



INVITATION TO 23RD INTERNATIONAL PRACTICE ENTERPRISES ONLINE TRADE FAIR IN LITHUANIA

Dear Colleagues,

We would like to invite you to represent your Practice Enterprises in the 23rd **International Practice Enterprises Online Trade Fair in Lithuania**, which will be held online on a **April 10, 2019**.

EVENT

Online participation (April 10, 2019. 08:00 – 13:00, UTC)

The purpose: to increase social and linguistic competencies, to establish trade contacts with other countries, to acquire competencies for personal and professional development, to build up cooperation with foreign PEs, to stimulate personal creativity and innovations in PE activities.

There will be possibility for non-Lithuanian PEs to take part in the trade fair through *Skype* connection according to meeting time schedule (it will be prepared after all participants will be known). There will be stable online connection in the trade fair place and special place for the online participants. There will be live streaming to the internet of the trade fair.

All PEs connected online will have opportunity to be assessed according to number of criteria.

Participation is free of charge.

The motto of the fair: "Business trip into the future"

The future business belongs to the young generation and is associated with everything that will facilitate the everyday life of mankind, will help to understand and quickly implement innovative solutions, save time and money. What kind of changes in your Practice Enterprise do you anticipate in your assortment, work organization or other fields? What new, innovative will you offer to the market next year, after 5 years, after 10 or more years?

COMPETITION

Each online Participant can take part in the competitions connected to the Motto of the fair:

- the best catalogue;
- the best radio commercial;
- the best future product / service presentation.

The best catalogue of the fair. Each online participant can send a catalogue representing PE activities and prices for the assessment.

The best radio commercial of the fair. Each PE can prepare a radio commercial of the fair (mp3, wav etc. format). The commercial has to be 0,5 minute long at the maximum;

The best presentation. Visual presentation of the PE (video presentation animation etc.) Each PE can prepare PE presentation (video, animation etc., max 1,5 minutes).

The assessment criteria of Practice Enterprises:

The PE winners will be elected according to these assessment criteria:

Nomination	Assessment Criteria	Points
Best catalogue of the fair	Informativeness. Clear information about product / service: code, name, description, price, payment methods, delivery terms, discounts system, price list and clear layout of the information.	3
	Originality. Creative product / service submission, interesting catalogue presentation idea, attracting attention design, original slogan, unique phrase, motto.	3
	Structure. A clear and complete catalogue: cover page with the catalogue name on it, the issue date / validity period, foreword, logo, and other essential information.	2
	Utility and new-fashion. Clearly based the benefits and usage to the consumer. Persuasive evidence of an advantage compared to similar products on the market.	2
Best radio advertisement of the fair	Informativeness. Since radio advertising is audible, it is important over the short time to provide the following information to help form an opinion about the advertised product or service.	3
	Persuasion. Voice timbre, intonation, pauses, voice variation. If the advertisement is remembered, it is likely to reach potential customer.	3
	Creativity. The idea of presentation to the consumer. In example advertising starts so that the user can't suspect of the product its deals. Such advertisement fascinates, interests.	2
	Emotionality / impression. During the advertisement the emotional and clearly understandable language is used. Everyone can understand the meaning. Advertisement must cause certain emotions and to fit into the set time frame.	2
Best PE presentation of future product / service	The intrigue. Justification of the near future market needs, problems. The presentation is interesting from the beginning, the intrigue is kept all the time.	3
	Clarity of the message. The idea (slogan, phrase, etc.) is clear.	3
	Originality. Inventive presentation, usage of variety of measures: various screensavers, transitions, and other.	2
	Informativeness. Informative and clearly presented information. The presentation fits within the established time frame.	2

PE's will be assessed according to two categories:

higher education institutions;
vocational training schools and secondary schools and gymnasiums.

All material must be sent to "Simulith" Centre by April 2nd, 2019 at the latest for the assessment! The material or link to it can be send to e-mail simulith@gmail.com.

The best PE's will be awarded with diplomas.

REGISTRATION

Fully completed, signed and scanned registration form must be sent on 20thMarch, 2019 at the latest_by e-mail: simulith@gmail.com.

ORGANISERS OF THE FAIR

Vilnius Tourism and Commerce School
Lithuanian Practice Enterprise Centre "Simulith"
Lithuanian Practice Enterprise Association "LIBA"

Lithuanian Practice Enterprise Association "LIBA".
Saltoniskiu str. 58-117
LT-08105 Vilnius, Lithuania
E-mail: simulith@gmail.com
www.sl.viko.lt; www.liba.lt

Sincerely yours,
President
Marius Ignatonis