



Universidad
de Navarra | SCHOOL OF
ECONOMICS
& BUSINESS

UNICC: Organizing Committee

Roles and Key Information

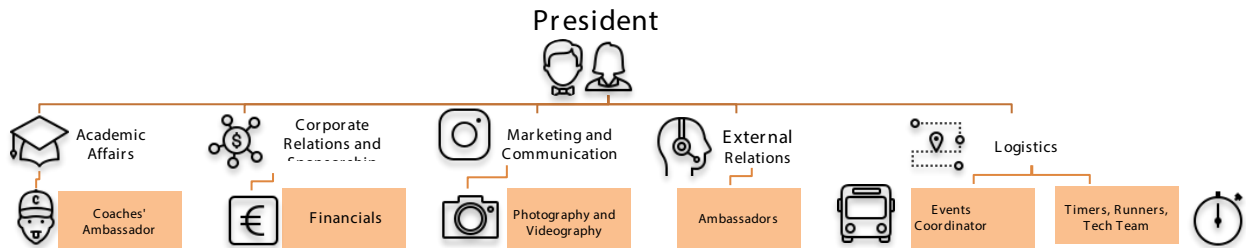
2023 Edition

General Topics:

- The UNICC organizing committee is a **year-long** commitment. Members (including those who are on exchange during the first semester) must have the utmost disposition to work towards making the University of Navarra International Case Competition a success.
- Membership is granted to candidates based on the belief that they will be hard-working, team-oriented, collaborators. If this proves not to be the case: one does not complete tasks, does not show an active presence in meetings, or causes discord in the committee, s/he may be relieved of his/her position on the committee.
- All tasks should be created and assigned in [Airtable](#) project manager. Tasks should have a description, an owner, and a deadline. The Airtable board is the most efficient way to communicate amongst the team.
- Email protocol: everyone will have access to the unicc@unav.es email. Thus it is **extremely** vital to maintain organization and structure.
 1. All emails should be tagged with the responsible member and marked as unread if the mail does not pertain to you.
 2. Under no circumstance should you open an email, find it does not pertain to you, and subsequently leave it marked as read. This leads to emails being ignored or left unattended.
 3. The contact within the Faculty of Economics and Business to which any email pertains should be included in BCC in any email communication.

Committee Organization and Roles:

Corporate Structure: (ctrl+ click titles to jump to description)



Key	
	Committee Members
	Non-committee Members

Roles:

President: as president, you are the project manager for the entire committee. You will be responsible for reporting committee progress to the International Relations Coordinators. Furthermore, you should mediate and assign tasks amongst the sub-committee members in order to ensure task completion. You must be willing to help in any task necessary.

Necessary skills:

- Excellent executive skills: the ability to *delegate tasks* not demand
- Experience in UNICC
- Experience in management roles
- Familiarity with (or willingness to learn) Airtable project manager
- Organizational skills
- Must be highly apt in crisis management and effective communication

Key contact: Isabel Galbis (International Relations Coordinator): igalbis@unav.es

Academic Affairs: you are responsible for working alongside the International Relations Coordinators in order to guarantee three cases: two 3-hr cases and one 24-hr case. You will collaborate with corporate relations and sponsorship in order to engage members of the business community as judges. You are also responsible for editing and updating the rules as well as being the reference for any doubts from delegates or coaches throughout the week of the competition. Finally, you will

interview and elect a *coaches' ambassador* to accompany and communicate with the coaches during the week of the competition.

Necessary skills:

- Familiarity with (or willingness to learn) Airtable project manager
- Must be highly apt in written and oral communication
- Experienced participant in one or more business case competitions
- Networking and a high presence in LinkedIn or other professional platforms is a plus

Key contacts: Isabel Galbis (International Relations Coordinator): igalbis@unav.es
José Luis de Cea (International Relations Coordinator): jlcea@unav.es



Corporate Relations and Sponsorship: You are responsible for developing and executing a fundraising plan. In addition, you will build a link between UNICC and the business world. You should be willing to reach out and communicate with practitioners presenting a polished and professional image of the University as well as the event. You will collaborate with Academic Affairs in order to build a network of possible judges. You will also work alongside Financials in order to guarantee the proper recording and registration of all payments made by sponsors.

Necessary skills:

- Familiarity with (or willingness to learn) Airtable project manager
- Persuasion and communication skills
- Phone etiquette for contacting business
- Experience in other event planning/fundraising events
- Active presence in LinkedIn or other professional platforms is a plus

Key contacts: Mamen Cabezón Resano (Secretary: Accounts) mcresano@unav.es



Marketing and Communication: You will work alongside corporate relations and sponsorship as well as technology in order to establish and maintain the image of UNICC. You will be the liaison between the Institutional Communication department of the Faculty of Economics and Business and the UNICC Organizing Committee. You will be responsible for promotional and informational materials such as the competition Information Packet, the published schedule folder, roll-ups, banners, etc. You will also be in charge of managing social media and ensuring the videography and photography during the week of the competition.

Necessary skills:

- Familiarity with (or willingness to learn) Airtable project manager
- Photoshop, branding, and aesthetic communication skills
- Agility with Twitter, Instagram, Facebook, and LinkedIn

- Creativity and passion for innovation
- Written and oral communication skills

Key contacts: Andrés Juárez Chang (Head of Communication) ajuarezc@unav.es



External Relations: You will be in charge of recruiting and communicating with participant teams. You will assure the coaches and delegates are informed about all key information such as key dates, travel confirmations, dress-code, activities that are included etc. You will also be responsible for collecting participant information proceeding the competition and feedback following the competition. You will recruit and select the ambassadors for each team and place them in contact with their delegates and coaches in January. You can rely on the team of ambassadors for communicating important information but ultimately you are the project manager for these tasks.

Necessary skills:

- Familiarity with (or willingness to learn) Airtable project manager
- Written and oral communication skills
- Email management skills (tags, folders, stars, etc.)
- Highly developed time management skills
- The ability to investigate and delegate when emails arrive and pertain to another department

Key Contacts: Mamen Cabezón Resano (Secretary: Accounts) mczesano@unav.es
 Isabel Galbis (International Relations Coordinator): igalbis@unav.es
 Amaya Urtasun (Secretary: International Relations) aurtasunz@unav.es



Financials: You will be responsible for ensuring balanced accounts and overseeing the budget. You shall work closely with Mamen Cabezón and corporate relations and sponsorship in order to minimize the cost of the competition. You will be responsible for ensuring all teams pay the inscription and any additional fees as well as ensure that they receive confirmation of their payment. Any emails regarding payments or financials will be managed by this department.

Necessary skills:

- Familiarity with (or willingness to learn) Airtable project manager
- Organizational and time management skills
- Email management skills (tags, folders, stars, etc.)
- Agility in excel or another project management tool in order to oversee the budget

Key Contacts: Mamen Cabezón Resano (Secretary: Accounts) mczesano@unav.es



Logistics: This department will be subdivided into two specific roles:

Events Coordinator
Venues Coordinator



Events Coordinator: You will plan and manage the activities for the week of the competition. This includes securing methods of transportation, catering, restaurants, ice-breaker activities, the itinerary for the opening cocktail and closing gala, free day activities, coaches' day activities. You will work closely with financials and corporate relations and sponsorship in order to ensure activities are in line with budget constraints and sponsor expectations.



Venues Coordinator: You are responsible for recruiting and forming the team of volunteers who will assist during the week of the competition. You should be familiar with all the filming and publishing equipment in order to facilitate global access through mediums of technology. You will also work alongside communication and marketing in order to oversee the web during the stages leading up to the competition as well as during the competition. After the competition, you should prepare the video presentations to be distributed to coaches, case-sponsors, and participants.

Necessary skills:

- Familiarity with (or willingness to learn) [Airtable](#) project manager
- Tech-savvy and eager to investigate
- Organizational and time management skills
- Phone and email etiquette to contact restaurants, tours, hotels, etc.
- Human resources skills in order to form and manage the team of volunteers
- Knowledge of Youtube livestreaming, cloud platform, and Microsoft PowerPoint

This includes securing classes and seminars for the competition, making sure they are organized and properly covered in paper. Off-campus, you should ensure the hotel facilities are well prepared for the guests and all materials are properly set up for the opening cocktail/closing gala. You will work closely with Technology in order to organize the volunteers so the logistics run smoothly on campus the week of the competition.

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