WHY SHOULD I ATTEND LAUNCH?
Launch is a great way to learn more about SFU’s Beedie School of Business and all of the services and resources available to you. This event will help you get the insights of how to make the most of your time here, and how to succeed inside and outside of the classroom. This is also the event where you will meet other students, as well as faculty and staff. This is a great way to kick off your SFU Beedie journey and make sure to make the most of it.

I’M A TRANSFER STUDENT CAN I ATTEND LAUNCH?
This event is for new incoming high school students. There is a separate Launch event for new incoming transfer students. For more information on the transfer student Launch, visit the website at: beedie.sfu.ca/welcome-transfer/launch

DO I HAVE TO ATTEND THE OVERNIGHT PORTION OF LAUNCH?
Launch Orientation is a three-day event, with programming each day, including the BASS bash where you will make connections with peers, faculty, and staff, as well as make lasting memories in the overnight portion. We encourage all attendees to attend the full event however, if there are circumstances that don’t allow you to attend the overnight portion please email us at seoprog@sfu.ca to discuss options.

MY PARENTS ARE CONCERNED WITH ME ATTENDING, ESPECIALLY THE OVERNIGHT PORTION, WHAT SHOULD I TELL THEM?
Beedie Launch orientation is a school sanctioned event by SFU Beedie School of Business. It is organized by the school and therefore is planned with upmost care and consideration of how to ensure the safety of attendees. This event is designed to help and support new students with their transition to SFU Beedie, and is highly recommended as a key event to give new students the skills and insights on how to best succeed in academics, making connections, and maintaining their well-being as they enter University. If parents, guardians, or supporters have any concerns or have questions regarding the event they can contact seoprog@sfu.ca to get further information and chat with one of our staff members.

IS THIS A DRY EVENT?
Yes, this is a dry event. Students must follow the SFU student code of conduct while attending Launch. There is zero tolerance for drugs or alcohol.

CAN I REQUEST TO BE ON A TEAM WITH MY FRIENDS OR PEOPLE I KNOW?
Launch attendees will be working in teams throughout the weekend. We can not guarantee you will be paired on the same team as your friends. However, a big part of Launch is to make new friends and connect with other first year students as well as other members of the SFU Beedie community. Although you may not be on the same team as your friends, you will definitely make new connections! You will also have a chance to spend time and celebrate the event with your friends at the overnight portion of Launch.

WHAT SHOULD I PACK FOR LAUNCH?
Once you register you will be receiving a Launch attendee package closer to the event date with information such as a packing list, so you can be prepared for the weekend.

I HAVE RESTRICTED MOBILITY CAN I STILL ATTEND THIS EVENT?
Yes! This event is for all new students, if you have any accessibility requirements please let us know while registering, or email us at seoprog@sfu.ca.

I SEE THE EVENT STARTS AT BURNABY CAMPUS AND ENDS IN VANCOUVER, HOW DO WE GET TO THESE TWO LOCATIONS?
Launch does take place between two locations, starting at SFU Burnaby campus and ending at the Fairmont Vancouver. All attendees will be taken by buses to the Fairmont Vancouver from Burnaby campus. We recommend you get a ride to campus on the first day of the event and arrange transportation from Fairmont, Vancouver on the second day. Attendees are not permitted to drive themselves to the hotel from the Burnaby campus.

I HAVE OTHER QUESTIONS WHO DO I CONTACT?
Contact us at seoprog@sfu.ca for more information.