

Delegate
Package



ALBERTA **ENERGY** CHALLENGE

2017

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What is the Alberta Energy Challenge?

The sixth annual Alberta Energy Challenge (AEC), hosted by the University of Alberta School of Business is a business case competition focused on exploring the opportunities and challenges present in the dynamic energy sector. AEC will bring together top students from across the world and provide them with an unparalleled opportunity to further develop and explore their interests in energy and the environment.

Teams of four undergraduate students from each participating institution will be given 36 hours to research and develop a comprehensive and innovative solution to a real-time challenge faced by an energy firm. An interdisciplinary panel of industry and academic “consultants” will be made available to the delegates to augment their understanding of key problems and comment on the feasibility of proposed alternatives. The competition culminates on the final day where each team presents their analysis and ideas to a distinguished panel of judges, including senior representatives of sponsoring firms along with leading professionals in the Alberta energy sector.



The Energy Industry in Alberta

The province of Alberta is deeply ingrained in the energy industry. Since the early 1940s, Alberta has been a crucial supplier of oil and gas to the rest of Canada and the United States. Oil and gas production is the primary source of revenue and royalties in the province, and provides thousands of jobs to the Alberta economy.

Alberta's remaining natural gas reserves were estimated at 32.4 trillion cubic feet in 2014, while total proven oil reserves were reported at 166 billion barrels.

Through responsible development, advancement of technology and significant investment, the industry in conjunction with the provincial government, seeks to enhance Alberta's role as a world-leading energy supplier. New projects are being added every year and production is expected to increase to 4 million barrels per day by 2024, keeping pace with demand and providing a sound economic basis for the future.

Alberta is also increasingly exploring renewable resources such as wind, solar, and biomass. These resources are becoming increasingly common, as the provincial government has implemented plans to phase out coal power in favour of renewable electricity.

Given the province's inherent impact on North American energy, Alberta was the clear choice for hosting the Energy Challenge.

Why AEC?



The Alberta Energy Challenge is one of the only case competition events with a unique focus on energy and the environment. AEC is also distinctive in that the competition provides delegates with the opportunity to interact with industry consultants and experts in developing their solutions. Additionally, providing teams with a “live” case also allows students to apply their academic knowledge in a real-world environment and learn from top-ranked professionals from the sponsor company.

Energy issues affect each of us in all aspects of our lives. AEC is an unparalleled opportunity for students to take an active role in exploring these issues and developing innovative solutions. Through sponsorship presentations and casework, students will expand their understanding of this essential industry.

The Challenge

September 20-25, 2017

The competition will be held at various locations in Edmonton, Alberta.

Each team will be appointed a local ambassador responsible for taking care of many of their needs from arrival until departure. These ambassadors will be well acquainted with the City of Edmonton, and able to help the participants make the trip both rewarding and enjoyable.



Edmonton is Alberta's capital, and is colloquially known as the "Gateway to the North." Edmonton is a staging point for large-scale oil sands projects occurring in northern Alberta and large-scale diamond mining operations in the Northwest Territories.

Since being established in 1795, Edmonton has grown into a thriving business hub, as well as an arts & culture capital, being known as "The Festival City" of Canada. The steady growth of the city is primarily due to its proximity to natural resources, giving a unique insight into the energy sector.





Competition Logistics

Teams will be allotted approximately 36 hours to complete their research. Teams will have full internet access, and the case sponsor will be looking for a comprehensive and educated business solution.

During the competition, teams will have limited access to various student and professional consultants to help provide the most concise solution possible. The consultants provided will have range of expertise. Each consultant will provide a limited number of consulting hours over the duration of the competition. The consulting hours are provided to help the teams create a more detailed and comprehensive solution, given the vast extent of possibilities within the energy industry.

Presentation Format

Texas-Style Case Competition:

AEC uses the Texas-Style Case Competition, in which judges are allowed to interrupt the presentation to ask questions. This encourages delegates to create flexible presentations and anticipate judge questions.

Teams should be able to quickly move between slides to maximize time spent addressing questions. Questions from judges should be promptly acknowledged and answered in a straightforward fashion to best utilize presentation time.

Preliminary Round:

- 2 minutes uninterrupted opening remarks
- 15 minutes of presentation and open question/answer
- 3 minutes of uninterrupted closing remarks

Final Round:

- 2 minutes uninterrupted opening remarks
- 20 minutes of presentation and open question/answer
- 3 minutes of uninterrupted closing remarks



Each team will be assigned to a presentation room at random. One team out of each presentation room will advance to the finals. Finalists will be announced at lunch, with final presentations taking place shortly afterwards. The winner of the 2017 Alberta Energy Challenge will be announced at the Awards Banquet that evening.

Registration

Step 1:

Schools are invited to express interest in participating. The first 16 teams to respond will have a spot held for them, providing that future registration deadlines are met.

To hold a spot for your school, please email the appropriate Alberta Energy Challenge's VP of Delegate Relations.

Kellie Thibodeau, VP Delegate Relations
delegate_relations@albertaenergychallenge.com

Step 2:

The following information must be supplied by all participating schools by **May 15th, 2017**

- Names of the four participants
- Name of the faculty advisor and whether they will be accompanying the team
- Dietary restrictions of all attendees
- Return completed Competition Waivers
- Shoe and coverall size for site tour
- Flight information for arrival and departure of delegates
- Full payment of delegate fees

This information will be used for creation of delegate packages, and hotel registration and meal reservations. Please email the VP of Delegate Relations if you have any questions about the registration process.

Step 3:

The remainder of the registration process will occur once teams arrive in Edmonton and are connected with their ambassadors.

Team Selection & Preparation

When selecting your team, we recommend a multi-faceted group of the top students from your university. Teams should represent a variety of skills. Typically Business and Engineering students are well suited to this type of competition, but all faculties are welcome. They should have an interest, or experience, in the energy industry.

To prepare for the competition, AEC will provide you with a document outlining basic relevant facts and figures along with tips and tricks for a winning presentation. Additionally, all teams will participate in a case clarification session at the competition with the sponsor firm where they will have the opportunity to address case-specific questions.



The Organizing Committee

The Alberta Energy Challenge is a student run event organized by 7 person executive team comprised of Alberta School of Business students. The executive team works closely with the Alberta School of Business and some of its distinguished affiliates; the department of Natural Resources, Energy & Environment and the Centre for Applied Business Research in Energy and Environment.

The University of Alberta School of Business is one of Canada's leading business schools in research, teaching and community involvement. The School's location in Alberta makes issues relating to energy and the environment particularly relevant to the School's academic and business community. The Alberta School of Business supports academic research and leadership in sector-related issues through two facets. The first, the School of Energy and Environment (SEE), is deeply engaged in energy and environmental education, providing courses at both the MBA and undergraduate levels. The second, the Centre for Applied Business Research in Energy and Environment (CABREE), supports world-class research initiatives.



For further information regarding the above groups and institutions:

University of Alberta School of Business
www.bus.ualberta.ca

University of Alberta School of Energy and Environment (SEE)
www.see.ualberta.ca

Centre for Applied Business Research in Energy and Environment (CABREE)
www.business.ualberta.ca/Centres/CABREE.aspx

Previous Sponsors



Contact Us

Please take some time to review the details included in this package. Please feel free to contact any of the Alberta Energy Challenge executive team if you have any questions. AEC 2017 can be found online as well at www.albertaenergychallenge.com

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