

**TAKE OFF!**  
JOIN THE ACCOR STUDENT ADVENTURE  
STUDENT CHALLENGE 2012



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Accor, the world's leading hotel operator, is launching an original and innovative student challenge from **March 12<sup>th</sup> to June 14<sup>th</sup>**.

**"TAKE OFF!**

**Join the Accor Student Adventure"**

The Accor Student Adventure brings together 14 hotel management or business schools and universities for a **3 round competition** on the **theme of Sustainable Development in the hotel industry**.

The competition platform:

**[www.accortakeoff.com](http://www.accortakeoff.com)**





## VALUE FOR STUDENTS

- ✓ Practice on innovative sustainable propositions
- ✓ Network with industry leaders
- ✓ Win superb holidays in Accor hotels\*

\*Destination to be chosen by the winning team: St Petersburg, Marrakech, Athens, Berlin, Lisbon

## VALUE FOR THE SCHOOLS

- ✓ The schools of the 5 finalists' teams will be acknowledged on the accortakeoff website
- ✓ The winning school will receive the Accor Take Off! Trophy and a wide media coverage





TIMELINE	SUBJECT	DELIVERED by students	1 <sup>st</sup> SELECTION	2 <sup>nd</sup> SELECTION
12 - 29 March	Imagine an innovative and sustainable guest amenity product that Accor could offer to its clients	PHOTO	50 teams pre-selected by votes	15 teams selected by jury
16 - 30 April	From booking to departure, imagine the different steps of a 100% sustainable hotel experience, for a business client of a mid to upscale hotel in a capital city	VIDEO	10 teams pre-selected by votes	5 teams selected by jury
12 - 14 June	From booking to departure, imagine the different steps of a 100% sustainable hotel experience, for a business client of a mid to upscale hotel in a capital city	REPORT & PRESENTATION	1 winning team selected by jury	





# ROUND 1

## Selection process

The 50 teams that will collect the largest amount of votes will be pre-selected

Out of the 50 teams, 15 teams will be chosen by a jury of Accor professional and will be able to participate in round 2.

## Task

- ✓ Imagine an innovative and sustainable guest amenity product that Accor could offer to its clients.

## Deliverables

- ✓ Picture of the guest amenity & explicative short text

## Teams

- ✓ A maximum of 300 teams will be able to register (3 students per team)

## Timeline

- ✓ 12th to 29th of March





## ROUND 2

### Selection process

The 10 teams that will collect the largest amount of votes will be pre-selected

Out of the 10 teams, 5 teams will be chosen by a jury of Accor professionals and will be able to participate in the Final in Paris

### Task

- ✓ From booking to departure, imagine the different steps of a 100% sustainable hotel experience, for a business client of a mid to upscale hotel in a capital city.

### Deliverables

- ✓ Video of the customer experience & explicative short text

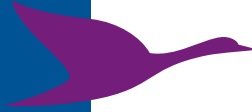
### Teams

- ✓ The 15 qualified teams from round 1

### Timeline

- ✓ 16th to the 30th of April





# FINAL IN PARIS

Program June 12, 13, 14<sup>th</sup>

Tuesday: Fun get together to discover Paris and Accor

Wednesday: Presentation of the 5 projects followed by an award ceremony and a cocktail party

Thursday: Brunch before departure

## Task

- ✓ From booking to departure, imagine the different steps of a 100% sustainable hotel experience, for a business client of a mid to upscale hotel in a capital city.

## Deliverables

- ✓ Report (2000 words maximum) & an oral presentation

## Teams

- ✓ The 5 qualified teams from round 2

## Timeline

- ✓ Deadline report: June 1<sup>st</sup>
- ✓ Oral presentation: June 13<sup>th</sup>



# TAKE OFF!

JOIN THE ACCOR STUDENT ADVENTURE  
STUDENT CHALLENGE 2012

CHOOSE YOUR  
DESTINATION  
from among 5 packages

Marrakech

St Petersburg

Lisbon

Berlin

Athens



WIN superb holidays in Accor hotels!







## FAQ'S

✓ **How to play?**

Form teams of 3 students and submit your project to the website.

✓ **What is the deadline to register?**

The deadline to register is March 29<sup>th</sup>.

✓ **Who can play?**

You must be enrolled at an accredited hotel management school, business school or university.

✓ **Can I participate alone?**

No, you must form teams of 3 students attending the same school.

✓ **What is the theme?**

Sustainable Development in the hospitality industry.

✓ **What can I win?**

You can win superb holidays in Accor hotels!

✓ **What language will be used during the competition?**

English is the official and only language of the student challenge.

✓ **If I am selected for the Final in Paris will I have any costs?**

No, all of the costs of the Final in Paris (transport from your school to Paris, accommodation & meals) will be covered by Accor (except for personal activities).





**For more information, do not hesitate to contact Accor**

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Register on:

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