

Timeline for ITOM-iHeartMedia 2020 Case Competition

Thursday: Jan 16, 5:00pm

- Student registrations
- Each registration must be accompanied by signed NDA

Friday: Jan 17, 9:30-10:30am (195 Crow Bldg, 6210 Bishop Blvd, Dallas TX. 75205)

- Kickoff meeting (led by Ulrike Schultze)
- Members of iHeartMedia to present students with overview of case
- Ulrike Schultze to explain rules, logistics
- Case and data made available on Canvas for students to download

Monday: Jan 20, 12:30-1:30pm & 5:30-6:30pm

- Members of iHeartMedia lead two virtual Q&A sessions on case, e.g., 12:30pm and 5:30pm

Tuesday: Jan 21, 5:00pm

- Submission of solutions, i.e., Word document or PPT deck providing answers to the questions and spreadsheet (or other files) showing statistical tests and models

Wednesday: Jan 22, by 1:00pm

- Announcement of five finalist teams by ITOM faculty who will evaluate the solutions and select the top five teams

Friday: Jan 24, 8:30am-1:30pm (iHeartMedia Office, 14001 Dallas Parkway, Suite 300, Dallas, TX 75240)

- 8:30 arrival, check in with security, registration, refreshments
- 9:00 Kickoff of competition finals;
 - o welcome by Amit Basu (Chair, ITOM Dept) and Steve Mills (CIO at iHeartMedia)
- 9:15 Student presentations start
 - o 30 minutes per student group: 20 min presentations and 10 minutes Q&A
 - o Judges:
 - iHeartMedia**
 - Eric Riggs, Product Owner, Music Lab
 - Christina Garcia, Project Manager, Music Lab
 - Antonio Carbajal, Head of Analytics, Data, & Decision Sciences
 - SMU**
 - Prof. Amit Basu (tie breaker)
 - Prof. John Semple
 - Prof. Sree Bhaskaran
 - Prof. Tim McDonough
 - o 15 minute bio-break between presentations 3 and 4
- 12:00 student presentations conclude; judges deliberate
- 12:00-1:00 Lunch; Networking opportunity of students and iHeartMedia staff???
- 1:00 announcement of winners, awards ceremony
- 1:30pm conclusion of case competition