

# Case Study: College of Business at Lipscomb University

See how Lipscomb used flash drives to help build strong professional networks for their students and promote further education.

## Background:

The College of Business at Lipscomb University works very closely with the Chamber of Commerce. Together, they were sponsoring an event for young professionals: "National Emerging Leaders Awards". The Chamber of Commerce selected 70 successful business professionals, representing 14 different fields of business, to attend as finalists. Awards were presented to the Top 14 (1 for every 5 finalists in their respective fields). The event was established as an opportunity for students to attend, learn, and network with successful young business professionals.

## The Challenge:

For the 250 undergraduate students attending the event, Lipscomb wanted to provide goodie bags with information on the event and the Lipscomb MBA program, including:

- Background information on each of the 70 selected finalists to foster future networking.
- Something more engaging than a brochure on an MBA program.

## The Solution:

Flash drives were added to goodie bags. Each drive was pre-loaded with a document containing web links to MBA program information and Chamber of Commerce profiles on the 70 finalists. Two benefits came from preloading links to web content:

- Content would stay fresh and current by just changing the website information, preventing Lipscomb from dating themselves with static content.
- Students could easily access the most current information about top performing professionals in their fields.



## Order Details

**Style:** Twist

**Quantity:** 500

**Capacity:** 128 MB

**Imprint:** 1 Color Imprint

**Preloaded:** Lipscomb University - Web Links To MBA Program and Chamber of Commerce Profiles

**Add-Ons:** Keychain Attachments