

## **Most Commonly Asked Questions**

20 questions about the Interactive Case Competition for students

### **1. What is the Interactive Case Competition?**

The Interactive Case Competition, founded by media industry educator Craig Leddy, is the media & technology industry's leading student case study contest and recruitment program, providing an opportunity for students to learn about the industry, get mentored by top executives, think innovatively about a timely challenge and get valuable visibility before executives and recruiters.

### **2. Who should join?**

Students who are interested in media, entertainment, digital, television, streaming, broadband, business and marketing and who have a passion for learning and a desire to apply creative thinking to timely issues such as closing the Digital Divide. Past competitors, typically MBA and other Masters candidates, have come from over 25 top U.S. colleges and universities.

### **3. Who is eligible?**

Graduate degree candidates. Undergraduate students may join provided that their team is captained by a grad student. Recent graduates and executive MBA students are eligible. To join in recruitment activities, students must be eligible to work in the United States.

### **4. How often do you host the competition?**

We are hosting competitions on a biannual basis – one in the spring and one in the fall. We're now in our 11<sup>th</sup> year!

### **5. Is the competition held online?**

Yes, currently all activity is held online. While we hope to return to a live event someday, being online means that students can compete from any school in the country.

### **6. Do you need to pay to be in the program?**

No fees required -- registration is completely free and voluntary. This is completely a learning experience for you to get your feet wet in the media industry.

### **7. Is the program a paid opportunity?**

No, it is an unpaid opportunity. You will not be earning any commission or compensation for the work. But you will be eligible to provide your bio information to recruiters and compete for cash prizes.

### **8. Did you say cash prizes?**

Yes. The top 3 finishing teams win cash prizes to support their education. The total purse to be divided is at least \$5000 and usually is higher depending on the amount of donations to the Student Prize Pool.

### **9. How many people can be on a team?**

Teams typically consist of 3-5 students. The optimal number seems to be 4-5 students, and teams can name alternate members in case someone has to drop out. Often the best way to recruit additional team members is through student clubs, such as clubs for marketing, media & entertainment and technology. Each team names a captain and alternate captain to lead team activities. We encourage diversity in a team's makeup.

**10. Is participation limited?**

Yes, we typically limit each competition to 5 student teams. Participation is on a first-come, first-served basis, so don't delay, enter today!

**11. Why should one participate in the competition?**

You will have the opportunity to work with a team on real-world challenges in the media industry and get mentored by veterans with years of experience in the space. After strutting your stuff during the competition you can network with professionals and submit your bio to recruiters looking for interns and new hires. It's a good way to apply your education, gain recognition and have some fun. And there's the cash prizes.

**12. What is the timeline and time commitment?**

We start each competition early in a semester and spread out activities throughout the semester in order to avoid time crunches. We estimate that the total time commitment for students is about 25-30 hours. We're sensitive to time constraints for students, executives – and us.

**13. How do you help students to learn?**

We hold a couple educational webinars led by our founder and industry expert Craig Leddy, provide informational resources and assign a couple executives to guide each team from our Coaches Council – that's a very popular feature!

**14. What are the deliverables?**

Depending on the subject matter or prompt, the deliverables usually include a white paper that analyzes a topic and recommends solutions, followed by a PowerPoint presentation for teams to present their solutions before a Judges Panel during the Competition Finals Event.

**15. What is the Competition Finals Event format?**

During the event, held on Zoom or another video platform, each team has a certain amount of time (usually 7 or 8 minutes) to present their case solution to the Judges Panel and off-screen audience. The judges then ask questions and offer their perspective. After all of the presentations, the judges select first, second and third place finishers. The audience votes for the Audience Choice Award. It's informative, insightful and fun!

**16. Who are the judges?**

We always get top executives who are insightful, passionate and eager to support young talent. They typically are from cable & broadband, tech and content companies and industry-leading organizations. See a list of some recent judges on our Students web page.

**17. Does this opportunity lead to internships and full-time job opportunities?**

While we can't guarantee you'll get hired, our sponsor companies and supporting organizations are eager to attract new talent for internships and jobs. You'll have the opportunity to network with individuals in the space and raise your visibility. While we can't take full credit, we're proud that over 40% of competition alumni now work in media & tech fields!

**18. Can I get school credit?**

That is up to your school. We are fully supportive of schools providing credit and encourage students to ask appropriate administrators or faculty.

**19. What is the registration fee for the competition?**

Nothing!!! The competition is free. Join now!

**20. OK! How do I sign up?**

Simple. Submit your information via this [sign-up link](#). We'll connect with you about forming a team.

Questions? Contact us at [competition@interactivetvworks.com](mailto:competition@interactivetvworks.com)

Thank you!