



HAPPENING MARKETING 2026
AT THE HEART OF CREATIVITY
AU CŒUR DE LA CRÉATIVITÉ

CHARTER 2026

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1. Fundamental Principles

1.1 ORIGIN

The first edition of the Happening Marketing took place in March 1992, three (3) years after the inaugural edition of the Jeux du Commerce, making it the second oldest competition within RÉFAEC.

1.2 PURPOSE

The Happening Marketing aims to foster exchanges between members of various student associations from the business faculties of member universities, the business world, and to allow participants to compete with their peers in an atmosphere of camaraderie and healthy competition. The HM competition specializes in the field of marketing, providing students in this field of study with an experience closely related to their future professional environment.

1.3 HAPPENING MARKETING ACTIVITIES

The Happening Marketing is the largest interuniversity marketing competition in Eastern Canada. Bringing together twelve (12) recognized universities, this competition gathers over five hundred (500) undergraduate students passionate about and motivated by the field of marketing.

This competition, sanctioned by RÉFAEC, is held annually in March. Participants are involved in one of the five (5) sections of the HM: academic, social, sports, participation, and contribution.

2. Abbreviations and definitions

INTERNAL ACCOMPANIER : A member of the delegation committee or any other person involved in the delegation who does not participate in the academic, sports, social, participation, or contribution sections.

EXTERNAL ACCOMPANIER : A person outside the delegation who is under the responsibility of the delegation committee that registers them.

MEMBER ASSOCIATION : A student association that is a member of RÉFAEC.

CO VOLUNTEER : A volunteer under the responsibility of the Organizing Committee (CO). This person is not part of a delegation. The CO-HM is responsible for this volunteer throughout the competition.

DELEGATION VOLUNTEER : A volunteer accompanying a delegation during the event. The delegation is responsible for this volunteer throughout the competition.

COORDINATOR : The person responsible for the delegation from a university. During the competition, they are the primary contact for reaching any member of their delegation and liaise with the CO and their delegation.

DELEGATION COMMITTEE : A committee formed within each university to organize the delegations participating in the competition.

HM COUNCIL : The Council of Happening Marketing that meets during RÉFAEC congresses. See section 5 of the document for more details about this Council.

RÉFAEC COUNCIL : The Council of the Regroupement des Facultés d'Administration de l'Est du Canada, which meets during the congresses of RÉFAEC. This council is made up of designated representatives from member associations and RÉFAEC executives.

BOARD OF DIRECTORS : Refers to the governing body of the association composed of the RÉFAEC administrators.

HM : Happening Marketing.

VOTING MEMBERS : Each participating university in HM is entitled to one vote, exercised by the coordinator or a representative of their delegation during the HM Council.

RÉFAEC : Regroupement des Étudiant·e·s des Facultés d'Administration de l'Est du Canada. RÉFAEC is the entity overseeing Happening Marketing, ensuring that decisions made by the HM Council uphold the integrity and sustainability of the event.

3. Declaratory and interpretative provisions

3.1 NAME

The name of the competition, as protected by trademark, is "Happening Marketing."

3.2 SIGLE

The acronym for Happening Marketing is HM.

3.3 OFFICIAL LOGO

Each organizing committee must choose its own logo. Its use is reserved for the organizing committee of the current edition. However, another organization, such as a delegation committee, may use it with approval from the CO-HM. This organization must ensure compliance with the guidelines issued by the CO-HM, failing which the authorization to use the logo may be revoked. The approval of the official HM logo is granted at the time of the appointment of the CO-HM.

3.4 OFFICIAL WEBSITE

The establishment of a website and domain name is at the discretion of the CO-HM.

3.5 CHARTER

The Charter of Statutes and Regulations of Happening Marketing is the codification of the fundamental principles, rules, and implementing texts adopted by the Organizing Committee of Happening Marketing and the Regroupement Étudiant des Facultés d'Administration de l'Est du Canada. It governs the organization and operation of the CO-HM and sets the conditions for the conduct of Happening Marketing. The Charter takes precedence in the event of any misunderstanding or contradiction. It is a statement of principles. Any changes specific to a given edition should not be included in this document.

3.5.1 GOAL

The purpose of this charter is to outline the characteristics of the event and the fundamental principles that will apply regardless of the edition of the competition. The intention of this document is to ensure the sustainability of the event.

3.5.2 MODIFICATIONS

Any modification, repeal, or amendment to the Charter must be presented at a meeting of the HM Council and adopted by an absolute majority (50% + 1) of the votes, unless the specific point in the charter indicates otherwise.

Once voted on, all modifications, repeals, or amendments must be approved by the RÉFAEC Board of Directors to become effective. If the Board of Directors rejects the proposed changes, they will be considered null and void. If modifications are made to the proposed changes by the HM Council following a vote by the Board of Directors, these changes must be approved by the HM Council before becoming effective in the charter.

4. Happening Marketing Council

4.1 COMPOSITION AND MEMBERS

The HM Council is composed of a maximum of two (2) designated representatives from each of the member universities of RÉFAEC participating in HM, as well as the Organizing Committee of HM. The representative must meet the eligibility criteria outlined in the "Participant" and/or "Coordinator" sections. In cases where the participating university consists of students spread across two (2) different campuses, an additional designated representative will be accepted.

5. Participation in the Marketing Happening

5.1 GUEST UNIVERSITIES

The CO-HM must invite all RÉFAEC member universities participating in HM. The HM Council reserves the right to impose additional eligibility conditions for the participation of certain universities on an exceptional basis, with the agreement of the RÉFAEC Council.

Following approval by the RÉFAEC Council, the CO-HM may invite a non-member university to participate, provided that it meets the imposed conditions.

5.2 COMPOSITION OF DELEGATIONS

- Coordinator (1)
- Academic Section (25)
- Sports Section (8)
- Social Section (4)
- Delegation Volunteers (5)
- Internal Accompaniers (4)

Each officially invited university must form a delegation of up to forty-six (46) students.. In such cases, one (1) coordinator per campus will be accepted. The CO-HM sets the number of external accompaniers allowed per university each year. This decision is communicated no later than the fall congress meeting.

5.3 ELIGIBILITY

5.3.1 PARTICIPANTS

Participants must be enrolled in an undergraduate program in business administration, management, accounting, or marketing communication. If their course or activity is not part of the faculty represented by the student association of their delegation with RÉFAEC, the participant must pay a membership fee to that student association to be considered a contributing member of RÉFAEC and thus eligible.

Participants must be registered for a minimum of six (6) credits in their program during the session in which the HM takes place. Students enrolled in a certificate program can qualify as participants. Students admitted to a graduate program in business administration, management, accounting, or marketing communication during the session in which Happening Marketing is held are not eligible. It is the responsibility of the coordinator to provide the necessary information to prove that the status of the delegation members complies with these requirements.

For the legitimacy of participants in Happening Marketing, the academic certification must state that the student is enrolled in an undergraduate program and must also specify that the student is not enrolled in a graduate program. A graduate of a graduate program returning to undergraduate studies is not eligible to participate in Happening Marketing.

5.3.2 COORDINATOR

The coordinator must be in the process of obtaining or have obtained a bachelor's degree from the university they represent. A coordinator may be included on their delegation's substitute list if they meet the eligibility requirements outlined in the "Participant" section.

5.3.3 DELEGATION VOLUNTEER

A delegation volunteer must come from the university of the delegation they represent. Each delegation must have a minimum of two (2) and a maximum of five (5) delegation volunteers. A delegation volunteer who meets the eligibility criteria outlined in the "Participant" section and the regulations pertaining to the relevant event may be listed as a substitute.

5.3.4 INTERNAL ACCOMPANIST

An internal accompanying person is a member of the delegation committee or any other person involved in a delegation who does not participate in the academic, sports, or social sections. An internal accompanist who meets the eligibility criteria outlined in the "Participant" section and the regulations pertaining to the relevant event may be listed as a substitute.

Internal accompaniers authorized by the CO-HM (number of permitted accompaniers) may attend all HM activities. Internal accompaniers may wear university attire.

5.3.5 EXTERNAL ACCOMPANIST

An external accompanying person cannot be included as a member of the delegation. External accompaniers may attend academic, sports, and social competitions. Each year, the CO-HM determines which events external accompaniers can attend, as well as the number of external accompaniers allowed. Additional fees may be required for their participation in these events.

However, they are not permitted to display their university's colors during activities that are part of the participation evaluation.

5.4 ELIGIBILITY CERTIFICATE

Each university must verify the eligibility of its delegation members with the CO-HM. To do so, the university must submit a document formalizing the eligibility of the members, signed or sealed by the person in charge of administration, including the number of credits, the program enrolled in for the winter session during which the HM takes place, and the name of the key contact person in the administration. The academic certificate must also state that the student is enrolled in an undergraduate program and specify that the student is not enrolled in a graduate program.

If it is impossible to obtain the seal of the person in charge of administration, the university must obtain authorization from the CO-HM to present a document without it. The CO-HM reserves the right to verify with the person in charge of administration.

5.5 SITE ELIGIBILITY

The presentation spaces in the academic section are accessible only to participants. The podiums and presentation rooms are open to the general public. In the event that the capacity of a room or space is insufficient, the following criteria will be used to control access:

1. HM Partners
2. HM Participants
3. Professors from the attending universities
4. General Public

The locations where the ceremonies take place are reserved for members of the delegation as designated in the 'Delegation' section, external companions, and speakers invited by CO-HM. Anyone wishing to attend an academic presentation may be denied access if identified by a university.

5.6 REPLACEMENT

5.6.1 DELEGATION REPLACEMENTS

Exceptionally, certain situations arising during the HM may prevent a participant from taking part in the event to which they are registered. To avoid disqualifying their team, a delegation may arrange for the replacement of one or more participants, provided that the reasons for their inability are justified according to the 'Authorized Replacement Reasons' section.

A replacement is eligible if they meet the eligibility criteria of the participant outlined in the 'Participant' section and the regulations related to the specific event. Note that a companion who meets the eligibility criteria of the participant outlined in the 'Participant' section and the regulations related to the specific event is also considered eligible. Replacements are possible only for sports and social events.

5.6.2 LIST OF SUBSTITUTES

The delegation committee must submit the list of its replacements to the CO-HM no later than the registration amendment deadline. A delegation may have, as official replacements for its sports team, two (2) individuals, namely one (1) man and one (1) woman.

A delegation may have a total of two (2) official replacements for a social team. No replacements are allowed in the academic section during the competition weekend. This means that a replacement can only take place before the start of the competition.

5.6.3 REPLACEMENT PROCEDURES

A delegation wishing to make a replacement must request it from the CO-HM. The CO-HM will approve or deny the replacement after evaluating the situation by the relevant CO-HM members. A participant who is replaced by their delegation will no longer be able to take part in the events.

It is not possible to make a replacement during the course of an event. Replacements can only be made before the start of an event.

5.6.4 AUTHORIZED REASONS FOR REPLACEMENT

The authorized reasons for replacing a participant during the HM are as follows:

- Injury deemed sufficiently serious by the CO-HM
- Circumstances beyond the participant's control deemed sufficiently serious by the CO-HM

Under no circumstances will an incapacity caused by a lack of judgment on the part of the participant be accepted as an authorized reason for replacement.

5.7 ARBITRATION COSTS

To ensure the services of referees as outlined in the 'Evaluator' section for the sports competition, all universities are required to pay an amount set by the CO-HM by a date determined by the CO-HM, as referee fees. The collected sum is used exclusively for covering costs related to the presence of referees, such as salaries, travel expenses, accommodation, etc. If the total amount is not fully used by the CO-HM, it must be redistributed equally among the universities.

6. Academic section

6.1 IMPORTANCE

The academic section is the highlight of the Happening Marketing, as it represents over 50% of each university's delegation. It provides a valuable opportunity and visibility for partners and helps maintain the reputation and level of excellence of the Happening Marketing. It accounts for sixty-four points (64) in the overall evaluation of a delegation. Each academic case carries a weight of eight (8) points for the overall evaluation of a delegation.

6.2 EVENTS

6.2.1 DEFINITION

The conventional academic cases of the HM are as follows:

- Strategic Marketing
- Experiential Marketing
- Digital Marketing
- B2B Marketing
- International Marketing
- HR Marketing

The Non-conventional case of the HM are as follows:

- Request for Agency Proposal
- Surprise Case

The supplementary academic event of the HM is as follows:

- Quiz

More detailed descriptions of these academic cases are listed in Annex C.

6.2.2 CHANGES TO THE LIST OF EVENTS

Removal of an event, addition of an event, merging of two events, or a major revision of the content of an event constitutes a modification to the list of events. A modification for more than one year or a permanent modification to the list of academic events of the HM must be voted on

by the HM Council in accordance with the rules outlined in the 'Modification to the Charter' section.

Any modification to the list of events must be adopted no later than the autumn congress. A modification to the list of events may be enacted after this date provided that the organizing committee supports the modification and it is approved by the HM Council members through an absolute majority vote. If the relevant CO-HM is not yet considered the CO-HM, it is granted a right to speak on this matter during meetings.

6.2.3 CASE WRITING

Cases are written by the teaching staff of the host university, by a corporation, a specific order, a business partner, or by a person or organization capable of writing academic cases.

At all times, the CO-HM must ensure the impartiality of the writer, the complete confidentiality in which the case is written, and the originality of the case (a case that has never been used before).

To ensure compliance with these criteria, the CO-HM may establish a committee or appoint a person to review the various academic cases.

6.2.3.1 INTELLECTUAL PROPERTY

The cases written for each edition belong entirely to the CO-HM, regardless of the official writers.

6.2.4 ETHICS AND INTELLECTUAL PROPERTY

Participants in the academic events must sign the ethics and intellectual property form, which indicates that each team waives ownership of their ideas.

6.2.5 USING A TEMPLATE FILE

Delegates may submit a blank presentation template before the competition, according to the deadlines provided by the CO-HM. This blank template will be reviewed by the CO-HM to ensure that no prohibited content is included. The CO-HM will be responsible for providing the template to the team upon their arrival in the resolution room. It is not mandatory for a team to submit a presentation template, and no penalty will be assigned for not doing so.

6.3 GENERAL PRINCIPLES

6.3.1 CONVENTIONAL ACADEMIC CASE AND QUIZ TEAM TRAINING

A team for resolving conventional academic cases and the quiz event is composed of three (3) participants. If a university is unable to present three (3) participants, it is allowed to participate with a reduced team of two (2) participants, after informing the CO-HM. A university cannot participate in an academic event if it presents only one (1) participant.

6.3.2 QUIZ LANGUAGE

The questions will be available in both French and English and will be provided to participants in both languages. The quiz host will read the questions alternately in English and French, regardless of the teams' preferred language.

6.3.3 ISOLATION

6.3.3.1 ISOLATION OF CONVENTIONAL ACADEMIC CASES AND QUIZ TEST

To ensure that no participant has access to privileged information before starting their resolution period, academic case participants must present themselves in the isolation room at the time scheduled by the CO-HM.

Any team arriving late to the isolation room will be disqualified, and the concerned university will receive a score of zero (0) in the overall ranking for the team's event.

No personal items are allowed in the isolation room, except for materials authorized by the CO-HM and a scientific calculator (no-programmable). Wallets, purses, cell phones, smartwatches, laptops, USB drives, course notes, textbooks, stationery, and other materials are prohibited when the team enters isolation. Possession of one or more prohibited items in the isolation room results in automatic disqualification of the offending participant. The CO-HM is not responsible for confiscated personal items.

The CO-HM is responsible for preventing any communication from participants in isolation with other people during this period and must control access and movement around the isolation room.

6.3.3.2 REQUEST FOR AGENCY PROPOSAL TEST INSULATION

The rules regarding isolation for this event are left to the discretion of the CO-HM for the edition for which they are responsible. The rules must be detailed in a document separate from the Charter and provided to the delegation representatives no later than the autumn RÉFAEC congress preceding the edition of the competition.

Since presentations are private and not broadcast in real time online, no isolation is necessary for resolving the event.

6.3.4 RESOLUTION

6.3.4.1 RESOLUTION CONVENTIONAL ACADEMIC CASES

Each team will be assigned an appropriate resolution room to prepare their presentation. A presentation is required when presenting to the jury. The resolution period has a fixed duration of three (3) hours.

All materials necessary for resolving a case will be provided by the organizing committee, except for the laptop, which the delegate must bring themselves. Therefore, personal items are prohibited during the resolution, except for the materials required by the organizing committee. No extra computers will be provided in case of exceptions or major issues, and no additional time will be granted to a team experiencing a technical problem during their resolution.

The organizing committee ensures the confidentiality and destruction of documents produced by teams during their resolution. It also keeps a copy of the presentation video to archive it on the RÉFAEC web platform.

The organizing committee will ensure that a volunteer arrives fifteen (15) minutes before the end of the resolution to make a copy of the presentation.

6.3.4.1.1 INTERNET USE

Each team for all academic cases, excluding the quiz and request for agency proposal case, will have access to three (3) computers, provided by the participants, with wireless network connectivity during the case resolution phase. Participants in the quiz case are not allowed to access the internet under any circumstances.

For participants in the request for agency proposal case, each participant will be allowed to use their personal work tools but must comply with the same regulations as for conventional academic cases (for more details, refer to the various sections of the charter). However, teams will have access to Adobe Suite or Canva (of their choice) to use software such as Photoshop, Illustrator, etc.

At all times, this measure restricts participants from using their portable devices or any other personal devices during the case resolution. Additionally, participants are not allowed to use any communication tools to contact external individuals not registered with their team. Communication tools are understood to be any platform requiring a username, email address, and/or password to access content. Therefore, only public websites will be accessible. That is, any site/page/database requiring a username and/or password will be strictly prohibited. The computers will be equipped with monitoring software to ensure that the pages visited by participants comply with the conditions stated in this document.

For example, the following actions are prohibited during the resolution of a case:

- Using an email account
- Checking Facebook, Instagram, Twitter, Messenger, or any other social media
- Accessing dating sites or apps
- Netflix Party
- Any other platforms that allow interaction with the outside world
- Consulting a database provided by one's university

Moreover, participants are prohibited from consulting websites created by other members of the delegation related to the academic section of the competition. Additionally, the creation and publication of content related to the academic section of the competition is strictly prohibited. The CO reserves the right to determine if there has been a violation of this rule.

Participants will have the right to download documents from public websites (PDF, Excel, Word, etc.).

Failure to comply with these regulations will result in the complete disqualification of the team, which will consequently receive a score of 0 for the respective discipline. Additionally, the university associated with the offending team will also have points deducted for professionalism (see the professionalism grids) due to a flagrant lack of ethics and integrity.

6.3.4.1.2 USING ARTIFICIAL INTELLIGENCE

The use of artificial intelligence is strictly prohibited during case resolution, for both text and image generation. No artificial intelligence application is permitted. Failure to comply with this rule will result in the complete disqualification of the team and the awarding of a score of 0 in the respective discipline. The CO-HM undertakes to present the precise guidelines surrounding this rule to the HM Council, in order to clarify its interpretation and avoid any ambiguity as to what is permitted or not permitted.

6.3.4.2 SOLVING THE REQUEST FOR AGENCY PROPOSAL TEST

The rules surrounding the resolution of this event are left to the discretion of the CO-HM for the edition they are responsible for. The rules must be detailed in a document separate from the Charter and provided to the delegation representatives no later than the autumn RÉFAEC congress preceding the edition of the competition.

6.3.4.3 SOLVING THE SURPRISE CASE

The case will be provided approximately two (2) weeks before the start of the competition, meaning the resolution period is prior to the HM. No time will be allocated during the competition for resolution. Candidates will wait in isolation until it is time to present. The presentation to be used during the competition must be submitted by Wednesday evening (11:59 PM) preceding the start of the competition.

6.3.5 PRESENTATION

6.3.5.1 PRESENTATION OF CONVENTIONAL ACADEMIC CASES AND THE SURPRISE CASE

Each team has twenty (20) minutes to present their case to the judges. The timekeeper will display a sign when there are ten (10) minutes, five (5) minutes, two (2) minutes, and thirty (30) seconds remaining in the presentation. During the last ten (10) seconds, the timekeeper will indicate the number of remaining seconds with their hands. A team that has not finished their presentation after twenty (20) minutes will be interrupted by the timekeeper to move on to the question period.

A maximum of five (5) minutes is allocated for the jury to ask questions at the end of the presentation.

6.3.5.2 REQUEST FOR AGENCY PROPOSAL TEST PRESENTATION

The rules regarding the presentation of this event are left to the discretion of the CO-HM for the edition they are responsible for. The rules must be detailed in a document separate from the Charter and provided to the delegation representatives no later than the autumn RÉFAEC congress preceding the edition of the competition.

6.3.5.3 QUIZ ROUNDS AND SCORING

The rules and scoring for this event are left to the discretion of the CO-HM for the edition they are responsible for. The rules must be detailed in a document separate from the Charter and provided to the delegation representatives no later than the autumn RÉFAEC congress preceding the edition of the competition.

6.3.6 RESPECT FOR TIME LIMITS

6.3.6.1 COMPLIANCE WITH TIME LIMITS FOR CONVENTIONAL AND SURPRISE CASES

The presentation of the participants must last a minimum of seventeen (17) minutes. There is a penalty of two (2) points for a presentation between sixteen (16) and seventeen (17) minutes, and a penalty of three (3) points for a presentation between fifteen (15) and sixteen (16) minutes.

A team whose presentation lasts less than fifteen (15) minutes will be disqualified and will receive a score of zero (0) in the overall ranking for their university in this event.

A final score of zero (0) for a team in academic cases also results in the immediate disqualification of the team and a score of zero (0) in the overall ranking for the university in this event.

6.3.6.2 RESPECTING THE TIME ALLOTTED FOR THE REQUEST FOR AGENCY PROPOSAL TEST

The rules regarding adherence to the allotted time for this event are left to the discretion of the CO-HM for the edition they are responsible for. The rules must be detailed in a document separate from the Charter and provided to the delegation representatives no later than the autumn RÉFAEC congress preceding the edition of the competition.

6.3.7 EVALUATION GRID

The evaluation grid for conventional academic cases and the surprise case, which is based on suggested criteria, is a tool used to assist the jury members in their deliberations and decisions that will constitute the final ranking. All participants will receive the same evaluation grid for the presentation.

The evaluation grid for conventional cases and the surprise case includes four (4) components:

- Case resolution: 60%
- Presentation to the jury: 30%
- Question period: 5%
- Sustainable development: 5%

Case resolution (60%)	
Structure and coherence	20%
Presence of a guiding thread	
Organization and coherence of ideas	
Ability to synthesize	
Quality of the proposed recommendation(s)	40%
Understanding of the mandate and the problem	
Realism and consideration of the company's context and environment	
Consideration of the impact of collateral variables in the proposal and its implementation	
The proposed ideas generate positive outcomes	
The team demonstrates originality, innovation, and can justify its proposals well	
The team has addressed all the issues raised in its mandate	

Sustainable development (5%)	
The recommendations address the majority of sustainable development aspects (social, economic, environmental, and/or governance)	
The recommendation(s) will bring value to the company	
The recommendations are sustainable from a temporal and/or financial perspective	

Presentation (30%)	
Quality of visual support	10%
The visual support is free of grammatical, spelling, and syntax errors.	
The visual support is clear, concise, and the presented elements are relevant to the presentation.	
Identification of sources	
Quality of the presentation	10%
Team synergy	
Ease of speech (clarity, pace, and tone of voice)	
Professionalism	
Quality of language used	
Time management	10%
Respect for deadlines	
Balanced participation of team members in answering questions	

Question Period (5%)
Quality of the provided answers
Promptness of the responses
References to the presented solutions

Respect for time	
Presentation	Speaking turn
Loss of 2 points between 16 and 17 minutes, loss of 3 points between 15 and 16 minutes, disqualification if below 15 minutes.	All team members must speak for at least 1 minute; a 10-point deduction if this is not the case.

The evaluation grid for Round 1 of the request for agency proposal case includes four (4) components:

- Case Resolution: 60%
- Presentation before the jury: 30%
- Question period: 5%
- Agency identity: 5%

Case resolution (60%)	
Structure and coherence	20%
Presence of a guiding thread	
Organization and coherence of ideas	
Ability to synthesize	
Understanding of the industry	30%
Depth and quality of research with source identification	
Richness of the proposals	
Proactivity regarding the potential mandate	
Originality and professionalism	10%
The team demonstrates originality, innovation, and boldness	
The team adheres to professional guidelines in the proposed recommendations	

Agency identity (5%)
The agency's mission, vision, and values are clearly defined and well communicated
The agency's identity is consistent throughout the presentation (logo, colors, style)
L'agence se distingue par son concept, sa proposition de valeur et par son approche unique

Presentation (30%)	
Quality of visual support	10%
The visual support is free of grammatical, spelling, and syntax errors.	
The visual support is clear, concise, and the presented elements are relevant to the presentation.	
Identification of sources	
Quality of the presentation	10%
Team synergy	
Ease of speech (clarity, pace, and tone of voice)	
Professionalism	
Quality of language used	
Time management	10%
Respect for deadlines	
Balanced participation of team members in answering questions	

Question Period (5%)	
Quality of the provided answers	
Promptness of the responses	
References to the presented solutions	

Respect for time	
Presentation	Speaking turn
Loss of 2 points between 16 and 17 minutes, loss of 3 points between 15 and 16 minutes, disqualification if below 15 minutes.	All team members must speak for at least 1 minute; a 10-point deduction if this is not the case.

The evaluation grid for Round 2 of the request for agency proposal case includes four (4) components:

- Case Resolution: 60%
- Presentation before the jury: 30%
- Question period: 10%
- Agency identity: 5%

Case resolution (60%)	
Structure and coherence	20%
Presence of a guiding thread	
Organization and coherence of ideas	
Ability to synthesize	
Quality of the proposed recommendation(s)	40%
Understanding of the mandate and the problem	
Realism and consideration of the company's context and environment	
Consideration of the impact of collateral variables in the proposal and its implementation	
The proposed ideas generate positive outcomes	
The team demonstrates originality, innovation, and can justify its proposals well	
The team has addressed all the issues raised in its mandate	

Sustainable development (5%)
The recommendations address the majority of sustainable development aspects (social, economic, environmental, and/or governance)
The recommendation(s) will bring value to the company
The recommendations are sustainable from a temporal and/or financial perspective

Presentation (30%)	
Quality of visual support	10%
The visual support is free of grammatical, spelling, and syntax errors.	
The visual support is clear, concise, and the presented elements are relevant to the presentation.	
Identification of sources	
Quality of the presentation	10%
Team synergy	
Ease of speech (clarity, pace, and tone of voice)	
Professionalism	
Quality of language used	
Time management	10%
Respect for deadlines	
Balanced participation of team members in answering questions	

Question Period (5%)
Quality of the provided answers
Promptness of the responses
References to the presented solutions

Respect for time	
Presentation	Speaking turn
Loss of 2 points between 16 and 17 minutes, loss of 3 points between 15 and 16 minutes, disqualification if below 15 minutes.	All team members must speak for at least 1 minute; a 10-point deduction if this is not the case.

The evaluation grid for Round 3 of the request for agency proposal case includes four (4) components:

- Case resolution: 45%
- Presentation before the jury: 30%
- Technical aspects: 20%
- Question period: 5%

Case resolution (45%)	
Structure and coherence	20%
Presence of a guiding thread	
Organization and coherence of ideas	
Ability to synthesize	
Quality of the proposed recommendation(s)	25%
Understanding of the mandate and the problem	
Realism and consideration of the company's context and environment	
Consideration of the impact of collateral variables in the proposal and its implementation	
The proposed ideas generate positive outcomes	
The team demonstrates originality, innovation, and can justify its proposals well	
The team has addressed all the issues raised in its mandate	

Technical aspects (20%)	
Relevance of performance indicators adapted to the company's reality and the solution	
Detailed budget	
Clear and realistic timeline	

Presentation (30%)	
Quality of visual support	10%
The visual support is free of grammatical, spelling, and syntax errors.	
The visual support is clear, concise, and the presented elements are relevant to the presentation.	
Identification of sources	
Quality of the presentation	10%
Team synergy	
Ease of speech (clarity, pace, and tone of voice)	
Professionalism	
Quality of language used	
Time management	10%
Respect for deadlines	
Balanced participation of team members in answering questions	

Question Period (5%)
Quality of the provided answers
Promptness of the responses
References to the presented solutions

Respect for time	
Presentation	Speaking turn
Loss of 2 points between 16 and 17 minutes, loss of 3 points between 15 and 16 minutes, disqualification if below 15 minutes.	All team members must speak for at least 1 minute; a 10-point deduction if this is not the case.

6.4 EVALUATION

In the current business context, every actor or actress must be aware of the role that ethics and sustainable development play in business. These two aspects are integral to any solution and its implementation. They must align with the relational and professional competencies of a competent and responsible manager. A specific evaluation guide for each case is drafted by the person responsible for the case so that it can be used by the judges. This guide will help them identify the important resolution elements that should be addressed by the participants and will be used to determine the scores awarded. It should be noted that unweighted elements listed in the evaluation grid are factors that will be considered by the jury, depending on the context of the issue. These elements serve as guidelines to assist the jury in its evaluation. The jury will be required to ask at least one question to each team. In the absence of a question, all points will be awarded for the question period. All members of the team must speak during the presentation. If during a presentation, a team member does not speak for at least one minute, the team will be penalized ten points on its final score (10%).

A final score of zero (0) for an academic team leads to immediate disqualification of the team and a zero (0) in the overall ranking for the university in this event.

6.4.1 EVALUATORS

It is recommended that the CO-HM offer the opportunity for their business partners to serve as judges for the various academic events on the HM program. Ideally, the person who drafted the case should be part of the jury to clarify any subtle points in the case questions they submitted. Whenever possible, unless in cases of force majeure, the number of judges should be between three (3) and seven (7), with an emphasis on having an odd number to avoid tie situations. It is strongly suggested that all members of the jury be bilingual. A judge cannot be a former participant from the two (2) previous editions of the HM within a delegation. However, business partners will take precedence over this rule.

6.5 AN ACADEMIC TEAM TWO (2) EVENTS

In order to allow each delegation to accumulate a maximum number of points during the competition, it is permitted for a team or participant (one participant per delegation per edition of the HM) to take part in two (2) distinct academic cases.

The university wishing to opt for one of these solutions must inform the HM Council no later than the winter congress. This option is a last resort, and no changes to the established schedule will be made to accommodate the university. If a university has a team working on two (2) academic cases that conflict in schedule and is able to form a new team, it must inform the CO-HM. The CO-HM must approve this change before the university proceeds with its registration, within its capacity to do so.

6.6 APPEAL A DECISION

The jury's evaluation of an academic event cannot be challenged, and the results are final. However, violations of one or more sections of the HM Charter, non-compliance with specific event regulations, procedures used, or cases of blatant injustice may be subject to an appeal as described in the section 'Appeal Procedures.' The CO-HM records the video of the academic case presentations and keeps a copy of these recordings in case a review is needed. However, the CO-HM is not responsible for the loss or failure to record videos due to human error by those responsible for video recording.

6.7 PROCEDURES IN THE EVENT OF A TIE

Whenever possible, the CO-HM will ensure that there are no ties in the academic cases by inviting the judges to differentiate between the teams. However, in the event of a tie between two or more universities in an academic event, each of the tied teams will be awarded the full points for the position that is tied.

7. Sports section

7.1 IMPORTANCE

The sports component holds particular importance as it encourages a balance between a healthy body and a healthy mind. The sports component includes one (1) activity. It represents eight (8) points of the overall evaluation of a delegation.

7.2 EVENT

7.2.1 CHOICE OF TEST

The chosen sport must be a non-traditional team sport and must be played safely. First aid services are available at the activity location.

For fairness, it is suggested to select an activity that does not give an advantage to certain delegations over others. The announcement of the sport should be made no later than the winter congress when each delegation has submitted their complete file of their sports team members.

7.3 EVALUATION

7.3.1 EVALUATION

The results of the sports teams are assessed based on the rules of the sports presented by the CO-HM.

7.3.2 EVALUATORS

It is mandatory to have referees on-site to officiate the matches, whether the sport is typically self-officiated or not. They have been trained by the CO-HM on the operations and specific rules of the HM. It is desirable to compensate them to encourage them to provide quality service. The CO-HM coordinates and oversees the work of the referees for the sports events.

7.4 COURSE OF THE TEST

7.4.1 RANKING TOURNAMENT

It is mandatory to have referees on site to officiate the matches, whether it is a sport usually self-officiated or not. The referees have been trained by the CO-HM on the functioning and regulations specific to HM. It is advisable to compensate them to encourage them to provide high-quality service. The CO-HM coordinates and controls the work of the evaluators for the sports events.

A ranking tournament may take place, allowing for the preliminary rounds to be predetermined. To do this, universities wishing to participate must send their application file to the president of the CO HM no later than fourteen (14) days before the date predetermined by the CO and coordinators with the following information:

- A letter formalizing the application (an example can be found in the RÉFAEC Charter)
- A letter of endorsement from the RÉFAEC member association, including the minutes confirming the validity of the support
- Any other relevant letters of support, including the minutes confirming the validity of the support
- Presentation of the venues (indoor or outdoor sports area, social area, dining area, equipment storage area)
- Logistics for participant reception, meals, and volunteers for the day
- Proposal for the end-of-day activity
- Innovation brought to the tournament
- The project's preliminary budget

The host delegation committee of the ranking tournament is responsible for the logistics of this event. The CO-HM is responsible for evaluating the components presented at the ranking tournament. The CO-HM also plays a role in the tournament competition to ensure the event runs smoothly and that the sports regulations are respected. The ranking tournament must be established in the same manner as the sports at HM. The procedures in the charter must be respected. On the predetermined election date, the HM council will vote to accept or reject the application(s). The vote will be conducted according to the same principles as the nomination procedure for an organizing committee (CO) presented in the RÉFAEC Charter. If the ranking tournament does not

take place for a given year, the CO-HM is responsible for determining the group ranking by drawing lots to form two sub-groups.

7.4.2 QUALIFICATIONS

The sporting event takes place according to the chosen sport and the interpretation made by the CO HM.

7.4.3 SPORT RULES

The sporting event must have clear regulations explained in a rulebook provided to the delegation coordinators no later than the Winter Congress. If modifications need to be made to adjust the sport, the deadline is one (1) week after the sporting tournament or a minimum of ten (10) days before the HM event.

To avoid any misinterpretation of the regulations, the CO-HM is responsible for providing clear and precise rules, particularly concerning the authorized equipment.

7.4.4 PROCEDURES IN THE EVENT OF A TIE

In the event of a tie between two or more teams during the sporting event when establishing a ranking, the teams will be separated based on the following criteria:

1. The number of victories
2. The goal differential (goals scored minus goals allowed)
3. The most goals scored
4. The fewest goals allowed
5. The result of the match between the tied teams (if available)
6. Drawing lots

In the event of a tie between two teams during a final match (final and consolation), an overtime period, as defined in the sport's regulations, will take place. If these regulations do not specify a tiebreak procedure, a five (5) minute overtime period will occur where the first point scored will end the game and designate the winning team. If no points are scored during this period, additional overtime periods will continue until a winning team is designated.

7.4.5 LANGUAGE

The languages used during the sports competitions are French and English. The delegation committees are responsible for appointing a team captain who is able to understand both languages and express themselves in one of these languages.

7.5 TEAM TRAINING

7.5.1 TEAM COMPOSITION

A sports team is composed of eight (8) participants, with female members making up at least 50% of the final team. The final composition of the teams must be provided at the deliverable due date and cannot be modified after this submission.

7.5.2 CAPTAIN

Each team must elect a captain who must identify themselves to the referee and the opposing captain at the beginning of each game. In addition to the delegation coordinator, the captain is the only team member authorized to represent their team to the referees or relevant authorities in case of a dispute. The captain is also the designated representative in any situation where a decision must be made on either side.

7.5.3 APPEAL A DECISION

Decisions based on an referee's judgment during the sporting event cannot be contested, and the results are final.

However, violations of one or more sections of the HM Charter, failure to adhere to the specific regulations of the event, procedural issues, participant discipline, potential cheating, or cases of blatant injustice may be subject to an appeal as described in the "Appeal Procedures" section.

8. Social component

8.1. IMPORTANCE

The social component will include a variety of activities that highlight the participants' creative and artistic spirit, encouraging them to step out of their comfort zones and innovate. These activities will be conducted in a spirit of mutual support and encouragement among participants and different delegations. This component accounts for eight (8) points of the overall evaluation of a delegation.

8.2. EVENTS

A comprehensive and thematic activity must be included in the social component. The choice of this activity is at the discretion of the CO-HM. However, certain events within this component must remain confidential until the start of the activity. The CO-HM is required to present the vision for the social component at the Winter Congress.

8.3. EVALUATION

8.3.1. EVALUATION GRID

The CO-HM must present the evaluation grid for the social component to the delegation coordinators no later than the Winter Congress. This grid must detail each criterion to be evaluated for the social component and show the percentage of points assigned to each criterion. Once this grid is adopted, no modifications can be made.

8.3.2. EVALUATORS

The social component is evaluated by the social vice-president of the CO-HM. This person may choose to enlist the help of their team. Whenever possible, and except in cases of force majeure, the number of judges should be at least three (3) and no more than seven (7), with an odd number of panel members being prioritized to avoid situations of tie.

8.4. COURSE OF THE TESTS

8.4.1. TYPE OF TESTS

It is essential to select activities that align with the purpose of HM. Activities involving alcoholic beverages, tobacco, substances, or that may harm the dignity of participants are prohibited. Any event involving nudity, sexuality, or excessive consumption will not be tolerated. The activities should engage participants' intelligence and creative rigor; therefore, any elements deemed inappropriate or in poor taste will be prohibited.

An event considered in poor taste by participants may be appealed to the HM Council during the event. The Council will then determine whether the results of this event should be included in the final ranking.

8.4.2. LANGUAGE

Participation in the social component events can be conducted in either French and/or English without risk of discrimination against participants. Instructions for the various events will be provided in both French and English.

However, given the unique nature of the social component, it is possible that interactions may not be fully bilingual. Such a situation cannot be grounds for an appeal.

8.5 FORMING TEAMS

A social team consists of a maximum of four (4) participants. A university that is unable to field a complete team may participate with fewer than four (4) participants with the CO-HM's approval.

8.6 APPEAL A DECISION

A social team consists of a maximum of four participants. A team that cannot present a full team may participate with fewer than four participants with the CO-HM's approval.

The jury's evaluation of a social event cannot be contested, and the resulting scores are final. However, violations of one or more sections of the HM Charter, procedural issues, participant discipline, potential cheating, or cases of blatant injustice may be subject to an appeal as described in the "Appeal Procedures" section.

9. Participation component

9.1. IMPORTANCE

A total of eight (8) points will be awarded to universities for their overall participation in the success of the HM.

9.2. DEFINITION

The participation component is assessed before and during the competition. It takes into account the delegates' involvement in activities before and during the competition, as well as evaluating the creativity of the delegates in various events.

9.3. EVALUATION

9.3.1. EVALUATION GRID

The evaluation grid for the participation component is created by the CO-HM and must be provided to the coordinators no later than the Fall Congress. This grid should detail each criterion to be evaluated for the participation component and demonstrate the percentage of points allocated to each criterion. Once this grid is adopted, no further modifications can be made.

9.3.2. EVALUATORS

The CO-HM establishes and is responsible for the evaluation group, determining the number of members based on its needs. This group is composed of:

- Executive members of the CO-HM
- Directors
- Hotel managers
- Security personnel working at various sites
- Referees
- Judges for the participation component

9.3.3. DOCUMENTS TO BE SUBMITTED

Each delegation committee must send a one-page document to the CO-HM before the date set by the CO-HM, explaining how it will contribute to the competition in terms of participation.

10. Professionalism

10.1 IMPORTANCE

A total of four (4) points will be awarded to universities for their professionalism during the competition.

10.2 DEFINITION

The professionalism component is defined by maintaining a professional and respectful environment in all areas of the competition, both in person and through social media. It also aims to promote the professionalism of the competition and demonstrate the values of honesty, integrity, and respect.

10.3 EVALUATION

10.3.1 EVALUATION GRID

The evaluation grid for the professionalism component is created by the CO-HM and must be provided to the coordinators no later than the Fall Congress. This grid should detail each criterion to be evaluated for the professionalism component and show the percentage of points assigned to each criterion. Once this grid is adopted, no further modifications can be made.

10.3.2 EVALUATORS

The CO-HM establishes and is responsible for the evaluation group, determining the number of members based on its needs. This group is composed of:

- Executive members of the CO-HM
- Directors
- Hotel managers
- Security personnel working at various sites
- Referees
- Judges for the participation component

10.3.3 ACADEMIC AND GENERAL PROFESSIONALISM AWARD

The professionalism result of each academic case does not affect the overall professionalism score of the entire delegation. However, if a team is disqualified due to cheating or failure to comply with the regulations related to an academic case, general professionalism points will also be deducted, in addition to the disqualification measures already in place.

11. Contribution section

11.1 IMPORTANCE

To promote a positive image of HM, the CO-HM rewards the delegation that has been the most involved in its community before the HM. Although no registration is required, this component accounts for eight (8) points of the overall evaluation.

11.2 DEFINITION

The contribution component involves delegations organizing one or more activities within their community in line with the values of HM and in collaboration with a non-profit organization or foundation chosen by the CO-HM in order to promote the HM.

11.3 EVALUATION

11.3.1 EVALUATION GRID

The evaluation grid for the contribution component is created by the CO-HM and must be provided to the coordinators no later than the Fall Congress. This grid should detail each criterion to be evaluated for the contribution component and show the percentage of points assigned to each criterion. Once this grid is adopted, no further modifications can be made.

11.3.2 EVALUATORS

The evaluation of the delegations' contributions is conducted by the CO-HM. Jury members can also be selected on an optional basis from members part of the associated organization or foundation.

11.3.3 NOMINATION

Each delegation committee must send a document to the CO-HM before the date set by the CO-HM, explaining their contribution component. This document should include details of each activity and the number of delegation members involved. A letter from the organization for each activity is required to confirm the volunteering done by each delegation. Additionally, it is at the discretion of each delegation committee to send any other form of documentation presenting their community project (such as videos, press kits, or other materials) to the CO-HM.

12. Non-competition component

12.1 IMPORTANCE

The non-competitive component, although not part of the overall competition evaluation, is essential to the atmosphere of the HM. It acknowledges the involvement and ongoing efforts of various individuals associated with the HM. It provides an opportunity to thank each of them for their commitment to making the HM the event it has become.

13.2 COMMITTEE OF THE YEAR

13.2.1 DEFINITION

Meeting deadlines – 25%	
Participant registrations	
Payments	
Security deposit	
Submission of all other deliverables	
Contribution during HM Council meetings – 10%	
Attendance at meetings	
Punctuality	
Relevance of observations	
Adherence to meeting procedures	
Appropriate attire	
Attitude and collaboration with CO-HM, quality and speed of communications – 10%	
General attitude	
Consistency in representatives	
Communication: the right person	
Delegation Committee – 45%	
Work with the delegation	15%
Recruitment, coaching, practices, etc.	

Work with the community	15%
External visibility: students, professors, business community, etc.	
Promotion of HM atmosphere	15%
Motivation of the delegation (team-building activities, etc.)	
Interactions with other delegations	
Improvement and progression of the committee – 10%	
Innovations in preparation	
Improvements and evolution in management methods	

The Committee of the Year Award aims to recognize the excellence of a delegation committee that has distinguished itself over the year, both with the CO-HM and within its own delegation and university.

12.2.2 EVALUATION

12.2.2.1 EVALUATION GRID

The CO-HM must take into consideration the unique circumstances of different universities in its evaluation.

13.2.2.2 EVALUATORS

The nomination for Committee of the Year is made by the CO-HM.

12.3 COORDINATOR OF THE YEAR

12.3.1 DEFINITION

A person who has distinguished themselves through their structured work and involvement with the CO-HM, as well as with the coordinators from other universities. This person exudes positive energy conducive to collaboration and adheres to all requirements presented to them, both in terms of deliverables and behavior throughout the year. They stand out through various actions that improve the competition and the atmosphere among key stakeholders. By fostering a climate of trust where knowledge sharing and mutual support are emphasized, every member of the HM Council will have the opportunity to voice their opinion. Therefore, in addition to the organizing committee, the coordinators will also be able to nominate the colleague who, in their view, has most excelled during the year.

12.3.2 EVALUATION

12.3.2.1 EVALUATION GRID

The CO-HM must consider the unique circumstances of different universities in its evaluation. The evaluation is based on the following values:

- Mutual Support: Leveraging public and private discussion methods on the Slack platform.
- Cooperation Between Universities: Encouraging exchanges, looking beyond the competition and podiums, and fostering camaraderie.
- Efficiency: Minimizing comments that do not advance discussion points during HM Council meetings and on various communication platforms.
- Continuous Improvement: Proposing new approaches to address certain issues within the competition.

Structured work – 30%
In the submission of various deliverables
In exchanges via the Slack platform
Communication to the right person
Involvement – 40%
With their delegation
With other coordinators
With the CO
With the community

Attitude and collaboration – 20%
Collaboration among different stakeholders
General attitude during HM Council meetings
Motivation of their delegation
Contribution to the competition – 10%
Promotion of the HM atmosphere
Relevant interventions during HM Council meetings
Proposals for innovations/improvements

12.3.2.2 EVALUATORS

The nomination for Committee of the Year is made by the CO-HM, taking into account the nominations made by each coordinator.

13. Overall assessment

The overall evaluation of each delegation is calculated based on the total points obtained in the various events. Each team receives a score based on its ranking in each activity. This score is weighted according to the percentage value of the activity. The sum of these weights represents the overall result for a delegation.

Annexes

A. HM HOST UNIVERSITIES

2002 : Université de Sherbrooke
2003 : Université McGill
2004 : Université du Québec à Chicoutimi
2005 : Université du Québec en Outaouais
2007 : John Molson School of Business
2008 : Université Laval
2009 : HEC Montréal
2010 : Université de Sherbrooke
2011 : John Molson School of Business
2013 : HEC Montréal
2014 : Université Laval
2015 : Université du Québec à Trois-Rivières
2016 : Université du Québec à Rimouski – Campus Lévis
2018 : HEC Montréal
2019 : École de Gestion de l'Université de Sherbrooke
2021 : École de Gestion de l'Université du Québec à Trois-Rivières
2022 : École de Gestion de l'Université de Sherbrooke
2023 : Université Laval
2024 : HEC Montréal
2025 : ESG-UQAM
2026 : University of Ottawa - Telfer School of Management

B. OFFICIAL HM LOGOS



<p>Happening Marketing 2015</p>	 <p>The logo for Happening Marketing 2015 features the letters 'HM' in green and the number '15' in orange. Below the logo, the text 'HAPPENING MARKETING 2015' is written in green.</p>
<p>Happening Marketing 2016</p>	 <p>The logo for Happening Marketing 2016 features the letters 'HM' in blue and red, and the number '16' in white on a grey background. Below the logo, the text 'HAPPENING MARKETING 2016' is written in black.</p>
<p>Happening Marketing 2018</p>	 <p>The logo for Happening Marketing 2018 features the letters 'HM' in blue and the number '25' in white. Below the logo, the text 'Happening Marketing 2018' is written in blue.</p>
<p>Happening Marketing 2019</p>	 <p>The logo for Happening Marketing 2019 features the letters 'HM' in black and the number '19' in black with green and yellow accents. Below the logo, the text 'HAPPENING MARKETING 2019' and 'Université de Sherbrooke' is written in black.</p>

Happening Marketing 2021



Happening Marketing 2022



Happening Marketing 2023



<p>Happening Marketing 2024</p>	
<p>Happening Marketing 2025</p>	
<p>Happening Marketing 2026</p>	

C. DESCRIPTION OF ACADEMIC TESTS

a. CONVENTIONAL CASE

STRATEGIC MARKETING

Aiming to set concrete objectives and make the best decisions, strategic marketing involves an in-depth analysis and study of a company's environment. The results obtained will primarily serve to leverage the company's strengths, respond more quickly to changes, grasp trends of the targeted population, and increase long-term profitability. Generally representing a significant commitment for a company, this case will help build a long-term vision while establishing short-term objectives and the necessary tactics to achieve them.

EXPERIENTIAL MARKETING

With a promotional or advertising orientation, experiential marketing aims to engage the consumer in a unique relationship with the brand. Defined as a modern form of communication, experiential marketing seeks to stimulate the emotions and reactions of its audience. With originality at the heart of its strategy, this case will help establish or enhance brand awareness and customer relationships, thereby adding value to the product or service.

DIGITAL MARKETING

Currently present in most marketing efforts, digital marketing is an indispensable asset for any company wanting to secure its place in an increasingly competitive market. Representing the future and innovation in this field, it is crucial to incorporate this aspect into Happening Marketing. This case will address the growing digital presence of companies. It will cover various aspects such as the Internet, mobile or tablet applications, SEO, and consumer conversion. Additionally, digital information will be at the core of the digital strategy.

B2B MARKETING

Marketing in the business environment, known as business-to-business (B2B), is a constant challenge for companies that must maintain relationships with partners, competitors, customers, and many other stakeholders. Difficult to quantify but undoubtedly one of the most important, B2B commerce primarily involves establishing a positive and lasting relationship with various partnerships. This case will focus on all activities that enable the creation or strengthening of these professional ties.

INTERNATIONAL MARKETING

International marketing aims to analyze the constraints a company may face in the context of internationalization. Considering global operational differences, similarities, and opportunities to achieve global objectives. This case helps understand and implement the advantages and challenges related to expanding into different foreign markets and offers marketing strategies that influence internationalization decisions.

HR MARKETING

The employer branding-focused HR marketing case is a strategic scenario designed to assess participants' ability to apply marketing tools and principles to address challenges related to talent attraction and retention. This type of case challenges participants to develop creative and targeted strategies to build, strengthen, and showcase an organization's employer brand.

b. UNCONVENTIONAL CASE

REQUEST FOR AGENCY PROPOSAL

The contract case simulates an experience akin to working in a marketing agency. It involves developing a marketing campaign as a team of four and pitching it to the jury in a day consisting of three rounds. The team will present its agency with its mission, vision, objectives, etc., to win the bid. Strategic thinking, creative advertising, as well as media buying and placement, will be key. Before Happening Marketing, the teams must create a visual identity for their agency (logo and brand image).

SURPRISE CASE

The surprise case is defined by creativity and can encompass all areas of marketing. Since the team does not know which area of marketing the case will focus on, it must be diverse to have a broad range of marketing knowledge. The case is solved before the competition.

c. ADDITIONAL ACADEMIC CHALLENGE

QUIZ

The quiz is a quick-thinking challenge that tests participants' knowledge of current marketing events. The quiz includes several sections: logos and slogans, short answers, multiple choice, true or false, catering to all preferences! The sought-after participants must perfectly manage

stress, be quick, versatile, possess strong memorization skills, and demonstrate good team cohesion. The competition will be fierce.

E. HM CHARTER UPDATE

2021	
	Complete restructuring of the Charter
7.3.7.	Academic grid
2022	
	HR Marketing case study added
13.3	Coordinator of the year section added
2023	
	Withdrawal HR Marketing
	International Marketing case study added
2024	
	3 computers for acad teams
	Add Canva for contract
	Addition of section 15 on Bill 25
2025	
2.	Gender use
5.3.1	Participation

6.2	Tests
6.2.5	Use of a template file
6.3.2	Quiz language
6.3.4.1	Solving conventional academic cases
6.3.4.1.1	Use of the Internet
6.3.4.1.2	Use of artificial intelligence
6.3.4.2	Resolution of the surprise case
6.3.7	Evaluation grid
6.7	Tie-breaking procedures
14.	Policy Law 25
2026	
5.2	
6.1.2	
6.3.4.1.2	
6.3.4.2	
7.4.5	
7.5.1	
11.2	
11.3.2	
11.3.3	
14.	