

HMO7 happening Marketing



Unveil the
Magic of Marketing

Eastern Canada's Largest Marketing Case Competition



September 17, 2006

DEAR CANDIDATE SCHOOL,

It is with great pleasure that we; the Happening Marketing Organizational Committee, invite you to participate in our 15th annual Marketing Case Competition at Concordia's John Molson School of Business, located in Montreal, Quebec, Canada.

Happening Marketing (HM) is one of Canada's most prestigious undergraduate marketing case competitions, assembling some of the most talented undergraduate students from across the nation. This bilingual event (French/English) annually gathers Eastern Canada's most passionate students, having them compete in academic, social and sporting events. For HM's 15th anniversary, the organizational committee is looking to give HM a new perspective by inviting for the first time universities from abroad to enroll in this amazing event.

From humbling beginnings, HM has become one of most well known marketing case competitions in Canada, featuring real life cases from national and international companies. Sponsors use HM as a platform to recruit the best marketing talents on a national basis, while seeking marketing consulting for their real-life situations. Last year, 10 universities participated and this year's committee is working very hard to ensure that university participation increases for the 2007 competition.

We strongly believe that your participation and involvement will greatly contribute to the thriving success of the Happening Marketing case competition, bringing a new style, diversity and also help us raise the academic bar at the undergraduate level.

In this package, you will find all the necessary information required for your university's participation in the Happening Marketing case competition. They are the first steps to thrilling and rewarding academic and social experiences.

Should you require further assistance, please do not hesitate to contact us.

We look forward to your participation in this year's 15th anniversary of the Happening Marketing undergraduate case competition.

Sincerely,

Alexandre Rouleau
President
Happening Marketing 2007 Organizational Committee

UNVEILING THE MAGIC OF MARKETING

The main purpose of the HM case competition is to gather some of the best marketing talent and putting their skills and creativity to the test.

OUR OBJECTIVES:

- To develop the skills students have learned within the classroom, into critical skills that are not only demanded by today's employers, but also skills that will last a lifetime.
- To provide each business school the opportunity to network with one another and establish long-lasting relationships.
- To showcase each university's marketing and business talents.
- To increase the visibility of each participatory university in the Canadian and international marketing industry
- To provide a means of connection with both national and international recruiters.
- To simply have a good time.



MAGIC IS IN THE AIR

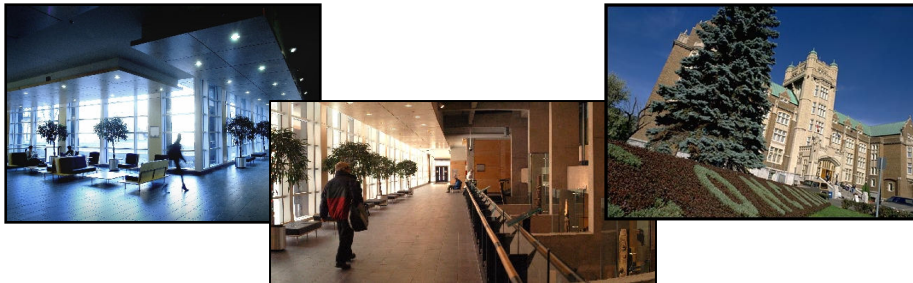
TEAMS

Historically, approximately 13 universities from the provinces of Ontario, Quebec, and New-Brunswick participate in this event. Each delegation consists of 31 individuals. HM is therefore an annual gathering of about 400 marketing students from all walks of life!

For this year's 15th anniversary, the HM07 organizing committee wishes to have your university share this experience with us, and to help promote new ideas, and add an international flair to the magic that is marketing.

THE COMPETITION THE MAGIC OF MARKETING

HM is a 3 day competition held from Friday, March 23rd, until Sunday, March 25th 2007 hosted by the John Molson School of Business at Montreal's Concordia University.



Each year, the organizational committee of Happening Marketing selects a theme to base the weekend's competition around. This year, the committee has selected the theme of Magic. The magic of marketing will unveil the tricks and tips of marketers from across the world. To aid in keeping the theme present throughout the weekend, each university will be assigned a Disney movie for which they will have to bring to life during the weekend (ie costumes, theatrical skits, etc). All further details will be provided upon registration to the competition, as Happening's organizational committee is keeping this year's event a closely guarded secret!



DISCIPLINES

The competition is segregated into 3 major disciplines:

I - ACADEMIC DISCIPLINE:

The Academic discipline is divided in two components:

- A- Business cases
- B- Marketing Quiz, commonly known as Marketing-en-Herbe.

BUSINESS CASES (5)

In teams of 3, students are asked to act as a consulting group for a firm experiencing a real life business problem. All cases are based on REAL problems, with REAL data. Each team is given 3 hours to read, prepare for, and solve the case. Teams must then present their findings/solution within an allotted 20 minute presentation with the aid of PowerPoint slides to a panel of industry judges and professors.

The five business cases topics are:

- Marketing Strategy
- International Marketing Strategy
- Integrated Marketing Communication
- Direct Marketing
- Business to Business Marketing (**NEW**)

MARKEŶING-EN-HERBE (THE MARKEŶING QUIZ)

Teams of 3 take part in a game show style competition. Categories include: theory, industry, slogans, logos, etc. Points are then pooled together, and teams compete in quarter-final, semi-final and final rounds.

A truly unique experience for all to discover!

III - SPORT DISCIPLINE:

As athletics showcase intellectual talent, Happening provides universities the possibility to showcase their athletic talent as well – with a twist! Each university's Sport team consists of 8 participants. HM sports are renowned to be interesting challenges, always unconventional and entertaining for all to watch.

This year, the organizational committee has come up with 2 sports that are definitely out of this world- perhaps even Magical! Below you will find the names of each sport along with the physical requirements needed to participate.

“DISNEY ON ICE”

This sport requires one to be agile on ice. Participants do not necessarily need to have much skating experience, but they must maintain their balance on the ice surface.

“QUIDDITCH”

The name of this sport says it all. Rest assured that it will be original.

Both Sports require the following:

- Speed
- Team Spirit
- Cardiovascular endurance
- Good sense of Sportsmanship
- Team members: 4 per sport (2 women & 2 men)

More details will follow (including rules, regulations, general information), once your delegation is fully registered. Once again, this is yet another highly guarded secret of Happening Marketing 2007!



III- SOCIAL DISCIPLINE:

The Social component gives an opportunity to students to showcase their interpersonal skills throughout a wide range of social activities. This discipline requires 4 creative and outgoing participants (2 women & 2 men). The organizational committee is unable to divulge any information regarding the social component of Happening, as this too is highly confidential and will be divulged the weekend of Happening. In the past, the social component of Happening has had students running across Montreal in scavenger hunts, as well as dressing up in costume, keeping team spirits high and school spirit prevalent throughout the weekend. School cheers are invented by social teams, and teams are graded on participation for learning each school's cheer. All in all, a very zany group of students is required for the social team.

VOLUNTEERS AND AMBASSADORS

Each year, every delegation is required to bring 2 volunteers and 2 ambassadors to ensure that the competition goes smoothly. Each of volunteer/ambassador, along with the many HM volunteers, work together to make the HM experience a memorable one.



SPONSORS

ACADEMIC CASES – Companies are able to submit a custom tailored case, along with specific information to 15 delegations acting as marketing consultants. Ideas, concepts and marketing plans generated throughout this process may be used by firms in order to accomplish that firm's specific goals. Why should a firm hire a single group of consultants when the Happening Marketing case competition can offer them 15? Furthermore, upon sponsoring an academic case, firms are automatically granted access to the CV database of the participants of their case – if a firm likes the idea or the students...HM is a perfect opportunity to hire the winning students to follow through with their ideas!

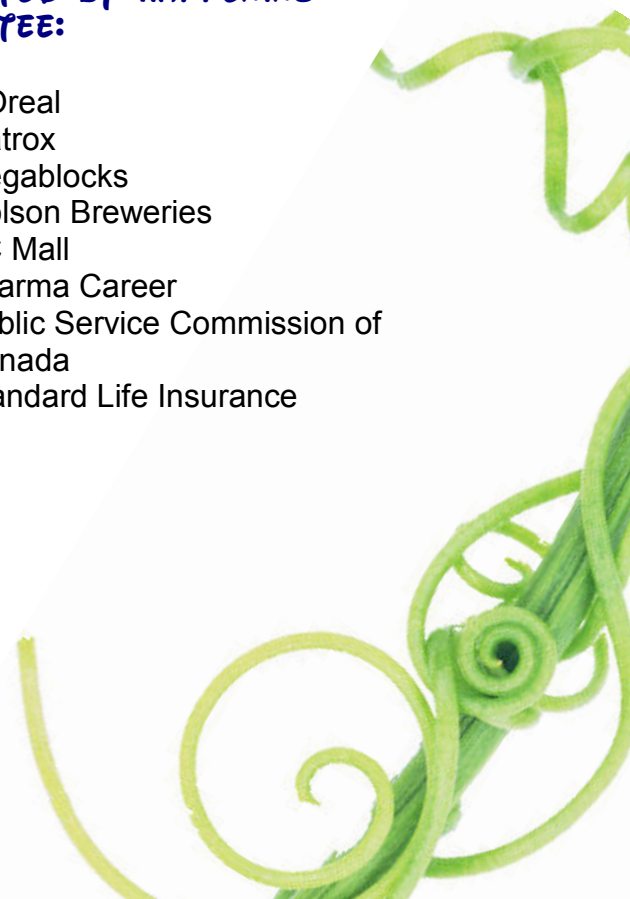
THE MARKETING QUIZ – Advertising agencies or consulting firms looking to test the knowledge of your next target market are likely sponsors of the quiz. Thanks to the quiz, agencies/consultants are able to see how savvy the students of today are. Included in this package is the naming of the Happening Quiz trophy in their company's honor, along with the CVs of quiz participants.

SPORTS ACTIVITIES – Companies looking for that special something that athleticism has which coincides with their brand are likely to sponsor sporting activities. Furthermore, with the boom of sports-marketing at the heels of many brands, sponsoring sporting activities is a firm's opportunity to reach the athletes of Happening. Sports trophies are offered in the company's name and access to athletes' CVs are included with this type of sponsorship.

HERE IS A SHORT LIST OF COMPANIES TARGETED BY HAPPENING MARKETING 2007'S ORGANIZATIONAL COMMITTEE:

- Alcan
- Allegis Group
- Bombardier
- Canadian Tire
- Enterprise Rent-a-car
- Frito Lay
- Future Electronics
- Imperial Tobacco Canada
- Kraft Foods
- L'Oreal
- Matrox
- Megablocks
- Molson Breweries
- PC Mall
- Pharma Career
- Public Service Commission of Canada
- Standard Life Insurance

AND MANY MORE!



YOUR HM'07 EXECUTIVE TEAM



From Left to right: Melanie Bastos (VP Finance), Geneviève Thibault (VP Academic), Alexandre Rouleau (President), Nada Bourjeili (Director Finance & International Affairs), Catherine Barry (VP Logistics), Geneviève Clermont (VP Sports), Manon Rech (VP Social), Paolo Pazzia (VP External)

The HM team, which is comprised of 8 individuals both from HEC Montreal and the John Molson School of Business, is fully dedicated to ensure that the 15th anniversary of Happening Marketing is bigger and better than ever. Incessantly working with sponsors, administration, faculty members and participating universities, the HM07 organizational committee has taken a vow to support each university and deliver one of the most impressive case competitions Eastern Canada has seen to date.

Our committee's main goal, is to promote the undergraduate marketing talent we see on a daily basis. Whether we see it be in class, or at our jobs, we wish to showcase the talent of today's youth, and tomorrow's future marketers. Taking what we've learned in our textbooks and applying it to something outside the classroom is one of the most rewarding experiences.

LET'S UNVEIL THE MAGIC OF MARKETING TOGETHER!

ACCOMMODATIONS & PARTICIPATION FEES

Each delegation is responsible to fund their expenses related to their team's participation. This (for international delegations) includes the cost of airfare along with the HM fee of \$135 fee per participant. The HM fee covers expenses related to sleeping accommodations, meals, and entertainment for the weekend's various events.



All HM participants will spend the weekend at the Delta Centreville, a luxurious hotel located in the heart of downtown Montreal. For more information on the hotel, feel free to visit:

<http://www.deltahotels.com/hotels/hotels.php?hotelId=35>



YOUR UNIVERSITY'S JOURNEY THROUGH THE MAGIC OF MARKETING:

FRIDAY:

- Arrival at Delta Centreville (afternoon)
- Opening Ceremonies (evening)
- "Other" Activities (yet another secret of HM07)
- After-party of the opening ceremonies

SATURDAY:

- Case competitions begin
- Sporting competitions begin
- Social competitions begin
- Awards Gala & Dinner
- Closing ceremonies
- After-party of the closing ceremonies

SUNDAY:

- Departure from Delta Centreville

**Please note that this is a rough itinerary, and is loosely based on last year's itinerary, due to the confidentiality of certain special events for the 15th year anniversary.*


COME EXPERIENCE THE MAGIC OF MARKETING FOR YOURSELVES!

HM is a wonderful opportunity for students to network amongst one another, with sponsors and professors from across Eastern Canada. It is a way for students to put their marketing knowledge to the test, and to compete with the best and brightest students in a friendly, welcoming atmosphere.

Above and beyond anything else, Happening is an experience. Call it a feeling, or a weekend like no other. Happening is an intimate gathering of people who share common interests, ideas and passions – all competing for the coveted HM Trophies!

Happening Marketing is an experience that cannot be explained, it must be lived.
And this year's experience will be bigger, and better!

IMPORTANT DATES

 OCTOBER 20TH, 2006 →	<input checked="" type="checkbox"/> Subscription for participation finalized and sent back to the Happening Marketing Committee
NOVEMBER 3RD, 2006 →	<input checked="" type="checkbox"/> Deposit of 1,000.00\$ taken as a participation fee. (May be sent by mail or by telegraphic transfer)
JANUARY 27TH, 2007 →	<input checked="" type="checkbox"/> List of Teams along with pictures of all participants <input checked="" type="checkbox"/> List of the sleeping arrangements <input checked="" type="checkbox"/> Submission of each participants' Resume

* **Please note:** These dates are reserved for North American Universities, and international delegations should contact HM's organizational committee for further information regarding registration.

CONTACT INFO

Does this sound like a challenge your school might be tempted to undertake?
If you are interested and need more details on the event, do not hesitate to contact us:

ALEXANDRE ROULEAU

President

al_roule@jmsb.concordia.ca

Tel. +1-514-848-2424 (ext. 8530)

GENEVIEVE THIBAUT

Vice-President, Academic

gene_thi@jmsb.concordia.ca

Tel. +1-514-848-2424 (ext. 8530)

NADA BOURJEILI

Director Finance & International Affairs

n_bourje@jmsb.concordia.ca

Tel. +1-514-848-2424 (ext. 8530)

