

IMW Prep Meeting



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Program

9:00 – 9:30 : Café Croissant

**9:30 – 12:30 : Presentations of The IMWs
Edition 2019**

12:30 – 13:30 : Lunch Break

13:30 – 15:30 Points to be discussed

- Extending the network
- Communication on our Weeks
- Modification of the Charter ?

SAINT GOBAIN

WHO KNOWS THEM ?

- More Than 179 000 Employees Worldwide
- € 40.8 bn Turn Over





Top Notch Brand for Craftsmen and Professionnals, ... Almost Unknown to the Public

Some Of Their Brands



And the Website



The screenshot shows a web browser window displaying the Saint-Gobain website. The browser's address bar shows the URL: https://www.saint-gobain.fr/?gclid=CjwKCAjwuO3cBRAYEiwAzOxKskas0NLhhK7gDvGadxBMcAiJVML-g0fU1NaO-2fVJxlSvL-J-KRN-hoCdi4QAvD_Bw. The website header includes the Saint-Gobain logo and navigation links: CHAMBRES, SALLES DE BAIN, COMBLES, STYLE & CONFORT, GUIDES TRAVAUX. A main banner features a family of four holding up a large white architectural element, with the text "HABITEZ VOS RÊVES Imaginez, Aménagez, Rénovez !". A navigation bar at the top right says "Faites réaliser vos travaux" and "Conseils personnalisés gratuits". At the bottom, a cookie consent banner is visible with the text: "Ce site web utilise des cookies pour vous permettre de partager certains contenus sur les réseaux sociaux, d'accéder à votre espace personnel, et pour réaliser des statistiques de visites. Pour en savoir plus ou pour savoir comment configurer les cookies, cliquer sur [en savoir plus](#)". There are two buttons: "Tout accepter" and "Gérer les cookies".

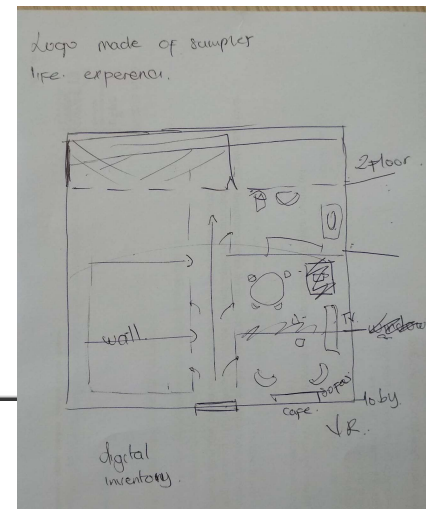
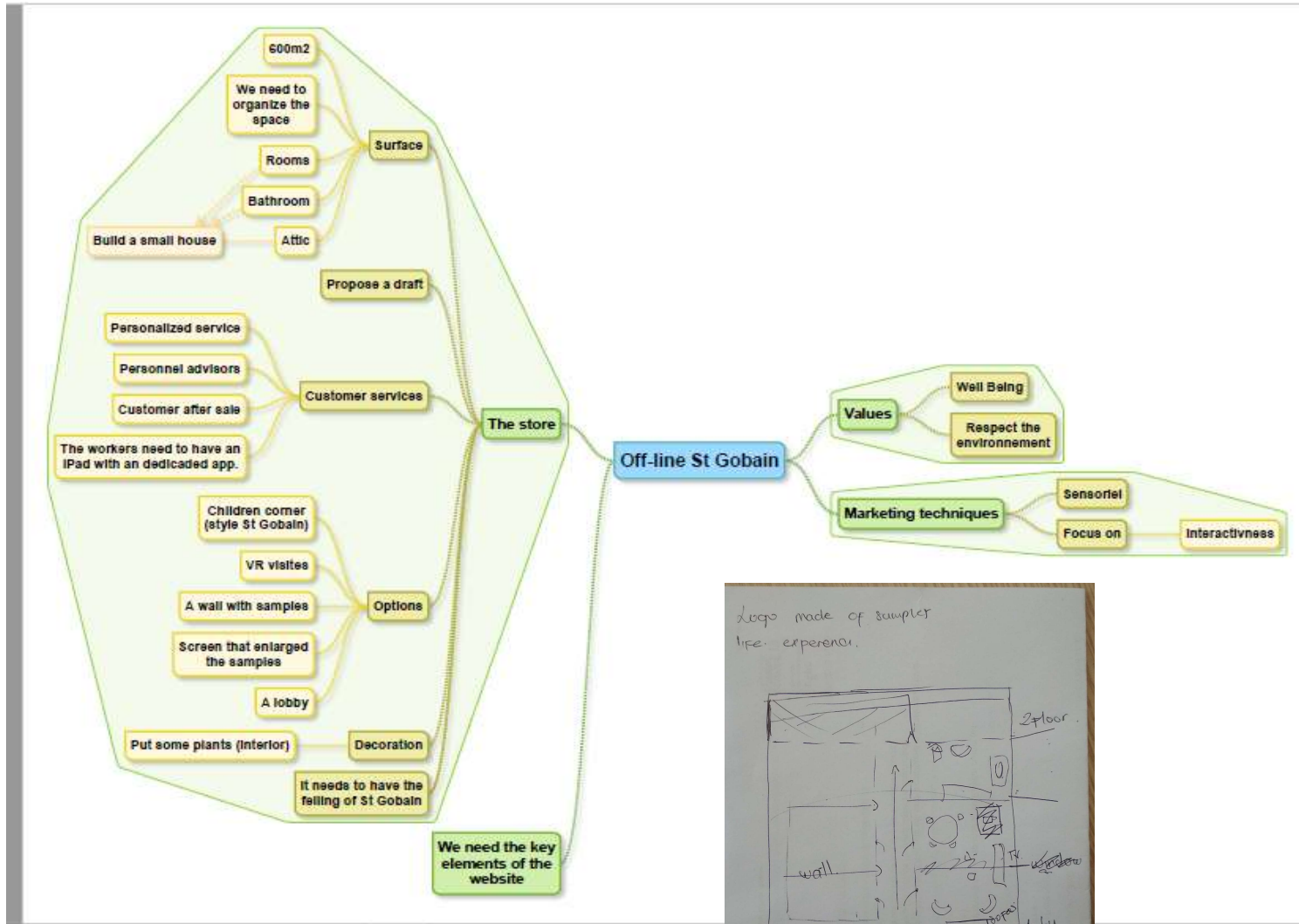
2018 IMW'S WORK

- How to become a top of mind brand for customers ?
- Translating the website content into an outlet reality

Visiting DOMOLAB Saint Gobain's Innovation Center







La Défense

Saint Gobain's Head Quarters



SAINT-G

Presentations at SG



With The Winners





SAINT-G



International Marketing Week in Paris

Sunday March 10th to Friday 15th – 2019

**A Marketing Experience with
Saint Gobain**

IMW 2019 – IUT Saint Denis

When	March 10th - 15th 2019
Who	Département Techniques de Commercialisation IUT de Saint-Denis - Université Paris 13
Where	Saint-Denis La Plaine (Stade de France) – France
Our Partner	Saint-Gobain – Division Habitat/Home division
The Challenge	A Marketing Experience by Saint Gobain
Contact	Your local International Marketing Week Coordinator
Deadline for registration	January 15th 2019
Price	250 Euros

The XL+ Bonus for You and Saint Gobain

- A CV enriching experience
 - 10 European Teams of 5 compete on a Mkg Str.
 - You are 1 out of those 50 students
 - You have 5 Days to come up with solutions to present to Saint Gobain
 - We need the best of your talent
- A personal experience too
 - Free time and free pass mobility throughout the week to discover and experience Paris

250
Euros

Fees include

- 5 nights and breakfasts at Youth Hostel Yves Robert*
- All 5 Day-Lunches
- Transport Pass for the whole week and for the whole region of Ile De France.
- The Mission Team that will guide you throughout the week

*<http://www.hifrance.org/auberge-de-jeunesse/paris--yves-robert.html>

Yves Robert Youth Hostel



SAINT-G

<http://www.hifrance.org/auberge-de-jeunesse/paris--yves-robot.html>

How to register

- Contact your local international Marketing Week Coordinator (5 students from each country)
- Send your registration form to :
 - Bruno Boudeau : bruno.boudeau@univ-paris13.fr
 - Sabine Delecour : sabinedelecour@orange.fr
- **Deadline for Registration : January, 15th, 2019**