EXTERNAL DELEGATE PACKAGE

Dare to Succeed

HOSTED BY THE SCHULICH SCHOOL OF BUSINESS
CELEBRATING 13 YEARS OF EXCELLENCE
Dear Potential Delegate,

Our team would like to invite you to participate in the 13th annual Achieving Professional Excellence (APEX) Conference, held in March 2011. This year’s conference, themed “Dare to Succeed” will help you learn and develop the soft skills necessary to succeed in a dynamic corporate environment. Our mission is to bridge the gap between business education and professional excellence through a series of innovative workshops, keynote presentations, and numerous networking opportunities. We also want you to have fun!

Apex is a non-profit student initiative hosted by the Schulich School of Business at York University, and attended by top-level business students from across North America. Apex 2011 will feature renowned industry professionals and academics who will communicate the fundamentals of business etiquette, networking and leadership among other crucial soft skills. In order to remain accessible while maintaining its profile as Canada’s most prestigious undergraduate conference.

The purpose of this package is to give you a quick overview of the APEX initiative and what previous conferences have had to offer, so you know exactly what to expect this year. For the most up to date information, please visit www.apexconference.com. On behalf of the Apex 2011 executive committee, we would like to thank you in advance for your consideration. Please do not hesitate to send us additional questions, comments, concerns, or ideas.

Sincerely,

Ankita Kapur  
External Marketing Director  
akapur@apexconference.com

Narcis Tajvidi  
Marketing Manager  
ntajvidi@apexconference.com
Situated in the heart of Canada’s financial capital, the APEX Conference depicts its prestige as it brings together Canada’s top business students with leading global organizations, and industry professionals in one of Toronto’s finest hotels.

**Mission & Vision**

The Apex mission is to bridge the gap between business education and professional excellence. The conference focuses on improving essential soft skills, which are not typically taught within the classroom setting. Through the experience of seasoned professionals, Apex aims to make a meaningful contribution to the development of Canada’s 21st century business leaders. The Apex initiative seeks to maximize the opportunity for all conference participants to develop long lasting relationships with each other.

**Past Workshops**

APEX aims to develop and sharpen your soft skills, as these are crucial to your success as a business professional. These skills are often ignored in classroom settings. However, APEX has continually delivered phenomenal workshops led by a diverse gathering of accomplished business leaders. Examples of workshops hosted in the past are:

- The Art of Networking
- Navigating the Corporate World
- Dress for Success
- Resume & Mock Interviews
- Cocktail Mixing

**Past Participating Schools**

University of Acadia
University of Alberta
University of British Columbia
University of Calgary
Carleton University
Concordia University
Dalhousie University
Guelph University
University of Lethbridge
University of Manitoba
McGill University
McMaster University
National University of Singapore
University of Ontario Institute of Technology
Ryerson University
University of Saskatchewan
University of Toronto
University of Western Ontario
Queen’s University
University of Victoria
Simon Fraser University
University of Waterloo
Wilfred Laurier University
University of Windsor
York University
Past Night Events & Dinners
Attending APEX offers you the chance to explore Toronto's night life with plenty of social events and external dinners to enjoy! In the past, we've attended:

- A Raptors Game
- Second City
- Tryst
- Century Room
- New Brunswick House
- Cheval
- The Spaghetti Factory
- Joe Badali’s Italian Restaurant

Past Hotel Venues
You will be spending 3 nights at an exquisite hotel in the heart of downtown Toronto. Past conferences have taken place at the following luxurious hotels:

- Le Meridien King Edward Hotel
- Hilton Toronto
- Courtyard Marriot
Lorcan Duffy, Wilfrid Laurier

Attending APEX 2010 from another school was intimidating at first because everyone seemed to know each other. By the first dinner I realized that was anything but the case. The hosts were excellent facilitators, introducing you not only to people studying in similar programs, but to people already in your desired field.

It gave you an unbelievable opportunity to network while at the same time presenting you with a chance to grasp an idea of what business is outside the classroom. From talking to fellow hopefuls all the way to CEO’s, its an unprecedented experience.

Lorcan Duffy
Wilfrid Laurier

Kelsey Westbrook, University of Guelph

APEX 2010 was an amazing experience! The whole weekend was great, and I met SO many awesome people from all over Canada. The workshops were also very helpful too. I never realized how important it is to learn the soft skills of business, that I would never have the opportunity to learn in class.

Overall, the weekend was unforgettable, especially the night events which added a great atmosphere to the conference. I can't wait to go back next year!

Kelsey Westbrook
University of Guelph

Prem Kalevar, University of Waterloo

APEX 2010 was awesome; the calibre of students and professionals that I had the opportunity to meet and network with was excellent. Some uncontrollable events occurred during the conference and the executive team was very understanding that I was unable to attend a number of events and flexible in order to accommodate this.

Plus, the free swag was awesome and I still use a bunch of it on a regular basis!

Prem Kalevar
University of Waterloo
PAST SPEAKERS

Arlene Dickinson
CEO, Venture Communications Ltd.

Fred Schaeffer
President & CEO, McCain Foods

Dan Fortin
President, IBM Canada

John Bowley
Chairman, Deloitte Canada

Grant Rasmussen
President & CEO, UBS Bank

Tim Penner
President, P&G Canada

Elyse Allan
President & CEO, GE Canada

Bill Thomas
CEO, KPMG
The Apex conference is made possible through the generous support of our various corporate partners and sponsors. Sponsors are given the opportunity to become further involved with our initiative and to gain valuable exposure to our delegates.

Some of the Apex conference’s past sponsors include:

Deloitte
KPMG
PriceWaterhouseCoopers
Scotiabank
CIBC
HP
SIRIUS Satellite Radio
CMA
Certified Management Accountants
CGA
CA
Sun Life Financial
Canadian Tire
Petro-Canada
TD
Sears
Boire Filler
On behalf of the entire Apex committee, we sincerely thank you for taking the time to review this package. The future success of our conference as well as our company sponsors will be enhanced by your presence. You are the future business leaders.

Apex strives to accept an increasing number of delegates each year, in hopes of ensuring the success of the future business community. We hope that we have been able to interest you in a way that will suit the ideals and goals. Please feel free to contact us with further questions and interest, as we would be delighted to discuss the conference with you. Take the path to a prosperous future today. Dare to succeed.

Thank you and have a successful day!

For more information, please visit www.apexconference.com.
Find us on Facebook Group & Fan Page

Sincerely,

Ankita Kapur
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REFERRAL CONTEST

Like what you have read so far?
Refer a friend for a chance to receive a complementary suite upgrade at this year’s Apex Conference.

To enter the contest make sure the friend you refer includes your name on their application for APEX 2011.