IUT SAINT-DENIS

International Marketing Week

14–19 MARCH 2027

A social challenge.
A European perspective.

Join us for an intercultural Marketing competition.



LE PRISME · BOBIGNY

Sport · Inclusion · Multiculturalism

The client: Le PRISME

A flagship inclusive multisport structure in Bobigny in the Greater Paris Area.

Pôle de Référence Inclusif Sportif Métropolitain

Offering sport to all – connecting leisure, inclusion, health and performance.

13,000

m² of facilities

7/7

access to varied activities

What makes it distinctive

- Accessible to the general public, people with disabilities, clubs, schools, associations and social / medico-social organisations.
- A wide mix of spaces: multisport halls, climbing, fitness, boccia, fencing and a 50 m athletics track.
- A research, training and resource hub dedicated to parasport and inclusive sport.



LE PRISME

Inclusive sport as a local social connector

The strategic challenge

Sport is the point of entry – Social connection is the wider ambition.

THE QUESTION

How can we help Le PRISME reach local residents who are currently distant from sport activities — and turn sport into a gateway to social inclusion?

LE PRISME as a building

A place to move, play, learn and discover inclusive sport.

SPORT AS A BRIDGE

LE PRISME as a social anchorage

A local connector that builds confidence, belonging and participation.

Teams will focus on

- Awareness
- Language & culture
- Disability perceptions
- Trust & local networks

What should teams deliver?

Communication that reaches people beyond the usual sports audiences.

80%

OFFLINE

COMMUNICATION

Think beyond screens.
Build trust, visibility and participation in the community.

01 **Community engagement strategy**

A clear pathway from awareness to first visit participation.loyalty

02 **Multilingual communication toolkit**

Simple messages and formats adapted to local audiences.

03 **Campaign concepts**

Original ideas that make inclusive sport visible and relatable.

04 **Community activation & events**

Low-friction formats that can reach people outside sporting circles.

05 **Association / ambassador toolkit**

Ways to mobilise trusted local relays and community partners.

06 **Building up prototypes**

Mock-ups, scripts, formats or tools that make the idea tangible.

Outlines of the week

A simple start: arrive, connect, experience Paris and get ready for the challenge.

WELCOME

Welcoming dinner – TbC

1

Sunday March 14 at 07:00 pm

St Christopher's Inn – Gare du Nord

FUN & CULTURE

Explore Paris together

2

Choose among a set of outings and activities prepared by our Mission Team.

PARIS

Pack your things & get ready!

A week of intercultural teamwork, field immersion and creative marketing.

Last year’s group



International teams. Shared experience. One week in Paris.

IMW Paris at a glance

Practical information for partner universities and participants.

WHEN — **March 14th–19th, 2026**

WHO — Université Sorbonne Paris Nord
USPN - IUT de Saint-Denis

WHERE — Campus la Halle Montjoie
La Plaine St Denis

The PARTNER — Le PRISME · A flagship inclusive multisport institution in Bobigny, Greater Paris!

CONTACT — **Your local International Marketing Week Coordinator**

REGISTRATION — **Deadline: December 10th, 2026**

PRICE

350 € — Including accommodation, public transport pass, lunches and selected outings/ visits

150 € — without accommodation

ACCOMMODATION

Auberge/Hostel St Christopher's Inn
5 rue de Dunkerque · Paris 10

More info on St Christopher's In.