



How to Properly Display Your CFA Institute Research Challenge Participation on LinkedIn

We encourage participants in the CFA Institute Research Challenge to display their participation and accomplishments on LinkedIn. To ensure consistent and proper use of the CFA Institute Research Challenge brand, please follow these instructions:

Project

- ⇒ Log on to your LinkedIn profile
- ⇒ Add **Projects** to your profile (detailed instructions are available online <http://blog.linkedin.com/2011/07/15/student-profile-sections/>)
- ⇒ In the **Name** field, use the official name of your local challenge: for example, “CFA Institute Research Challenge hosted by CFA Bahrain” or “CFA Institute Research Challenge in India.”
- ⇒ Choose “Student at [university name]” in the **Occupation** drop down menu. You must associate this project with your time at a university rather than a company.
- ⇒ Add your team members (optional).
- ⇒ In the **Project URL** field, you can link to your report/presentation, the local host’s website, an article about your local challenge, or any other multimedia from the competition.
- ⇒ In the **Time Period** field, indicate the time you began and the time you concluded participation in the CFA Institute Research Challenge.
- ⇒ In the **Description** field, you may describe your written report and presentation or the competition in general. Feel free to use our official competition description:

The CFA Institute Research Challenge is a global competition which tests the analytic, valuation, report writing, and presentation skills of university students.

Here is an example of how to describe your work in more detail (please feel free to include specific points of interest from your experience):

In the CFA Institute Research Challenge, I worked with a team of [] students to prepare a comprehensive sell-side initiating coverage report on [XYZ Company]. Our team then took our findings before a panel of industry experts to present and defend our recommendation.

- ⇒ Click “Add Project” to save to your profile.

The screenshot shows the 'Add a Project' form on LinkedIn. It contains the following fields and options:

- Name:** A text input field with an asterisk indicating it is required.
- Occupation:** A dropdown menu with 'Choose...' selected.
- Team Members:** A text input field containing 'Amy Strunk' and a link 'Add another team member' below it.
- Project URL:** A text input field.
- Time Period:** A section with a checkbox for 'Project ongoing' (checked) and a date range selector with 'Month...' and 'Year...' dropdowns.
- Description:** A large text area.
- Buttons:** 'Add Project' (highlighted in blue) and 'Cancel'.
- Footnote:** '* Indicates required field.'



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Honors and Award (for winners of the local/regional/global CFA Institute Research Challenge)

- ⇒ Log on to your LinkedIn profile
- ⇒ Add **Honors and Awards** to your profile (detailed instructions are available online <http://blog.linkedin.com/2011/07/15/student-profile-sections/>)
- ⇒ In the **Name** field, use “winner” and the official name of the level of competition:
 - Winner of the CFA Institute Research Challenge hosted by [local host name] 2012
 - Winner of the CFA Institute Research Challenge EMEA Regional 2012
 - Winner of the CFA Institute Research Challenge Global Final 2012
- ⇒ In the **Issuer** field,
 - for local-level winners, indicate the name of your local host.
 - for regional and global winners, use CFA Institute.
- ⇒ Choose “Student at [university name]” in the **Occupation** drop down menu. You must associate this project with your time at a university rather than a company.
- ⇒ In the **Date** field, indicate the month and year in which you won your local/regional/global competition.
- ⇒ In the **Description** field, you may describe your written report and presentation or the competition in general. Feel free to use our official competition description:

The CFA Institute Research Challenge is a global competition which tests the analytic, valuation, report writing, and presentation skills of university students.

Here is an example of how to describe your work in more detail (please feel free to include specific points of interest from your experience):

In the CFA Institute Research Challenge, I worked with a team of [] students to prepare a comprehensive sell-side initiating coverage report on [XYZ Company]. Our team then took our findings before a panel of industry experts to present and defend our recommendation.

- ⇒ Click “Add Honor or Award” to save to your profile.

Add an Honor or Award

* Title:

Issuer:

Occupation: Choose...

Date: Month... | Year...

Description:

or

* Indicates required field.