KEDGE Business School took part in the 2nd HackaNews event organised by the daily french newspaper SUD OUEST
Thursday 5 and friday 6 october 2017

On October 5th and 6th, KEDGE Business School took part in the second “HackaNews” event, a major competition organised by SUD OUEST modelled on a hackathon, which has seen 80 students from Bordeaux and professionals all getting involved in digital innovation activities in the media sector.

Around ten students from KEDGE were participating in this hackathon, during which they contributed the expertise gained during their training in innovation, enterprise and digital management on the Grande École Programme. This event provided the KEDGE students with an opportunity to work on hybrid projects while at the same time interacting with the local ecosystem. This year, the event also involved the Institut de Journalisme Bordeaux-Aquitaine, Digital Campus, 1Kubator (the leading incubator for digital start-ups in France), Théophraste (the Sud Ouest group’s business accelerator) and the company Orange, which was supplying the technical resources.

Xavier Hollandts, professor in strategy and enterprise at KEDGE, was involved as a cross-disciplinary coach to support the students, who were organised in mixed teams (journalists, web designers, marketers and business managers).

What is a hackathon and why are they opting for a hackanews ?

A combination of “hack” and “marathon”, a hackathon is an event in which teams must put forward a digital project with the objective of seeing this integrated subsequently, over a short and limited period. With initiatives of this kind almost never seen in the regional daily press sector, SUD OUEST chose to call its idea-generating competition “hackanews”, with the first event being held in 2016.

The issue on which student's focused was “ how to conquer new digital subscribers with new content and services that Sud Ouest could offer ?”.

The hackanews panel

This panel which selected the winners was jointly chaired by Sophie Huet-Trupheme, deputy global news director for Agence France-Presse (AFP), and David Dieudonné, News Lab manager for Google France. It was comprised of :

- Guillaume Bèque, manager of KEDGE’s Bordeaux campus and Group HR Manager
- Jean-Pierre Dorian, chief editor of SUD OUEST
- Guillaume Vasse, manager of the SUD OUEST Interactive Group and Théophraste (the SUD OUEST Group’s business accelerator)
- Adèle Tanguy, operations manager at 1Kubator
- Eva Garraud, development manager at Digital Campus
- Marie-Christine Lipani, assistant manager of the IJBA
About KEDGE Business School:
KEDGE Business School is a benchmark French business school with 4 campuses in France (Paris, Bordeaux, Marseilles, and Toulon), 3 abroad (2 in China in Shanghai and Suzhou and 1 in Africa in Dakar) and 3 partner campuses (Avignon, Bastia and Bayonne). The KEDGE community is made up of 12,600 students (25% of whom are international students), 183 full-time lecturers (44% of whom are international), 275 international academic partners and 55,000 alumni around the world. KEDGE offers a portfolio of 32 training programmes in management and design for students and industry professionals. It also provides customised educational programmes for businesses at national and international levels. KEDGE Business School is AACSB, EQUIS and AMBA-accredited, and is a member of the Conférence des Grandes Ecoles. It is also recognised by the French government, with covered programmes, and has obtained the EESPIG label. KEDGE is ranked 33rd by the Financial Times in the European Business School ranking and 22nd globally for its Executive MBA.
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Press contacts – KEDGE Business School
Boris GALINAT – Tel +33 (0) 5 56 84 22 12 – boris.galinat@kedgebs.com
Astrid BERGUGNAT – Tel + 33 (0) 5 56 84 63 43 – astrid.bergugnat@kedgebs.com

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