

Rules and regulations

Official Rules

TAKE OFF!

[Join the AccorHotels Student Adventure](#)

DESCRIPTION OF THE CONTEST

AccorHotels, the world's leading hotel operator, is organizing an original and innovative student challenge from March 20th to Mid-June 2017 ("the Contest"). Form teams of 3 students and compete in 3 rounds on the theme of JO&JOE and the development of a place to meet for locals and travellers. You will have the opportunity to work on innovative sustainable propositions, network with industry leaders and win superb holidays in our hotels!

SPONSOR

Accor SA (hereafter referred to as Accor) is a French Company with its headquarters located at Sequana, 82 Rue Henri Farman, 92130 Issy-les-Moulineaux, France.

AGREEMENT TO THE OFFICIAL RULES:

By participating in the Contest, each entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor, which are final and binding in all matters related to the Contest.

COMPETITION SCHEDULE

The overall competition schedule takes place between **March 20th** and **Mid-June 2017**.

The first round takes place from March 20th to April 28th 2016.

The second round takes place from April 28th to May 17th, 2017.

The third round (hereafter referred to as the Finale) takes place from May 17th to Mid-June 2017.

WHO CAN ENTER

To be eligible to participate:

1. Entrants must be **students**, enrolled at any school of higher education (Hospitality Management school, Business school, University, Design School, etc.).
2. Entrants must be between 18 years and 30 years old at registration.
3. Entrants register in teams of 3 players; all members of a team must be enrolled at the same school or university.
4. Entrants are only allowed to register under one team.
5. Each member of the team must have a valid email address.
6. Participants **cannot be** employees, apprentices, trainees and/or interns in the teams of AccorHotels (or of any of its affiliates) working in Marketing Innovation Lab Department or dealing closely with the JO&JOE strategy or working at the Talent Acquisition and School Partnerships Department.
7. Students cannot participate if they were amongst the semi-finalists teams in a former TAKE OFF! edition.

When completing the official registration forms the teams will be asked to accept these Official Rules. Failure to accept the Official Rules will prohibit the completion of the official registration form. Acceptance by the team member having personally completed the official registration form on behalf of the team will be deemed to constitute acceptance by the other members of the team. Participation in the Contest is subject to each team's online acceptance of the present AccorHotels Student Adventure Official Rules.

HOW TO ENTER / HOW TO PLAY / SELECTION OF WINNERS

Dates of the challenge are subject to changes.

All entries must be made during the Contest period.

The competition involves three rounds.

A. ROUND 1

Participants have until April 10th to register and submit their project!

The subject: **Imagine how JO&JOE could become a place to meet for locals and travellers.**

The task is to: post a title, a picture and an explicative short text.

- The text must not exceed **500 characters**.
- The picture must be less than **20 Mo** (JPG & PNG format)
- The title must not exceed **50 characters**.

How to submit the project?

To submit their project students should log onto the website:
www.AccorHotelsTakeOff.com

Entrants must complete the online registration form, submit their project and complete the forms in full.

Once the team has validated its project, they will receive an automatic e-mail confirming that the project will be uploaded on April 11th or rejected if containing illegal materials.

After validation, a team **will not be able** to change the content.

The content of each group (text, title, and photo) will be checked by the website administrator. The website administrator will validate the information before it appears on the website. All the projects will be put online before April 10th, 11.59pm.

AccorHotels cannot be held responsible for the quality of the photo posted on the website.

Once a team has been registered, no changes can be made to its composition.

If the number of team members is reduced to less than 3 members, the team shall be disqualified. However, AccorHotels reserves the right, not to disqualify teams in which a team member has a legitimate reason to leave their team as long as there are at least 2 team members remaining to continue the contest. The reasons considered as legitimate by AccorHotels are the following: pregnancy, accidents or hospitalization.

A maximum of **300 teams** will be able to register.

Selection process round 1:

All of the groups will be evaluated by the number of votes collected on the website and by a jury of AccorHotels professionals.

- The 50 teams receiving the highest number of votes (from April 10th to 23rd) will be pre-selected.
- Out of the 50 teams, 15 teams will be chosen by a jury of AccorHotels professionals*. In addition, some teams could be added as the “Jury’s Choice”, even if the teams wasn’t in the 50 initials teams.

**Jury of AccorHotels professionals (composed of - subject to change without notice - operational General Managers of AccorHotels hotels, HR department, Marketing Innovation Lab Department, school professors, etc.).*

AccorHotels reserves the right to check the validity of the registration information submitted by students. In order to continue the adventure each student in the qualified teams will be required to send **ID and/or student cards** from the school or university cited by the student.

If for any reason a team qualified to participate in Round 2 should be disqualified, the team with the next best score will be selected.

B. ROUND 2:

Teams qualified will have from **April 28th** to **May 14th** to

submit their project!

The task: post a title, a video and an explicative short text.

Imagine a short scene where you will be the actors and which will represent your project.

- The video must not exceed **1 minute and 30 seconds, 50 Mo** (flv, mp4, wmv, mpeg).
- The text must not exceed **500 characters**.
- The title must not exceed **50 characters**.

How to submit the project?

To submit their project, students should log onto the website:

www.AccorhotelsTakeoff.com .

Entrants must complete the Round 2 submission form to post their project.

Entrants must complete the form in full.

As soon as a team has validated the content of its project, they will receive an automatic e-mail confirming that the project will be uploaded on May 18th.

AccorHotels cannot be held responsible for the quality of the video posted on the website.

After validation, a team will not be able to change the content.

The content of each group (text, title, and video) will be checked by the website administrator. The website administrator will validate the information before it appears on the website.

Selection process round 2:

The 15 remaining teams will be evaluated by a jury made of AccorHotels professionals via a **10 minutes conference call on May 16th** where the Jury :

- will watch their video
- will ask them 2 to 3 questions. (2 minutes / answer)

One week before, the second jury is organized, the students will receive a notification by e-mail with the hour at which they need to attend the jury.

All team members need to attend the jury.

If none of the team member can attend it, the students must justify their unavailability at least 5 days in advance with a valid certificate from their school or doctor. A new attending hour will be communicated.

In case of *force majeure*, the students will get a new attending hour. If none of the students attend the jury, their project will still be evaluated but they will have a 0 out of 5 for the question/answer part.

In the absence of any valid justification in due time, the students will be disqualified.

If the students are late,

- More than 10 minutes, they will get a 0 out of 5 for the question/answers part
- Less than 10 minutes, the delay will be deducted

5 teams will participate in the **Finale in Paris**, results will be on **May 17th**.

AccorHotels reserves the right to check the validity of the registration information submitted by students. In order to continue the adventure each student of the qualified teams will be required to send ID and/or student cards from the school or university cited by the student.

If for any reason a team qualified to participate in the Finale in Paris should be disqualified, the team with the next best score will be selected.

C. FINALE IN PARIS:

The task: The subject and the tasks are kept secret until the Finale (Mid-June, 2017) in Paris and will be in line with the main subject (JO&JOE and the development of a place to meet for locals and travellers)

It doesn't need any preparation or materials.

All the information, materials... will be transmitted to the participants during the Finale.

ELIMINATION

AccorHotels reserves the right to check the validity of the registration information submitted by students at any stage during the competition and to request copies of ID and/or student cards from the school or university cited by the student.

AccorHotels reserves the right to refuse participation, or to disqualify, at any time during the Contest, students (and their team) who have submitted incorrect or misleading information. Teams will have no recourse against disqualification decisions.

JUDGING CRITERIA

General judging criteria are:

A. Round 1

- Innovation of the proposition
- Consistency with AccorHotels strategy
- Feasibility of the proposition
- Aesthetic of the proposition

B. Round 2

- Innovation of the proposition
- Consistency with AccorHotels strategy
- Feasibility of the proposition
- Aesthetic of the proposition
- Team spirit

C. Finale in Paris

Presentation

Students will be informed on Mid-June of the judging criteria when Finale will start. In case of equal points, the jury will select the winning team.

PRIZES

The following prizes will be awarded, according to the definitive team ranking:

1. Finale in Paris

The 5 selected teams will be invited to attend the **Finale in Paris**. Travelling expenses by plane or train from the school city (economy class/second class) and hotel accommodation (mid-scale or economy AccorHotels hotels) will be borne by AccorHotels. Meals (breakfast, lunch and dinner) will be borne by AccorHotels as well as the cost of transport between the hotel and the competition base (place where the Finale and/or prize giving are taking place).

The winning team

The winning team will **win a trip** to be chosen by the team from among several destinations including **Berlin, Amsterdam, London, Prague, Budapest, Lisbon, Rome, Florence, Venice, Marrakech, Athens, St Petersburg, Vienna or Barcelona** (destinations are subject to change). The cost of the transportation (return flights or train), 3 nights in a 4 or 5* hotel, breakfast as well as precised before, other advantages will be included in the package.

All prizes awarded during the Contest must be used by the winners within 1 year of the Finale in Paris during which the winners are announced. Upon expiry of the 1-year period, the prizes will no longer be usable and the teams and/or team member cannot in any way claim compensation in cash and/or in kind should they not have used the prize in the aforementioned time period. Should the prize consist of a trip, all members of a winning team must travel together, except in case of force majeure, prohibiting a team member from participating in the trip.

Winners may not transfer, exchange or redeem any prizes for cash; however Sponsor reserves the right to substitute, in whole or in part, a prize of comparable or greater value due to prize unavailability. If any prize is refused, a prize notification is returned or deemed undeliverable, or potential winner is disqualified for any reason, an alternate winner will be selected.

The Sponsor will not provide any refund or compensation in the event of any cancellation of the trip by the winner of the Contest.

The Sponsor shall not be liable in any way for any dispute which may arise in connection with the allocation of prizes.

WINNER NOTIFICATION

The ranking will be announced to the teams during the Finale ceremony in Paris. The winning team will also receive an email confirmation after the Finale in Paris.

VOTE PROCESS

Anyone with a valid email address will be able to vote for any team. The votes will contribute to pre-select the teams for round 1.

Vote process for round 1:

All of the teams will be evaluated by the number of votes on the website and a jury of AccorHotels professionals.

- The 50 teams with the most votes will be pre-selected.
- Out of the 50 teams, 15 teams will be chosen by a jury of AccorHotels professionals.

Result: 15 teams will continue the adventure and participate in Round 2.

Personal information

Pursuant to the French Law n°78-17 dated January 6, 1978 as amended, any participants has a right of access to, a right of rectifying, a right to object to and a right of deletion of its personal data. Such right shall be exercised to the following:

“Take Off! Join the AccorHotels Student Adventure” International Coordinator -
School Relations & Partnerships Department - Tour Sequana- 82 Rue Henry
Farman - 92130 Issy-les-Moulineaux, France.

Confidentiality

During the Contest, Students and / or teams must not have any direct and / or indirect contact with the media, unless authorized by the AccorHotels Schools Relations and Partnerships Department.

Involvement of professors, School staff, Universities

The support of professors and / or University staff and / or school must be limited to general information and must not relate to the case study itself. Professors or university and / or school staff can be represented on the jury for Round 1, Round 2 and / or the Finale in Paris.

Disqualification

Noncompliance with the Official Rules will result in disqualification and the forfeiture if any prize.

WINNER PUBLICITY

Students participating in this Contest accept that, if they win a prize, the Sponsor will have the right, without additional payment or permission, to use their name, age, town of residence and likeness for the purposes of announcing the winner or runners-up of this Contest and for related promotional purposes.

Claims

Any dispute, questions and / or claims relating to the competition, must be received within 15 days of the date at which the winning teams of (round 1, round 2 and the Finale in Paris) have been announced.

The disputes, questions and claims must be sent in English or in French to the following address: "Take Off! Join the AccorHotels Student Adventure"
International Coordinator - School and Relations Department -82 Rue Henri Farman, 92130 Issy-les-Moulineaux, France.

These rules are governed by French law and all disputes arising from the competition will be subject to the exclusive jurisdiction of the competent French Court.

Miscellaneous

Accor reserves the right to shorten, modify, or cancel the competition, without the teams and / or team members being able to claim compensation thereof.

“Take Off! Join the AccorHotels Student Adventure”, its concept, content, look and feel, logo and all other graphic elements and organization are and will remain the sole property of AccorHotels.

AccorHotels is not responsible for errors in the entries of teams and team members, malfunction of the website, incorrect e-mail addresses, or connection problems related to the competition.

Teams will not be reimbursed for materials or resources used in the preparation of their presentation.

Authorization to use the participants' image

The entrants expressly agree that AccorHotels SA may directly or indirectly, fully or partially, and on an exclusive basis, use their image as it was captured with their consent by the photographer or/and the filmmaker for any purposes including, but not limited to advertising, marketing and/or events, with the right to include their name in the frame of the event “Take Off! Join the Accor Student Adventure”; said use may be either at no cost or for consideration, provided that it is intended to promote the Contest.

INTELLECTUAL PROPERTY RIGHTS

- 1) By submitting any audio or video entry, entrants thereby grant to AccorHotels and their affiliates, subsidiaries, licensees and assignees, an irrevocable, perpetual and royalty-free right to use, reproduce, edit, display, transmit, prepare derivative works of, modify, publish and otherwise make use of the submitted work or other information in any and all media, whether currently existing or hereinafter created, throughout the world and for any purpose. In addition to other things, the rights granted to Accor include, but

are not limited to, the right to resize, crop, censor, compress, edit feature, caption, affix logos to, and to otherwise alter or make use of the submitted work.

- 2) By submitting an entry, entrants thereby represent and warrant that the submitted work or information does not and shall not infringe on any copyright, any rights of privacy or publicity of any person, or any other right of any third party, and the entrants grant any and all rights and licenses to the contest sponsor herein, including but not limited to, all necessary rights under copyright, free and clear of any claims or encumbrances.
- 3) Entrants acknowledge and agree that AccorHotels shall have no obligation to post, display or otherwise make publicly available any work submitted by the entrant, and may, in their sole and unfettered discretion, remove, edit, modify or delete any work that the entrant submits.