

## **CFA Institute Research Challenge – Media Guide (University)**

*The CFA Institute Research Challenge is a great opportunity to generate awareness among your university's stakeholders of its student team's commitment to rigorous analytics, ethics, and the competitive spirit of the Research Challenge. Follow the guide below to get some ideas on how to conduct media outreach around the event.*

- Inform your university's communications/media department about the CFA Institute Research Challenge. In many cases, those who work in this department will play a primary role in stakeholder outreach.
- Inform your university newspaper about your school's participation in the competition. They may run a story or an interview with the team.
- Post a press release and/or article announcing your participation/success in the competition to your university website and share a copy with [CFA Institute media relations staff](#).
- Take part in creating a video of your team's participation in the competition. A selection of the best videos will be uploaded to the CFA Institute Research Challenge YouTube channel. An example to follow: <http://publicinvestment.net/2010/10/cfa-global-investment-research-challenge-2011/>
- Make sure you take lots of photos of the event. Photos can then be posted to your university website – [share](#) some of the photos with CFA Institute and we will post the best ones to the CFA Institute Research Challenge microsite page.
- Does your university have a Twitter account? If so tweet updates about the competition, and don't forget to include CFA Institute hashtags (#cfachallenge and #cfainstitute).

**N.B.: CFA Institute will announce the following via global press release:**

- Kick-off of CFA Institute Research Challenge season
- Winners of four regional finals
- Winner of global final

**The above press releases will be posted to the CFA Institute website ([www.cfainstitute.org](http://www.cfainstitute.org)) and [www.globalinvestmentresearchchallenge.org](http://www.globalinvestmentresearchchallenge.org)**