



Lord Byng Case Competition

The 2nd iteration

Projected for November 2025

Individual Ambassador Handbook



Introduction

What is the Individual Ambassador Program?

Welcome to **the Individual Ambassador Program** – your chance to be a key part of LBCC’s growth. As an Individual Ambassador, you’ll be the face of LBCC at your school, representing our mission and building excitement within your community. This handbook covers everything you need to know, from your role to the benefits you’ll receive.

Note: Each school can have **only one** Individual Ambassador, representing LBCC to their peers in the school community. We value the diverse perspectives and talents that students from across the Lower Mainland bring to our event.

Apply through : [Individual Ambassador Application Form](#)

Event Info

Date: Projected for Fall 2025 (TBD)

Location: *TBD*

Website: www.lbcasecomp.com

Contact: Refer to Page 8



Purpose

Our Purpose and Guiding Principles

Mission

To deliver a high-quality student-led business case competition that cultivates creative problem-solving, teamwork, and real-world experience.

Vision

To redefine the high school case competition experience in Western Canada by empowering the next generation of leaders.

Core Values

- Collaboration – Achieving success together
- Professionalism – Representing LBCC with integrity
- Leadership – Set the standard, inspire others
- Reliability – Showing up and following through

Your role helps reflect and uphold these values throughout the competition.



Overview

What does an Individual Ambassador do?

As the sole representative of your school, you'll be the face of LBCC – driving awareness, building excitement, and expanding our reach within your community. As an ambassador, you'll represent the spirit of entrepreneurship, leadership, and innovation, helping to expand LBCC's reach while gaining valuable experience in event promotion and marketing.

Why Become an Individual Ambassador?

Ambassadors receive exclusive benefits, including recognition on our official website, free registration to compete in LBCC, and a behind-the-scenes look at one of Vancouver's most ambitious high school business competitions. It's a unique chance to develop leadership skills, build your network, and make a meaningful impact.

Who Can Become an Individual Ambassador?

This program is open to all Grade 8-12 students in the Lower Mainland, outside of Lord Byng Secondary. We're looking for students who share our core values of leadership, collaboration, and community impact. If you're passionate about making a difference, we'd love to have you join our team.



Expectations

What We Expect from You:

- Promote LBCC at your school
- Run your very own LBCC Ambassador social media account
- Distribute flyers and posters
- Make PA announcements (if possible)
- Share our posts on social media

Accountability:

- Report promotion status every 2-4 weeks to marketing team (or someone)
- Respect LBCC materials and maintain confidentiality if required

A background image of a city skyline, likely New York City, with various skyscrapers visible. The image is overlaid with a semi-transparent dark red filter.

Ambassador Benefits

What You Will Gain from This Experience

- Recognition: Your name featured on our official website, highlighting your contribution.
- Free Registration: Compete for free, gaining real-world business experience.
- Professional Networking: Connect with peers, mentors, and industry leaders.
- Skill Development: Build communication, leadership, and event management skills.
- Behind-the-Scenes Insight: Learn how a large-scale competition is organized.
- Resume Builder: Add a standout experience to your resume.
- Supportive Community: Be part of a motivated and ambitious team.

Ambassadors from the school with the most impact will receive a special benefit after the registration deadline.

A background image of a city skyline, likely New York City, with various skyscrapers visible. The image is overlaid with a semi-transparent dark red filter.

Closing Remarks

Thank You

You're not just supporting LBCC – you're a critical part of its success. As an Individual Ambassador, you'll be a driving force behind our event, representing the spirit and mission of LBCC. Your leadership, dedication, and reliability are what make this competition possible.

How to Apply

To apply for an ambassador position, click the link below and fill out the form:
[Individual_Ambassador_Application_Form](#)

Upon submitting your application, you may be invited to do a quick interview with a member of our team. This helps us get to know you better and assign tasks that best match your strengths. After that, you'll be free to start promoting. We're excited to have you join our team – together, let's make LBCC 2025 a standout success.

Contact Us

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