

Institutional Student Project
Organization of the “Joliot Curie - 2024”



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Introduction:

The 3rd edition of the Joliot Curie was held on Thursday, February 29, 2024. Organised by students in the Master 1 program in Sports Management at Université Paris Saclay, the race aims to show the campus through a unifying sporting activity. The event embodies not only a sporting challenge, but also a unique opportunity to strengthen ties within the university community and draw attention to the university's facilities and dynamic atmosphere.

Last year, the Master 1 class of 2022/2023 took charge of organising the second edition of the Joliot Curie. Although the first edition was quite successful, thanks to the commitment of the students, there was no shortage of challenges for the second edition. With a target number of potential participants and high expectations, there was a real opportunity to improve the event on our side. However, despite our enthusiasm and preparation, several elements fell short of our expectations.

Firstly, the number of participants fell short of our expectations. We were aiming for around 200 runners, but on race day, only 80 participants took the start. Several factors contributed to this low turnout. The timing of the race, set for a Thursday lunchtime, was not ideal, as many potential participants, particularly STAPS students, were not available at that time. What's more, the race format, a 7.5 km distance, was not approved by the athletics federation, which may have deterred some more serious runners from entering.

On the logistical front, our organisation also suffered from a number of shortcomings. The search for sponsors was not sufficiently thorough, which prevented us from offering attractive items such as t-shirts or banners for participants and the public. We had to make do with the material already used for the first edition, thus limiting the visual impact and appeal of the event.

On race day, we also encountered logistical problems that could have been anticipated. Electrical problems and inadequate facilities for the race village complicated the set-up. In addition, the absence of changing rooms and showers was a major drawback for participants. These elements contributed to a mixed feeling about the event, which, while not a total failure, did not achieve the level of success hoped for.

This year, as Master 2 students Emma Le Palec and Lise-Laure Mergy, we were determined to offer more structured and in-depth support to the organisers of the third edition. Drawing on our experience from the previous year, our aim was to support the Master 1 students by sharing our successes and mistakes, and helping them to avoid them. Our ambition was to provide them with the tools and advice they needed to make this edition a greater success, in terms of participation, logistical management and visibility. We firmly believe that, thanks to better planning and increased support, this third edition of the Joliot Curie will not only overcome past difficulties but also have a greater impact on the campus.

I. Presentation of the event and start of organisation :

The 3rd edition of the Joliot Curie took place on Thursday, February 29, 2024. The race is organised by students in the Master 1 program in Sports Management at Université Paris Saclay is a race organised within the campus to showcase and promote it. The Master 1 2022/2023 class organised the second edition of the Joliot-Curie. As we said earlier, after a rather successful first edition in terms of student involvement, we didn't achieve our objectives, and we lacked the expertise to bring the event to a successful conclusion. The 2023 students were more numerous and therefore had great potential to improve on the second edition.

After a first meeting organised by Clémence, the former project manager, in order to present the event and pass on initial information, our first task was to hold a meeting at which we presented a detailed review of the previous edition.

At this meeting, we outlined the successes and failures we had encountered, highlighting the elements that had worked well and those that had posed challenges. We tried to explain the specific difficulties involved in organising this event, while sharing effective strategies for anticipating any problems and improving the success of this year's race.

In addition to this feedback, we were present at the allocation of work poles, where our role was crucial in guiding the students on how best to structure teams and allocate responsibilities. We advised them on which divisions required a greater mobilisation of staff, such as logistics and administration, and which could operate with more limited resources. Thanks to our support, the students were able to approach the organisation of the event with a clearer understanding of the challenges to be met and the resources to be allocated, which greatly facilitated the preparation of this edition.

The 20 Master 1 students involved in this project have divided themselves into several committees. Lilou is the project leader, managing the administrative side in collaboration with 3 other students.

Here was the organization of 2024 :

Nom	Prénom	Commission / poste qui vous intéresse	COMMISSION
Penez	Anna	Cheffe de projet / adjointe / comm / logistique	Cheffe de projet / Adjoint.e
Emboulé	Annabelle	Logistique / sport / sécurité	Sport / logistique
lafrate	Stella	Admin / comm	Administration / Sécurité
Ambrass	Lilou	Cheffe de projet / adjointe	Cheffe de projet / Adjoint.e
Lenoir	Nicolas	Sport / adjoint / Logistique	Administration / Sécurité
Ouarti	Théo	peu importe	Partenariat
Kokuvi	Léo	Sport	Sport / logistique

Rousseau	Tiphanie	logistique, sport	Communication
Tessier	Fabien	logistique, administratif, sécurité	Logistique
Guyot	Samuel	partenariat, logistique	Partenariat
Absalon	Nael		Sport / logistique
Dusser	Constance		Sport / logistique
Volta	Juliette	Sport /logistique	Sport / logistique
Sandrin Henn	Yaniss	Sport/part/com	Communication
Nguyen duc long	Armelle	com	Communication
Hamel	Nicolas		Partenariat
Morin	Sarah		Communication
MENDJOUR	Myriam	Communication	Communication
Tourin	Aliénor	Communication	Communication
Bouchonnet	Paul		Partenariat
GABINO	Carlos		Partenariat
Sainson	William	Logistique / sport / sécurité	Sport / logistique

A month later, we attended their second meeting and were able to pass on all the information, sharing with them the various contents linked to communication (logo, photo, poster...) as well as the search for partnerships (brochure, contact...). During this meeting, we were able to tell them in greater detail what we felt about the previous edition, the positive points, the negative points and the points to watch out for.

This year's M1 students took the initiative of changing the race format and organising a 5km and a 10km. We supported them in this idea, as it would enable them to welcome more participants, and we advised them to approach the athletics federation in order to be affiliated and have the Joliot-Curie on the federal calendar. They also decided to hold the event at the end of the day, another way of attracting more participants. On the other hand, by choosing to change the schedule, part of the race will take place at night. So we alerted them to all the aspects to be taken into account in terms of safety and night-time logistics.

We also gave them all the contacts of previous years' partners, and the contact of a potential partner who had been contacted too late.

We also insisted on communication on social networks, and this year's students gave us dates for the first posts on instagram and facebook, which we felt were too late. At present, communication has begun on social networks.

We think it's essential to let the students be free each year, while maintaining the Joliot-Curie values. Each year will bring its own personal touch.

II. Analysis of the project

The challenge of this project is that we (Emma Le Palec and Lise-Laure Mergy) were only present to support and advise on this event. The project and the organisation of this event remain largely in the hands of the first-year Master's students. We thus wish to analyse this project differently: one part focusing on our role and our ability to assist in organising the Joliot Curie event, and another part on the choices made by the first-year Master's students and the success or failure of this event.

a) SWOT - Joliot Curie 2024 :

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> ● Experience : We have the experience gained from the previous edition, enabling us to better understand the challenges and propose concrete solutions. ● Partner network : A solid partnership with entities such as Décathlon and associations such as Dunes d'Espoir. ● Student commitment : Strong student motivation to enhance the visibility and impact of the event. ● Project management skills : Planning, communication and event management skills acquired through academic studies and practical experience. 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> ● Lack of Volunteers : Difficulty in mobilising a sufficient number of volunteers for critical roles such as signposting and refuelling. ● Logistical problems : Recurring challenges related to race village organisation, junction management and lack of changing rooms and showers. ● Financial limitations : Limited budget, affecting ability to offer attractive items such as t-shirts and trophies. ● Late communication: Problems with late communication and promotion, limiting participation.
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> ● Growing race popularity : Growing interest in cross-country races and sporting events provides an opportunity to attract a larger number of participants. ● Institutional support: Opportunity to obtain increased support from the university and local municipalities to improve infrastructure and resources. ● Partnership Development : Opportunity to expand partnerships with other local 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> ● Competition : The presence of other competing sporting events could attract potential participants and sponsors. ● Dependence on weather conditions : Weather conditions can affect participation and the smooth running of the event. ● Economic context : An uncertain economic context may limit the budgets allocated to non-essential events by sponsors and participants.

businesses and sports organisations to increase financial and logistical support.

- Increased visibility : Use of social media and local networks to raise awareness of the event and attract more participants and spectators.

- Regulatory constraints : Restrictions and regulatory requirements for the organisation of public events may impose additional constraints.

b) The resources

The event mobilised a wide range of resources, which we will present below.

- *Human resources* : Master 1 students in Sports Management are the main force behind the organisation of the race. The support of Master 2 students, like us, provides valuable expertise and practical advice.
- *Material* : Race materials such as bip race, arch for the departure, timer Oxybole, barriers for the start, and tents for the race village.



- *Financial*: Limited budget with significant dependence on sponsors such as Décathlon and donations.

c) Stakeholders

The event mobilised a wide range of stakeholders, which we will present below.

- *Master 1 students:*
 - Aim : To learn and acquire practical project management skills, successfully organise the event, achieve positive results and strengthen their experiences.
 - What we wanted to achieve with us : Offer guidance and ongoing support, share experiences and best practices, and provide them with appropriate management tools.
- *Us, Lise-Laure and Emma :*
 - Aim : Contribute our expertise, play a mentoring role, and ensure the success of the event to enhance our experience and our own professional development.
 - Goal for us: To take a proactive role in “mentoring” the students, proposing concrete solutions to the problems encountered, and guaranteeing an effective transfer of skills.
- *Race participants :*
 - Aim : To participate in a well-organised race with a good atmosphere, attractive courses, and adequate infrastructure.
 - What we wanted to propose : Improve logistics, offer quality services such as adequate refreshments, clear markings, and ensure a safe and enjoyable experience.
- *Sponsors (Décathlon):*
 - Aim : Gain visibility, associate their image with a dynamic sporting event, and obtain a positive return on investment.
 - What we could do for them: Ensure effective promotion of their brands, offer visibility during the event, and guarantee a mutually beneficial partnership.



- Association Dunes d'Espoir :
 - Aim : To actively participate in the event, promote their activities and values, promote their cause and strengthen their involvement in community projects.
 - What we want to contribute: Facilitate their participation, offer visibility to the association, raise charitable funds for the association.



- Université Paris Saclay :
 - Aim : Showcase the campus, support student initiatives, and promote a positive image of the university.
 - What we could do for them : Organise an event that reflects the university's values, showcases campus facilities and resources, and ensures a positive impact on the university community.
- Municipality and Local Authorities :
 - Aim : Ensure the safety of participants, promote physical activity and strengthen community ties.
 - What we could do for them : Work closely with the authorities to ensure the safety and organisation of the event, and promote the race's positive impact on the local community.

III. Project mission and vision statement, project objectives, and KPIs

To evaluate our involvement as supervisors of the Joliot Curie event, it is essential to define clear success criteria that reflect our role as mentor and our goal of support. Here are the main criteria for measuring the effectiveness of our supervision:

- Master 1 student support and training
- Improvement of organisational process
- Stakeholder satisfaction
- Personal and professional development

The method we used was to ask ourselves questions about our investment and whether we had helped according to different criteria. We then identified concrete case of our commitment to Joliot-curie.

a) Master 1 student support and training

Self-assessment questions : Did we manage to transmit all our knowledge to the M1 students ? Was our support meeting their expectations and was it relevant enough ? Were our advice/instructions listened to and implemented ?

Concrete case : We supported the students during various meetings to pass on everything we had learned from the previous edition and the organisation of the NoctiRaid. We created a WhatsApp group to communicate easily and quickly with the organising group of this 3rd edition.

b) Improvement of organisational process

Self-assessment questions : Did the students take feedback into account to improve and optimise the organisation (compared to previous editions)? Did the students manage to anticipate problems sufficiently, particularly on the points that were flagged ? Were new ideas or changes introduced to enhance the quality of the event ?

Concrete case : The students decided to change the format of this event to organise two labelled races and thus attract more people. They also scheduled the race at a different time of day; by holding it in the late afternoon, they could attract a larger crowd. The students of this third edition maintained the idea of making a donation to the Dunes of Hope association at the end of the race.

c) Stakeholder satisfaction

Self-assessment questions : What is the feedback from the participants? Do they have any (positive or negative) feedback for the members of the organisation? Were the partners satisfied with the interactions, the promotion, and their presence ? Was the communication between the different stakeholders conducted smoothly and respectfully (students, participants, association, university ...)?

Concret case : The students did not have participants fill out a satisfaction questionnaire, but we can assess the quality of this event differently. First of all, all race bibs were assigned, and many

participants expressed being very happy to have taken part in the race. Additionally, the Master 1 students were completely satisfied with our involvement. We aimed to support them as much as possible while giving them considerable freedom. We believe this experience has been very educational for them.

d) Personal and Professional Development

Self-assessment questions : How could our role be beneficial for us in the future ? How can we improve our way of conveying information ? How can this event help us in our professional lives ? What was our level of commitment to this project ?

Concret case : We did our best to be as available as possible for the Master 1 students which allowed us to improve our ability to communicate and provide advice while maintaining respect. However, the proximity of this race to the Noctiraid event did not allow us to dedicate as much time to them as we would have liked. Finally, participating from a distance in the organisation of an event allows us to gain perspective and change our outlook. For example, we already knew that communication around the event is essential, but this time we were able to follow the communication of the Joliot Curie race differently (as if we were participants, since we did not make decisions related to social media posts or email sends). We observed that communication is rarely sufficient and needs to be placed more centrally in the organisation.

We regret that we were unable to attend this year's Joliot Curie, due to our internship. This constraint prevented us from taking an active part in the event and providing direct support to the students. We would have liked to have been there to accompany them and help them overcome the problems they encountered, particularly in terms of logistical management and volunteer coordination. Our presence would not only have enabled us to provide solutions to the various problems, but also to share our experience in a more concrete way.

e) Event report : last meeting

Below is the report of the post-event meeting.

Positive Points : The assessment of the third edition of the Joliot Curie event reveals several positive aspects worth highlighting.

First, the course was unanimously appreciated by the runners. Participants expressed their satisfaction with the course route, which was considered accessible and well-conceived. The overall atmosphere of the event was also very friendly, with a warm and dynamic ambiance that contributed to the enthusiasm of both runners and spectators. Feedback from participants was mostly positive, indicating the success of key aspects of the organisation. The decision to modify the historical course of the race was a success for this event, and we encourage future editions to offer track-style courses that attract licensed athletes.

Additionally, the association "Dunes d'Espoir" was particularly satisfied with their participation. Their commitment was such that they expressed a desire to be even more involved in the next edition, which is excellent news for strengthening the partnership and visibility of the event. Similarly, the partnership with Decathlon was a success, and the company has expressed its desire to continue

supporting the event next year, thus consolidating crucial logistical and financial support for the organisation.

It is also worth noting the good dynamic of the communication team, especially at the end of the process. The team managed to attract attention and effectively disseminate information about the race, thereby contributing to better visibility and participation. Finally, the management of cancellation requests was well-orchestrated, allowing other runners to register in place of those who dropped out, which helped maintain a good participation rate.

Points for Improvement : However, several aspects need improvement for future editions.

One of the main areas to strengthen is charitable fundraising. It is imperative to increase collection efforts, particularly by implementing more targeted donation request strategies and maximising contributions from sponsors and participants. Nonetheless, a sum of 300€ was donated to the association.

Holding follow-up meetings more regularly could be beneficial. This would allow less involved students to take the project more to heart and enable the entire group to track the progress of the various teams. Regular meetings, perhaps one every two weeks, could be a suitable pace given the scale of this event, especially if future students manage to expand it even further.

The lack of volunteers was also a problem, particularly for signaling and refreshment posts. For the next edition, it will be crucial to recruit more volunteers for these key roles to ensure the smooth running of the race. Special attention should be paid to the first arrivals to recognize their performance and ensure they receive a warm welcome.

Regarding the logistics of the race village, it is necessary to develop a detailed organisational plan in advance. This will help avoid last-minute improvisations and ensure a smooth and efficient setup of the necessary infrastructure. Moreover, all volunteers must be well-informed about the course and starting instructions. A detailed briefing session and clear course maps displayed in the race village will be essential to avoid any confusion. If the budget allows, it would be useful to display the course on a large panel.

It was noted that ground marking could be improved. Using chalk for more visible signage throughout the course would help guide the runners, especially in sections where signalers need to be placed to prevent deviations. Some signaling posts were difficult to manage and caused some problems. It will be crucial to place more experienced individuals or increase the number of signalers to smooth traffic flow.

Proposals for the Next Edition : For the next year, several actions are planned to improve the event.

One suggestion is to coordinate with the Dunes d'Espoir association for them to arrive earlier to ensure better preparation. Additionally, adjusting the race schedule to an earlier or later time in the day could solve lighting issues and improve signage.

It will also be crucial to obtain permission to turn on the lights at Carré des Sciences Square to ensure adequate visibility. Considering holding the race inside the buildings next year could offer a unique

experience better suited to lighting and weather conditions. A request to Kaiser for authorization will be necessary.

To expand communication outreach, a broader mailing list in collaboration with the city is recommended. This action could reach a wider audience and increase participation. Using more barriers to organise the start more orderly is also suggested to avoid congestion and facilitate the start of the race.

Finally, to improve bib management, it is imperative to have at least three dedicated people for this task and use a shared document where all organisers can track registrations in real time.

For the CVEC (financial support of the university), it is important to clarify that the fundraising is for charitable purposes and not for generating profits, to clarify the intentions and uses of the funds.

Lastly, centralising all pertinent information in clear emails accessible to all organisers and improving the race's visibility on the Oxybole platform (timer) are essential measures for the future success of the event. Inviting former organisers to preparation meetings and contacting the Curie Foundation earlier to confirm their participation will ensure better coordination and increased support for the next edition.

The main goal for future M2 students is to become supporters of the previous edition and to ensure the most comprehensive handover possible. It is important to keep in mind that an event that gathers the most complete organising committee possible has the best chance of achieving a successful race. Therefore, it is crucial to present the project to future students quickly and find the right words to motivate them.

Conclusion :

Supervising the "Joliot Curie", a charity race organised on the Université Paris-Saclay campus by students in the Master 1 Sports Management program, was a project of particular importance to us. Indeed, our decision to get involved in this race stemmed from a previous experience where we ourselves had the opportunity to organise this race last year.

So it was only natural that we chose to supervise and advise the M1 students in the organisation of the new edition of the "Joliot Curie". Our aim was to share our previous experience, our mistakes, and to contribute our expertise to ensure the success of this year's race. Indeed, we were able to help them plan more efficiently, anticipate logistical problems and mobilise a greater number of participants. For us, this transition from organising to supervising was a unique opportunity for personal and professional development.

By taking on this supervisory role, we were not only able to offer valuable support to the M1s, but we also enriched our own experience in project management and leadership. It was extremely interesting to see how our advice and guidance positively influenced the course of the event, creating a very enriching dynamic. We discovered a new facet of event management, that of supervision, which enabled us to deepen our understanding of organisational processes and strengthen our team coordination skills.

What's more, the "Joliot Curie" is an event that aims to bring all publics together around a charitable cause, which adds a human and social dimension to our commitment. This dimension enabled us to realise how our contribution with the Master could have a positive impact not only on the students, students but on the community as a whole.

