

# INDUSTRY PRACTITIONERS' ETHICS CHALLENGE Playbook

February 2021

# Table of Contents

## **1. Plan**

- Event Format
- Agenda
- Ethics Case Studies
- Graders/Judges

## **2. Marketing/Publicity**

- Registration
- Email Templates
- Social Media Copies
- Event Hosting Platform

## **3. Execution**

- Pre-screening Test
- Onboarding/Orientation
- Team Formation
- Confidentiality Agreements
- Scoring Sheets
- Final Presentation

## **4. Post Event**

- Feedback Survey
- Participation Certificate
- Announcement of Winners

# 1

## PLAN

- Event Format
- Agenda
- Ethics Case Studies
- Graders/Judges

# Plan

- **Event Format** – The virtual competition was hosted on two separate days. First was an orientation session for team members held six weeks before the competition finals. (*Note: Having a larger pool of participants may require hosting a semi-final and finals for better engagement*)
- **Agenda** – Click [here](#) to access the detailed agenda workflow for the orientation session and [here](#) to access the agenda for the Competition Finals.
- **Ethics Case Studies** – Two case studies were developed with the help of Sonia Gandhi, CFA (CFA Institute's Director of Ethics) and with samples from our University Ethics Challenge case study bank.
- **Graders/Judges** – We had a total of three Graders and five Judges comprising Sonia Gandhi, a rep from the Securities and Exchange Commission, Charterholders and Society Volunteers. See sample [letter of invitation](#) used to engage SEC.

# 2

## MARKETING/PUBLICITY

- Registration
- Email Templates
- Social Media Copies
- Event Hosting Platform

# Marketing/Publicity

- **Registration** – A Call for applications was sent by email to members and published on our social media handles for other industry professionals. Click [here](#) to access and duplicate our Google form. *(Note: Our registration and marketing timeline was one month).*
- **Email Templates** – Click to view [first email invitation](#); click to view [sample onboarding email](#) and follow-up mails to 'All Applicants'; click to view sample mail IV for the [competition final](#).
- **Social Media Copies** – See sample social media posts for pre and post competition [ [Post 1](#); [Post 2](#); [Post 3](#) ; [Post 4](#) ]
- **Event Hosting Platform** – Registration for the finals was setup on our office Zoom Conferencing Platform.

# 3

## EXECUTION

- Screening + Pre-screening Test
- Onboarding/Orientation
- Team Formation
- Final Presentation

# Execution - 1

- **Screening + Pre-screening Test** – A total of 68 applications were received and reviewed to ensure they met the criteria for participation. An online pre-qualification assessment was conducted which produced 25 finalists. See sample [email communications](#).
- **Onboarding/Orientation** – A virtual 1-hour session was hosted to announce the finalists and share the [competition guidelines](#) and next steps. See sample [email communications](#) and detailed session [agenda](#). Case studies were shared to teams at the end of the session (*one month + five days ahead of the final presentation*).
- **Team Formation** – During the live orientation session, we used a web based [random number generator](#) to allocate finalists to teams of 5 persons each. This was followed by a breakout session where teams made introductions and decided on a unique team name.



## Execution - 2

- **Confidentiality Agreement:** To protect the integrity of the competition, confidentiality agreements were signed by [Graders/Judges](#) and [team members](#).
- **Scoring Sheets:** Scoring sheets were reproduced in Google Sheets for easy computation of scores by the Judges during the virtual session. Access [Grading sheets](#) ; [Judge's sheet](#) and [Collation sheet](#) for total team scores (*Note: the collation sheet is automated with formulas to calculate scores more efficiently*).

P.S. Download the sheets to edit and customize your copy!

- **Case Studies Submission:** Teams were required to submit case study A for grading **one week** to the finals; and case study B which was to be presented before a panel of Judges was submitted **24 hours** to the finals.

## Execution - 3

- **Final Presentation and Sequence of Presentation** – The Competition Final was open to society members and investment industry participants.
- To manage our concern of information sharing between participants while another team was presenting, competitors were put in a breakout room pending their turn to present.
- The video was recorded on Zoom and will be made available on our [YouTube](#) channel in the coming weeks.

# 4

## POST EVENT

- Feedback Survey
- Participation Certificate
- Announcement of Winners

# Post Event

- **Feedback Survey** – To make room for improvements, a feedback survey was shared immediately after the event to all participants. Click to access and duplicate our [feedback survey](#) form; For suggestions on how to improve your competition, see our [participants' feedback](#).
- **Participation Certificate** – At the end of the competition, all participants received a ['Certificate of Participation'](#).
- **Announcement of Winners** – The top three teams received shopping cards worth varied amounts and were also announced on our [social media](#) channels and in the Society's quarterly [newsletter](#).
- Read more about the CFA Society Nigeria Industry Practitioners' Ethics Challenge on [Connexions](#).

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