



## Insight Generation Case Competition

› By identifying and building on the proven best practices of the world's best companies, Corporate Executive Board (CEB) helps senior executives and their teams drive corporate performance. CEB is honored to host its second annual Insight Generation Case Competition. This competition allows students to learn how to provide insight to the world's Fortune 500 leaders. It also gives interested students an opportunity to demonstrate and further develop their business knowledge and analytical skills. This competition is ideal for liberal arts students considering a career in business research or advisory services. Participating in the competition also allows students an opportunity to meet and get to know members of the CEB leadership team. The winning team will be rewarded with a \$5,000 bonus and \$5,000 given toward a scholarship fund at their school in their honor.

This competition is open to freshman through junior, undergraduate students from an accredited university or college located in the US. Teams must consist of three individuals enrolled at the same university. After submitting proposals, five finalist teams will be notified and invited to our Washington, DC area office to present their cases. To express interest, please e-mail names, school, years, majors, and contact information to [casecompetition@executiveboard.com](mailto:casecompetition@executiveboard.com).

**Competition Launch:** 18 January 2012 | Noon EST

**Application Deadline:** 8 February 2012 | Noon EST

**Case Proposal Deadline:** 5 March 2012 | Noon EST

**Finalists Selected:** 19 March 2012

**Finalist Presentations:** 9-10 April 2012

Case materials, instructions, and rules will be e-mailed to teams that express interest after the application deadline. Questions regarding CEB or this case competition can be sent to [casecompetition@executiveboard.com](mailto:casecompetition@executiveboard.com).

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