



Corporate Partnership Package 2024-2025



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Letter From The Presidents

Dear Partners,

As we enter into our 13th year, Queen's Consulting Association (QCA) is dedicated more than ever to ensure that we provide students with opportunities to expand their skills, networks, and realm of possibility. QCA was founded in the summer of 2011 by a group of ambitious students passionate about providing real-life consulting experience to Queen's students. Since its inception, many QCA alumni have pursued full-time careers in consulting across various firms.

Queen's Consulting Association (QCA) promotes the consulting career path for students in every year of study within the Queen's Smith School of Business, the Faculty of Engineering, Arts and Science, and other programs. With the launch of our Membership Program, we have 200+ committed members excited to attend and participate in QCA events. Our mandates are to raise awareness of the consulting profession, continue the development of consulting education, and ensure the preparation of our students so they are the best candidates through every step of the industry's challenging selection process.

Each year, QCA hosts various events alongside our sponsors such as Coffee Chats, Networking Events, Speaker Panels, or Firm Days. As consulting is multidisciplinary, QCA strives to provide opportunities for members of all backgrounds. With a new slate of events for STEM and Arts students, QCA aims to present innovative initiatives for years to come. For the 2024-25 academic year, we aim to have hybrid delivery models, with some events virtual and others in-person.

On behalf of our executive team, we would like to thank you for taking the time to review our partnership package. We all look forward to hearing back from you and discussing the possibilities of becoming a QCA partner!

Warm regards,
Ashmit & Jesse




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OUR MISSION



The Queen's Consulting Association promotes opportunities and education for students at the Smith School of Business who are interested in pursuing a career in consulting. QCA aims to prepare students for consulting recruitment through extensive case workshops in the fall, firm visit days where students can interact with industry professionals and learn about the culture of each firm, as well as access the many resources such as case preparation guides, recruiting reports and online publications. The Queen's Consulting Association currently runs Firm Days with firms such as Bain & Company, Oliver Wyman, the Boston Consulting Group, and Monitor Deloitte – each of these firm visit days is unique and allows students to understand what differentiates each firm. Consulting Week is one of QCA's major events as it allows students of all years and faculties to learn more about the consulting field. Through our speaker sessions, case competition, as well as alumni networking events, QCA members are given the opportunity to maximize their learning.

OUR INITIATIVES

Equity, Diversity, Inclusion, and Indigeneity

This year we would like to place an even greater emphasis on EDII throughout our QCA initiatives and activities - ensuring that QCA is leading through example, creating a safe and welcoming community for the entire student body to learn and develop. A few of our initiatives consist of hosting events for international students, having other faculty x Commerce events, and connecting with Queen's MBA program. Many other initiatives will be in collaboration and association with other Queen's University clubs and conferences such as Education Diversity Growth Empowerment (EDGE) and Queen's Women in Leadership (QWIL), with the intention of more planned partnerships down the line.

New Industry Connections

QCA prides itself in having incredible relationships with firms within the Consulting Industry - and is so grateful for the opportunities which we are able to provide the student body because of the collaboration with each firm! This year, we hope to expand our partnerships even further to boutique consulting firms, subsegments of consulting and strategy, and internal strategy. This way we are able to provide the student body with even more opportunities to get to know more about consulting and the various segments of consulting and strategy.

Additional Educational Resources

With our new QCA website acting as a perfect resource drive, students across Canada as well as internationally can register to be part of the QCA membership program and have access to new, unique and fun resources which will help enhance and develop their consulting careers! Various resources will be included on our website such as QCA Case books, Recruiting Reports, Case Interview Preparation resources, as well as a Virtual Case Library with live case walkthroughs filmed by our QCA executive!

Event Initiatives

This year we want to create even more unique educational opportunities for QCA members and the community through hosting engaging and insightful events! Events can consist of speaker panels, information sessions, coffee chats, or workshops. One new initiative which we are looking to accomplish this year is hosting a case competition in collaboration with corporate partners, where students have the opportunity to explore the world of Consulting and utilize the soft and technical skills they have learned through QCA's resources.

OUR INITIATIVES (CONT'D)



Membership & Mentorship Program

QCA has always ensured we provide value to our members in our QCA Membership & Mentorship Program. This year we have already had ~200 students register for our QCA program. We seek to provide many year-long activities, a second-year case preparation group program, a mentorship program for students, as well as partner with other Queen's University clubs which will allow our members to apply their case skills at conferences.

Website & Social Media Rebrand

This year we have created an incredible new website, thanks to our Marketing & Communication Directors, which will act as an up-to-date resource for the student body and our partners to know everything about QCA! Our website will allow for anyone to learn more about QCA's resources and events, as well as ask us questions and contact us directly! Additionally, we will continue to remain active on our social media platforms such as Facebook, Instagram, and LinkedIn where we will post new and exciting updates.



PREVIOUS PARTNERS



WHY QCA?

The Queen's Consulting Association connects industry partners with rich and diverse, top-tier undergraduate students across all faculties. It serves as the catalyst for aspiring consultants and presents opportunities in the form of industry visits, guides, case preparation sessions and more. Through running events and opening up access to a variety of resources throughout the academic year, QCA is the ideal industry association to join for aspiring consultants. By getting involved with QCA, our partners are able to build a personal connection with the future leaders of their firms even prior to summer and fall recruitment!

Connect: Establish brand loyalty with some of Canada's most talented undergraduate students

Meet: the potential leaders of your organization on a personal basis prior to fall recruiting

Share: your experiences and insight on this industry and highlight the advantages of your firm through speeches, advertisements, and delegate interaction

Variety: Have the opportunity to interact with and see the performance of students from a variety of different faculties (Engineering, Sciences, Arts, Commerce).

TESTIMONIALS



BAIN
& COMPANY

Zeya Yang
Co-Chair

"QCA was a highlight of my time at Queen's. The exec team was incredibly invested in providing the best resources we could to the campus for anyone trying to break into consulting. We ended up fostering a collaborative community that provided support at both the group and individualized levels."

"QCA has been an invaluable resource to me over the last 4 years. Being a QCA member in 1st year was how I was first introduced to the world of consulting, and in a very accessible and unimtimidating way. Then once I actually began recruiting, QCA connected me to many past alumni to reach out to for guidance."



BCG

Matthias Jang
Resources Director

"QCA was an invaluable resource when I was recruiting for consulting. It was a great way to do meaningful work while learning more about the industry."



OLIVER
WYMAN

Julia Yang
Internal Events
Director

QCA BY THE NUMBERS



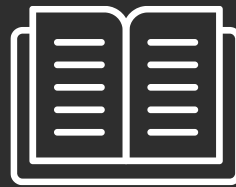
1000+

Event
Attendees



200+

Members



30+

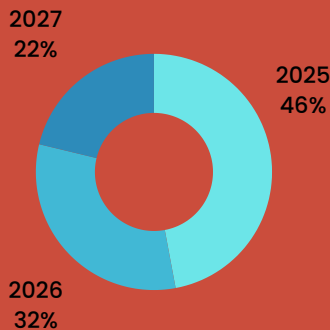
Consulting
Resources



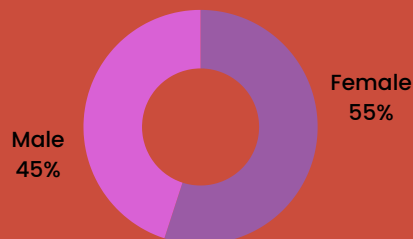
25+

mentors

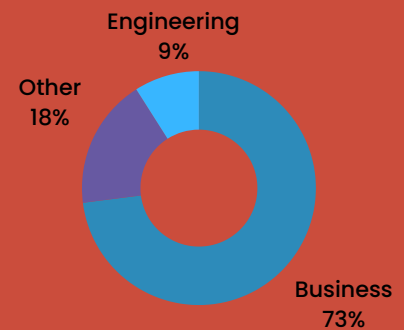
MEMBERSHIP PROGRAM



Graduation Year



Gender



Faculty

GLOBAL STUDENT PARTICIPATION



QCA Members come from
5+ different language
backgrounds!

Sponsorship Opportunities

QCA's Corporate Relations Team is here to plan personalized events customized to your firm's needs. Our objective is to provide your firm access to our extensive network of students in the manner that best serves your interests. These events can be open to everyone or more selective, depending on what your firm prefers.

For the 2024-25 academic year, we aim to have hybrid delivery models, with some events completely virtual and others in-person. For in-person events, your firm is welcome to host students at your office or send firm representatives to Queen's University. We ask that firms cover travel expenses for students (ex. busses) if students travel to and from the firm and costs for food. Our coordinators are more than happy to chat about the logistics more in-depth.

Online events will be free of charge, seeing that there are no costs associated with these activities. In addition, our team will be responsible for marketing the event through our social media pages and communicating information directly to our members. We can also take care of the sign-ups and host the virtual Zoom call, but we know that some firms would rather do that themselves. We ask that firms help us plan the event to make it as great as possible and send firm representatives.

Some events that QCA has held in the past can be found below. Please note that your firm is also welcome to get involved with QCA on a smaller scale, such as sending firm representatives to one of our own panels or workshops. Our coordinators are happy to discuss these opportunities further.



Sponsorship Opportunities (Cont'd)

Information Session

An information session provides your firm with an opportunity to describe its work, culture, recruiting timeline, etc. This event is a great way to increase your brand awareness towards students.

Average Length: 1 hour with 20 minutes allotted for networking in Zoom breakout rooms.

Speaker Panel

A speaker's panel where firm representatives can describe their work experience. Panels are an excellent opportunity to provide students with different career paths at the firm. They often revolve around a specific topic but can also be more general.

Average Length: 1 hour with 20 minutes allotted for networking

Keynote

A keynote speech where a senior firm representative with consulting expertise describes their career progression. Keynotes are a great way of giving students a look at what a successful career at your firm can look like and advice on how to achieve it.

Average Length: 1 hour with 20 minutes allotted for networking

Case Workshop

A case interview workshop run by your firm. This event is a great way to get to know students in a collaborative setting where they can demonstrate their skills. It provides students with valuable information about what your firm looks for when recruiting.

Average Length: 1 hour and 30 minutes

Case Competition

The QCA team can work with your firm to design cases that test students' analytical skills. Your firm will be able to judge responses and hold one on one meetings with the winners.

Average Length: Cases can be done over a few hours or several days.

Coffee Chats

QCA's corporate relations team works with your firm to set up coffee chats between aspiring consultants and firm representatives. We can set up an application process, and your organization can choose to talk with the students who seem to be the best fit.

Firm Days

Firm days provide your firm with an opportunity to hold more than one specific virtual event. Firm days allow your organization to show students multiple facets of the firm. For example, a past firm day has included an info session, a keynote, a case workshop, and networking over the course of three hours.

Average Length: 3-6 hours

Custom Event

If none of these events are what your firm is interested in, the QCA team is here to help you plan a custom event that best serves your firm. This can be an ongoing discussion where we think of a new event together. In addition, we are happy to help you run any events that you have successfully organized in the past.

THANK YOU.



QUEEN'S CONSULTING ASSOCIATION

Our event is your event. We are committed to working with you to make QCA a worthwhile experience for your team. If you have any questions or want to get in touch, please reach out to our Director of Corporate Relations, Sabrina Chen.

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