

"Paris Evolution Event": Project Presentation as at November 2008

Team 5: Benoit Maton (team leader), Sébastien Lesbegueries, Mathilde Sutter, Yu Shi

MISSION

- To sell and manage two turnkey events celebrating both the bicentennial of Charles Darwin's birth and the 150th anniversary of the publication of his "Origin of Species", to cities or regions of France interested in outsourcing such events; more specifically, to respond to the interest that the mayor of Clichy has expressed in offering such events to the inhabitants of the French "Hauts-de-Seine" Department (92).

SCOPE

- Exhibition "The Darwin's Journey"



In partnership with the City of Clichy, our exhibition, conceived by the Darwin specialist Patrick Tort, will take the visitors back through Darwin's journey onboard the H.M.S. Beagle. It will highlight his discoveries and his revolutionary breakthroughs. Local elementary schools will assist us in making the exhibition more attractive for children, with two workshops. All exhibition visitors will be allowed to participate in our Darwin Gala Lottery. The lottery will be based on 10 multiple choice scientific questions; the winners will be invited to attend our gala dinner.

- Gala Cocktail & Dinner "Darwin Evolution at Intercontinental Grand Hotel 1809-2009"



Our prestigious, exclusive, gala dinner for 360 guests will be held on November 28, 2009, to celebrate the 150th anniversary of the publication of Darwin's most famous book: "The Origin of Species". The event will take place at the Intercontinental Grand Hotel in Paris. To blend food and science, we are currently investigating a "molecular food" concept for the cocktail. Honored guests such as Nicolas Hulot and Patrick Tort will speak on biodiversity and the evolution of species. We will investigate inviting other master students majoring in, for instance, Environment and Biodiversity Management (EPHE La Sorbonne), to present their management projects to the scientific community attending this dinner, to help them to create a career network. Patrick Tort will be available to sign one of his famous books, "Darwin et la Science de l'Evolution", which will be on sale during the dinner.

Progress as of November 2008

Phone and Internet research have allowed us to identify 90% of our targeted guests. We also interviewed Patrick Tort who generously suggested a sound framework for how to successfully conduct this event, who should attend, who should speak, and on what topics. We have also contacted the mayor of Clichy in order to explore an eventual partnership. Finally, we have been in contact with the Intercontinental Grand Hotel banqueting manager who kindly assisted our project by providing an estimate of costs for the gala dinner event.

Problems encountered

We have had many brainstorming sessions, for instance, to identify potential sponsors, to understand our legal obligations, to budget, to understand the nature of notions such as "non-profit" and "sponsoring", to grasp how to enter into professional partnerships, to design pricing strategy, etc. Thanks to the energy and enthusiasm for this project which is shared by the whole team, we have successfully managed to overcome all hurdles to date. We welcome inquiries or suggestions from anyone interested in knowing more about our project.