

LEVEL



2026 AMA International Collegiate Conference

March 12-14 | Chicago, IL

What
does
“ICC”
stand
for?

International Collegiate Conference

ICC is three days of transformative experiences designed to empower and equip our collegiate community with the skills and insights necessary to navigate and excel.

They can expect to be a part of thrilling competitions, engaging chapter activities, insightful career prep programming and invaluable networking opportunities.





2026 Conference Co-Chairs



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Dr. Delonia Cooley
Texas Southern University



Dr. Loran Jarrett
University of South Florida



Who Attends?

- Nearly 1,700 attendees
- 150 Chapters & Advisors from over 330+ chapters
- Approximately 1,500 students



Keynotes



Jade Walters
The Ninth Semester
Founding Editor



Sean Greenwood
Ben & Jerry's
Grand Poobah of Public Relations



Schedule Overview

Thursday, March 12	Friday, March 13	Saturday, March 14
Educational Workshops	Competitions - Round 1	Competitions - Final Round
Team Based Competitions	Chapter Leadership Sessions	Sales Showcase
T shirt Competition	Career Fair & Skill Up Stations	Career Fair & Skill Up Stations
New Faculty Workshop	Research Presentations	Case Competition Winner Showcase
Parade of Chapters & Opening Ceremony	Bingo	Networking Mixers
Concert/ DJ Party	*Chapter Dinners	
Meal Provided: Pizza at the party	Meal Provided: Lunch	Meal Provided: Dinner





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ICC Competitions

- Case Competition (Top Finalists Present In-Person)
- Sales Competition (Individual Comp)
- Perfect Pitch Competition (Individual Comp)
- Marketing Strategy Competition (2-Students / Team Comp)
- Marketplace Simulations Competition (3 to 5-Students / Team Comp)
- Design Lab Marketing Competition (3 to 5-Students / Team Comp)
- Digital Marketing Competition (3 to 5-Students / Team Comp)
- Chapter T-Shirt Competition (Team Comp)
- Post ICC: Instagram Highlight Reel Competition (Individual Comp)
- Post ICC: Photography Competition (Individual Comp)





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ICC Awards and Recognition

- Hugh G. Wales Faculty Advisor of the Year
- Lifetime Achievement Award
- Student Marketer of the Year
- Top 25 Chapters
- Chapter Excellence Awards
- Scholarship Recipients





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Entertainment and Community

- Parade of Chapters to kick off the event. Every chapter has the opportunity to be represented on stage in our high energy kickoff event
- DJ night
- Bingo & Prizes!
- Networking socials
- T-Shirt Swap





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Chapter Leadership Sessions

- How to Become Chapter of the Year
- E-Board Leadership / Chapter Planning
- How To Become a Top Small Chapter
- Communications
- Fundraising
- How to Become a Top Chapter
- Case Competition
- Marketing Week
- Community & Social Impact
- Membership
- Professional Development
- Annual Report



Quick Look

Business Casual	Business Professional	Dressy Professional
<ul style="list-style-type: none">• Polo shirts, sweaters, collared shirts, blouses, cardigans, chinos, knee-length dresses, dress pants• Dress shoes	<ul style="list-style-type: none">• Dress shirts, ties, sport coat/jacket, knee-length dresses or skirts, button-up shirts, blazers, dress pants• Dress shoes	<ul style="list-style-type: none">• Formal pants and jacket, suits, floor or knee-length formal dresses, formal trousers and tops• Dress shoes or heels

✗ Avoid revealing clothes, athletic wear, ripped jeans, sandals, etc.

✓ Your campus may have a Career Closet that you can source clothing from for free if needed.

Need more inspo? Check out photos from [ICC 2025](#) and [ICC 2024](#).

What to Wear: Day 1

Day Time = Business Casual

- Registration check-in
- Vice President Roundtable
- Social Scramble



Night Time = Casual

- Parade of Chapters (bring your best school spirit!)
- Dj Pdogg Concert
- Chicago Exploring



What to Wear: Day 2

Day Time = Business Casual or Professional

- Competitions
- Marketing Ed Sessions
- Chapter Leadership Sessions

Night Time = Business Professional

- Awards Ceremony + Keynote
- Bingo! (feel free to change into casual clothes for a fun night of hanging out and winning prizes!)



What to Wear: Day 3

Day Time = Business Professional

- Workshops
- ICC Career Fair
- Competition Finals



Night Time = Dressy Professional

- Chapter Awards + Dinner Banquet



Ask Us Anything

Email collegiate@ama.org for additional questions!

