

**Contest Rules**

**Objectives of the Food Distribution Research Society’s Student Marketing Challenge**

After competing in the Student Marketing Challenge students interested in the food distribution value chain will be able to:

1. Synthesize, evaluate, and propose solutions to a complex problem facing an existing firm in the food distribution value chain within a short time limit,
2. Collaborate successfully with teammates to arrive at the solution,
3. Develop a persuasive presentation that effectively communicates the solution to the problem, and
4. Extemporaneously answer questions to defend the solution to the problem.

**Tentative Schedule**

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| Activity | Date |
| Marketing challenge emailed to teams | Monday, August 29th |
| Virtual Q&A with client via Zoom | Monday, September 5th  *(can change based on client’s availability)* |
| Teams to submit their 10-min videos | Monday, September 19th |
| Judges submit evaluations | Wednesday, October 5th |
| Notification to teams about judges’ evaluations | Friday, October 7th |
| Top 3 teams present to client via Zoom | Week of October 10th  *(based on client’s availability)* |
| Winners announced | Date of award ceremony  October 22nd-25th |

**Definition of a Team**

Student Marketing Challenge teams consist of 3 to 5 students and may be composed of both undergraduate and master’s students. The majority of the members on each team must be undergraduate students (no more than 50% of the team can be made up of master’s students). Teams must pay the registration fee before competing.

**Coaching**

This contest is designed to test the student’s ability to address the case and develop a presentation as a team. Coaches are asked to do all of their coaching prior to the contest. Coaches are asked to refrain from providing any direction, suggestions, guidance, or feedback to their teams during the day of the competition (e.g., individual team meeting with client, preparation before the first or final rounds of presentations). Coaches are welcome to serve a supporting role (e.g., bringing the students lunch), but are asked to refrain from discussing the case with their team or providing any sort of “coaching” the day of the event. The contest chair reserves the right to disqualify teams that violate the coaching rule.

**Contact with Case Client**

Students will have one point of contact with the client: during the 1-hour virtual Q&A scheduled for the week of Sept 5th (subject to change based on client’s availability). Please note that team members, coaches, and persons associated in any way with the teams are **not** allowed to contact the client.

*NOTE: Contacting the client will subject the team to disqualification – this is non-negotiable.*

**Preliminary Videos**

Each team will be allowed to make a 10-minute video that will be submitted to Dr. Ariana Torres by Monday, September 19th. Due to the large size of video files, please share the video via Dropbox, Google Docs, or YouTube link.

Penalties for exceeding the time will be determined by the judges. Judge guidelines suggest a 1-point penalty per 10 seconds over the time limit.

Videos will be sent to judges, who will evaluate and submit the top 3 teams. The results of judges evaluations will be sent to teams by Friday, October 7th.

**Final Presentation and Questions**

The top 3 teams will present their response to client via Zoom on the week of October 10th (based on client’s availability). Teams will be scheduled to present every 30 minutes. The presentation order for the three teams selected for inclusion in the final round will be randomized. Teams will be allocated 10 minutes for their oral presentation and up to 5 minutes for questions.

Teams that are more than five minutes late to the presentation will forfeit their turn. Teams may not watch any other team’s presentation during the preliminary rounds. Coaches of the presenting team, FDRS members, and guests are welcome to watch the preliminary rounds of presentation but should not enter the room or leave the room while the presentation is going on.

**Judging**

Judges for both the preliminary video and the final presentation will be selected from the Food Distribution Research Society membership, conference attendees, and experts in the industry related to the live case study. When possible, an executive from the case study firm will judge the final round with additional judges.

**Feedback**

We strongly encourage coaches to view their own team’s presentations. We will provide the average scores and any feedback provided by the judges after the competition.