



CASE STUDY #3

WORLD TRADE CENTER BUFFALO NIAGARA INTERNATIONAL CASE COMPETITION



THE MISSION

Engage higher education and the business community around a brand new, bi-national, regional event.

THE CHALLENGE

In addition to needing to build new relationships on the Canadian side of the border, World Trade Center needed to create a financial model, as well as get a large number of partners to do quite a bit of work to make it successful.

ENTER MOMENTUM

Momentum President Craig Turner also serves as President for World Trade Center Buffalo Niagara, and in that role is both the spokesperson and main contact for many of the organization's initiatives. For the event's first year, Momentum organized four regional colleges and universities around the competition, and recruited Rich Products to help create the case that the students would tackle. In addition, Momentum secured the financial support for the event, and recruited a panel of volunteer judges, who put significant time and effort into the competition.

THE RESULTS

The first annual WTCBN International Case Competition was a tremendous success, exceeding anyone's expectations, with glowing feedback from the schools, the judges and the attendees. Spurred by the success of the inaugural event, the WTCBN International Case Competition in its second year grew to include six (6) schools, double the number of judges and attendance growth, with both years' events creating positive revenue for the organization. In addition, Momentum's outreach created critical new relationships on both sides of the border, particularly strengthening WTCBN's reach into Canada.

Learn more at www.momentumforbusinessgrowth.com