

2023-2024



M2 SLEM GODMOTHER

INSTITUTIONAL STUDENT PROJECT

Manon Biscaras - Capucine Chupin - Barnabé Gabillet - Robin Senée

SUMMARY

| | |
|---|----------|
| Introduction | 1 |
| Analysis of the project | 2 |
| Project mission and vision statement | 3 |
| Implementation | 4 |
| Evaluation | 5 |
| Conclusion & thanks | 6 |

Our Project

We are a team of four students of the Master 2 Sport Leisure and Event Management at Paris-Saclay University. Every year, the M2 SLEM has a godfather or godmother from the sports world. For example Laurent Jalabert, Laure Boulleau or Luc Abalo used to be godfather and godmother of our master's program. It is an opportunity for each student to meet an important personality in the sport area.

Our mission is to find a godfather or a godmother for the 2023-2024 student class of our Master. We are also in charge of organizing a meeting with him or her. We want to give the chance to the students of our class to spend quality time, have exchanges, ask questions and have a cohesion moment with this personality.

We haven't established a precise role for each of us, because we are doing this work together by making regular updates. We all tried to find a godfather, godmother and we think together about how can we organize the best possible way this time of exchange. We are all coming from different sports areas, we had different professional experiences and to share our different ideas is really interesting.

We are therefore committed to find the perfect godfather or godmother and to organize a time of exchange that will be as enriching for the students as it will be for him, her.

Our Team



Manon Biscaras



Capucine Chupin



Barnabé Gabillet



Robin Senée

The stakeholders

Our main stakeholders are the godmother we'll going to have, the university and our class students.

The Godmother

The godmother's aim is to share his vision of the sport area with young stakeholders in this field who are about to enter the professional world. He will share his passion, his experiences, his failures and successes. This will enable him to show that he is committed to the sport of tomorrow and to listening to young adults.

We can meet these needs and interests by discussing with her, how she imagines the exchange time, the main subjects she would like to talk about. What was important for us is also to show that we were proud of having her as our godmother. So we decided to take pictures with her in front of our building. We adapted ourselves to her availability and requests in order to organize properly our venue to her office.

Our students classmates

We organise this exchange for our student class so we need to discuss it with them to understand what they want. First, we informed them about the personality we were trying to contact. Once we've found a godfather, we'll present them in class the person's background. Then, we will ask them to fill out a form so that they can tell us what they would like to discuss with him. It's really important that they feel involved in the organisation of the exchange and they share their desires and ideas.

The University

The university and our teacher are behind the project, so we need to keep them informed of the progress. First, when we contact a personality in the sport area we talk about our university's prestige. Then, once we have agreed on a date with the godfather, we have to ask for a room at the university, if we decide to do it in this place. However, we don't have any financial support from the University to organize this event, so we can't plan a buffet, for example.

Internal Analysis

The Resources

Team of Four Students: Dedicated team with different backgrounds and professional experiences, which can bring diverse skills and perspectives to the project.

The Strengths

1. Educational Context: The project is part of the Master 2 Sport Leisure and Event Management program, providing a strong educational context for the engagement of the godmother with students.
2. University Prestige: The project is associated with a prestigious university, which can be used as a leverage point when reaching out to potential godfathers or godmothers.
3. Team Diversity: Each team member brings a unique set of skills and knowledge, allowing for creative and thorough planning.
4. Teacher and University Support: Our teacher and university are behind the project, which adds credibility and support to our efforts.

The Skills

1. Event Planning: We have skills related to event management, which is crucial for organizing the exchange with the godmother.
2. Communication and Networking: The team's diverse sports backgrounds can facilitate communication and networking within the sports industry.

The Weaknesses

1. Limited Financial Support: Lack of financial support from the university restricts your ability to plan and execute certain aspects of the event, such as catering or subsidizing the godmother.
2. Undefined Roles: The absence of precise roles within your team can lead to challenges in coordination.

External Analysis

The Opportunities

1. Access to Sports Celebrities: The project's association with previous personalities like Laurent Jalabert and Laure Boulleau increases the likelihood of attracting another influential godmother.
2. Student Engagement: By involving the students in the process and allowing them to express their preferences, we can create an event that is tailored to their interests and needs.
3. Networking: This project can be an opportunity to expand every student network within the sports industry, which can be valuable for future career prospects.

The Threats

1. Availability of Celebrities: The availability and willingness of a prominent personality in the sports field to participate may be a significant challenge.
2. Competing Events: Other events may be vying for the attention of potential godfathers or godmothers, making it challenging to secure a commitment.
3. Logistical Challenges: Coordinating a meeting that accommodates the godmother's schedule and preferences may be challenging and time-consuming.

Our Mission

Our mission is to identify a personality from the world of sport, with the aim of acquiring knowledge from experts in the field as closely as possible.

This is a particularly demanding task, as it involves the selection and creation of a shortlist of just a few names.

These individuals must be in affinity with the professional aspirations of the majority of our graduating class, so that the chosen personality is willing to give us his or her precious time.

Reaching our mission

To accomplish this mission successfully, we organized numerous meetings within our team, with the aim of selecting a short list of people who could become the godmother of our project.

We pooled everyone's contacts and the particular constraints surrounding this project. This meant finding someone with a high level of English. Also find a person evolving in the professional sport area. Preferentially someone meaningful for our program, somebody that could inspire the students of our class.

OBJECTIVE

Our main objective for this project is to find a godmother for the 2023-2024 promotion. As mentioned, we wanted to create quality time, exchange, ask questions and have a cohesion moment with them.

To achieve our objectives, we have to complete a few steps.

- The first step is to brainstorm ideas of godfather and godmother, that can speak English. Indeed, because our promotion has international students it is very important that our godfather/godmother can speak English.
- After brainstorming ideas of personality, we need to contact those persons, to know if they are interested in being our godfather or godmother.
- The next step, if we have different personalities that agree on being our godfather/godmother, is to decide on which personality we choose.
- After deciding, on our godfather or godmother, we need to decide with them on a date, time and location. But also, we need to know what we are going to do during this time. We have to find an idea and make sure that our godfather/godmother agrees on the time spent with them.
- The last step before meeting with our godfather or godmother, is to let the students in our class know them, by making a presentation ahead of the meeting, so they know who they are.

CRITERIA OF SUCCESS

To know if our project is a success, we will base ourselves on specific criterias :

01.

The first one will be how we find our godmother. Are we going to find a personality by ourselves or will we need help from the teacher from the university?

02.

The second criteria will be if the meeting with the godmother went well and if the students appreciate it. To know if they enjoyed this moment, after the meeting, we can pass a questionnaire to know what was good or not, and if they have remarks about the meeting.

03.

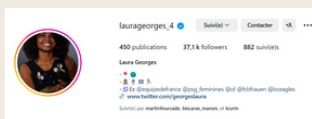
The last criteria will be whether the godmother appreciates the moment with our promotion. To know that, we can reach out to her after the meeting to know how she felt during the moment and how we could improve.

NOVEMBER 2023

We have found the godmother of our class ! **Laura Georges** agreed to be our godmother and we're very grateful. Laura Georges is a former French international footballer. She played for Olympique Lyonnais, Paris Saint Germain and Bayern Munich and has over 180 caps for the French women's team. Since 2017, she has been general the secretary of the French Football Federation.

We add her on LinkedIn, and once she'd accepted us, we sent her a message. She replied a few weeks later and we were able to get her on the phone to tell her about our project and what it meant to be the godmother of the M2 SLEM class.

Then we had to send her a feedback with all informations by email and she informed us that she would give us her answer in two weeks. After two weeks, we were delighted to hear that she had agreed to be our godmother, so we were quick to tell our teachers and fellow students. Considering her background, her professionalism and her personality, we are extremely proud to have Laura Georges as our godmother.



As Laura studied and played football at Boston University, the meeting will be in English.

As far as the date is concerned, the meeting will take place in January, but the precise date depends more on her and our teachers than on our calendar. So we choose three free dates with our teacher and we proposed to her, as she has asked us for several proposals because her timetable can change at anytime.

DECEMBER 2023

This month was important for the preparation of the meeting. In this preparation we really wanted to include Laura Georges and all the Master SLEM promotion. So we exchange with them around three main points :



Between the three dates we proposed Laura choose the **17th of january at the morning.**

The date



The place


We asked Laura if it was possible to organise the meeting at the Federation Française de Football but she preferred us to meet at the University. In a second time she proposed us to visit the FFF in february.



The subject

Our aim is to meet the different expectations of our colleagues for this meeting, for that we created a Gform. Through this Gform they can all tell us what subjects they would like to discuss with her, what ideas we might have for a time together, and so on. Based on their various responses, we were able to identify more clearly how they imagined the meeting and the main themes they wanted to cover.

After that, we were able to exchange about the subject with Laura georges and to ask her if she has any favorite or topical subjects that she would like to discuss with us. In addition to the subjects mentioned, she told us about her association project and she would like to talk to us about "the success of carrying out a project" and find out how we intend to succeed in our professional projects and what motivates us.



MEETING WITH LAURA GEORGES
M2 SLEM GODMOTHER
IN JANUARY



Meeting with the Godmother

Hi everyone,

We're delighted to invite you to meet the godmother of our graduating class, **Laura Georges**.

Laura Georges is a **former French international footballer**. She played for Olympique Lyonnais, Paris Saint Germain and Bayern Munich and has over 180 caps for the French women's team.

Since 2017, she has been **general secretary at the French Football Federation**. Here is her LinkedIn profile: <https://www.linkedin.com/in/laura-georges-63a9b4106/?originalSubdomain=fr>

And her Wikipedia profile: https://fr.wikipedia.org/wiki/Laura_Georges

As Laura studied and played football at Boston University, the meeting will be in English. As far as the date is concerned, the meeting will take place in **January**, but the precise date depends more on her and our teachers than on us. We'll be in touch soon.

Our aim is to meet your expectations for this meeting, so through this gform you can tell us **what subjects you would like to discuss with her, what ideas we might have for a time together, and so on.**

We are open to all suggestions.
Thank you very much!

Capucine, Manon, Barnabé and Robin

JANUARY 2024

In January, we worked hard to prepare the meeting with Laura Georges. Firstly, we introduced Laura and her background to the whole class. Then we asked them to prepare a few questions based on the themes she would be discussing. We prepared a slide with the different themes in case the round table didn't run smoothly. Finally, we ordered a caterer for the buffet and bought a thank-you gift for Laura Georges.

On 17 January, we met Laura Georges at the university for a discussion. After introducing herself, we had a chance to exchange thoughts and ask questions on a range of subjects, including the place of women in sport, the future of football, the importance of self-confidence in sport, the role of the FFF in football development and the successful completion of a professional project. After this enriching exchange, we were able to share a convivial moment over a buffet.

Laura really took the time to answer each of our questions and asked us some too. It was a very rewarding experience for both us and her. The conversations flowed smoothly without us needing to use our slideshow. It was a real round table and we got a lot of positive feedback. At the buffet, Laura Georges also took the time to chat with each of us and presented us with a gift.



MEETING WITH LAURA GEORGES
WITH SILEN GODROYER

WEDNESDAY JANUARY 17TH

Laura Georges was a French international footballer. She played for Olympique Lyonnais, Paris Saint Germain and Bayern Munich and has over 180 caps for the French women's team. Since 2017, she has been general secretary at the French Football Federation.

PROGRAM
10 a.m - Start of the meeting
10 a.m - 10:15 a.m : Presentation of Laura Georges
10:15 a.m - 11:30 a.m : Exchange on different subject
11:30 am - 12 a.m : Others questions
12 a.m - 1 p.m : Buffet

TOPICS COVERED:
• the place of women in sport
• the future of football
• the importance of self-confidence in sport
• The role of FFF in football development
• The successful completion of a professional project



FEBRUARY 2024

On Tuesday 6 February, we visited the French Football Federation in Paris to meet Laura Georges in her professional environment. After a tour of the federation, we were able to discuss matters with her and François Vasseur, Chief Marketing and Revenue Officer of the FFF. We exchanged views on the FFF's marketing and communications. That was a really enriching visit and exchanges with both of them who take the time to speak with us.



Our Goal

The mission given by the university was initially quite simple: to find a godmother or godfather with a clear connection to sports, whether in the field of high-level sports, economics, or medicine. This first objective was relatively easy to achieve. However, the directors of the Master SLEM have higher standards and were particularly interested in having a woman as a godmother. In fact, previous editions mainly had men in this role. Additionally, being an international class, we needed to ensure that our godmother had a sufficient level of English to share her experience without difficulty. The idea of Laura Georges perfectly met all these criteria, making her the ideal choice for this crucial project for our SLEM promotion.

Positives points of our work

We worked diligently on finding the right profile. Quickly, we considered individuals who might be interested in this role and focused on very specific profiles, like that of Laura Georges.

Difficult choices we had made

During our reflection, we hesitated for a long time on the type of activity to organize around this godmother. We had the choice between various activities, such as a small football tournament, a conference inviting a large number of students, or a meeting in a smaller committee. Ultimately, we opted for the latter option, after a debate within our team.

Tips for the next editions

For future projects, I think the next team in charge of this project should quickly assess their network. Then, in the same approach, they should have a clear idea of the type of profile they are looking for in order to propose different profiles to the promotion. This would prevent dispersing over many diverse profiles, which could prolong debates indefinitely and delay the progress of the project. A structured and targeted approach will enable the objectives to be achieved more efficiently and ensure the success of this important project for the Master SLEM.

CONCLUSION & ACKNOWLEDGEMENTS

As a conclusion, this project as allowed us to develop skills that will be more than useful in our future professional career.

Organizing an event, discussing with someone so highly placed, listening and learning from people with an intense professional purpose. Everything as taught us things very important.

The goal of this project was to find someone that would accept to become our godmother. This goal was achieved thanks to the acceptance of Laura Georges. Her professional profile is in line with what the SLEM represent and that is why we are so happy that someone like Mrs. Goerges accepted our demand.

We wanted to thanks every single person that helped us during our project.

First of all we would like to deeply thank Laura Georges. From the first contact to the visit of the FFF office, our godmother was involved in the greatness of this project.

Moreover we would like to thank Paris-Saclay university and its professor. Especially M. Desbordes and Mrs. Mukanova for their help and advices during all the process.

Finally we would like to thank every single students of our class for their involvement during both visit, at the university and at the FFF office.

06

2024

M2 SLEM GODMOTHER

THANK YOU

Capucine CHUPIN, Robin SENEÉ, Manon BISCARAS, Barnabe GABILLET