

20  18

— P&G CEO —  
CHALLENGE  
GLOBAL



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WILL YOU  
TAKE THE  
CHALLENGE?

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APPLY BY  
NOVEMBER 20<sup>TH</sup>



If you think you've got a head for business, sign up to our competition today. Discover how we run a billion-dollar brand. Learn from the experts. Impress our judges and you'll also get the chance to present your ideas at our Rome office for the European final, and again in Panama City for the global final.

And if you win, we'll send you to the P&G 2018 Signal conference held in Cincinnati. You'll join P&G CEO, David Taylor and some of the P&G executive board and some of the world's biggest disruptors and digital executives, who will be sharing their insights into how innovation is shaping business.

So what are you waiting for?

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## HOW DOES IT WORK?

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### SIGN UP

Submit your application on [pgceochallenge.eu](http://pgceochallenge.eu) and pass our online assessment.



### ONLINE CASE STUDY

Solve a multiple-choice, online Head & Shoulders case study.



### THE BIG CASE STUDY

Visit your local P&G office and solve a Head & Shoulders case study.



### EUROPEAN FINAL

Present your solution at our Rome office.



### GLOBAL FINAL

Compete with other finalists from all over the world in Panama City.



YOUR POTENTIAL  
**IGNITE IT** | [pgceochallenge.eu](http://pgceochallenge.eu)