

REGULATIONS OF THE ASSESSMENT OF PARTICIPANTS

I. GENERAL PROVISIONS

1. The assessment criteria will regulate the assessment of participation of Practice Enterprise (hereinafter referred to as PE) in the fair and will specify the establishment of a jury, assessment criteria and the assessment system itself.
2. The object of the assessment will be all PE from Lithuania and abroad participating in the fair. The assessment will be carried out according to the criteria listed in Part III.
3. The aim of the assessment is to encourage Trainers and Trainees of PE to achieve better results.

II. JURY

4. The jury will consist:
 - 4.1. Of no less than four persons delegated by business organizations or companies.
 - 4.2. Of no less than four persons delegated by Lithuanian PE net – Trainers of PE.
 - 4.3. Of no less than two persons delegated by *Simulith Centre*.

III. ASSESSMENT NOMINATIONS

5. The jury members of business organizations and companies will assess PE according to these nominations:
 - 5.1 The main nominations:
 - 5.1.1 Communication and co-operation skills of students or pupils;
 - 5.1.2 The ability to advertise own PE, its products or services;
 - 5.1.3 Ability to present business idea 2030.
 - 5.2 According to the main nominations, jury select these awards:
 - 5.2.1 PE Fair gold winner;
 - 5.2.2 PE Fair silver winner;
 - 5.2.3 PE Fair bronze winner.
 - 5.3 The winners of PE of the fair will receive diploma with the nomination and award badge. The awarded badge can be used to display PE achievement and pride on the website, catalogues and other promotional and information materials.
6. The additional nominations during the event:
 - 6.1. The Best Seller. The Most sale transactions concluded team will be elected according to simulation bank “Viko Bankas“ data for the 2 April 14:00;
 - 6.2. The best manager / manageress;
 - 6.3. The most popular PE team. The visitors and participants of the fair will get voting sheets of paper to write down the name of their favorite PE and to put them into the box in the information stand. The voting will be held on 2nd April 11:00 – 13:00.
7. The additional nominations during the event and for the online participants:
 - 7.1. The best radio broadcast of the fair. Each PE can prepare a radio commercial of the fair (mp3, wav etc. format). The commercial has to be maximum 0,5 minute long;
 - 7.2. The best PE presentation. Visual presentation of the PE (video presentation animation etc.) Each PE can prepare a radio commercial of the fair (mp3, wav etc. format). The commercial has to be maximum 0,5 minute long;
 - 7.3. The radio broadcast and the PE presentation must be sent to “Simulith” Centre by 26 March 2020 at the latest for the assessment! The material or link to it can be send by E-Mail simulith@gmail.com.

IV. ASSESSMENT SYSTEM

8. PE will be assessed in categories according to all main and additional nominations subject:
 - 8.1. Higher education institutions.
 - 8.2. Vocational training schools, secondary schools and gymnasiums.
9. It is not allowed for the Trainers of PE to work in the stands.

10. Each member of the jury will assess each PE using a ten-point system according to the criteria indicated in Chapter V.
11. The points given by the members of the jury to the PE according to each criterion will be summed up. The PE with the highest score will be announced as the best according to a specific criterion of the category the PE is attributed to.
12. The additional nominations can be announced if the members of the jury decide.
13. The PE winners will be publicly announced after the meeting of the jury.

V. THE ASSESSMENT CRITERIA

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

Nomination	Assessment Criteria	Points
Ability to communicate and cooperate	<i>Communicability.</i> Trainees are initiators of the communication, they communicate honestly and warmly, respond to all questions, clearly understands the business goals, vision and mission.	3
	<i>Respect and tolerance.</i> Respect and tolerance in dealing with team members, customers, trade fair guests, jury. Help to team members faced with difficulties in solving tasks. Conflict and problem solving management, fast response time.	3
	<i>Position.</i> The ability confidently and convincingly express own opinion, to defend the position, excellent knowledge of the product or service disclosure in communication.	2
	<i>Team work.</i> Team cooperation in the presentation of the stand, the team and the product / service. The contribution and solidarity of all members of the group working towards a common goal.	2
Ability to advertise PE, its products or services	<i>Innovativeness.</i> Novelty of the advertising idea and the justification on how this idea will contribute to the success of the sale.	3
	<i>Benefits of product / service presentation to the user.</i> The justification of how the offered product or service is useful to the potential customer, it's exclusiveness compared to offered by competitors. Exclusive presentation of promotional idea.	3
	<i>Imagery.</i> Emotional and detailed description of the goods or services.	2
	<i>Advertising tools.</i> Wide range of advertising materials. Informativeness, originality, innovation, clear and complete structure of the fair catalog.	2
Ability to present business idea 2030.	<i>Innovative solutions are proposed for 2030 in perspective.</i> Justification of market needs / problem. To substantiate the existence of an urgent problem with statistical - economic or other data and sources.	3
	<i>Innovativeness and competitiveness in solving the problem.</i> The idea must be new, creative, original, reflecting the vision of the PE future. Clear description of users.	3
	<i>Sustainability and benefits.</i> The idea should reflect the principles of socially responsible business, ways of solving future ecological problems that could contribute to the sustainable development of the PE in the future.	2
	<i>Professionalism in presenting the idea.</i> Ability to present the idea's innovation in a professional and reasoned way, answer questions. Different presentation tools (video, audio, print, visual prototypes, etc.)	2

Best manager / manageress	<i>Creativity.</i> Interesting and useful ideas The search and generation of interesting and useful ideas. Attractive and creative justification of business idea.	3
	<i>Leadership.</i> The ability to motivate and inspire the team and reaching the objectives. The ability to solve problems, to distribute the tasks, to organize activities and good adaptation to the changes.	3
	<i>Communication.</i> Responsible approach to customer, self-confidence, pleasant communication, good presentation of the information about a product or service	2
	<i>Oratory.</i> The ability clearly and in interesting way express themselves, right usage of the terms, to engage the customer.	2
Best radio advertisement of the fair	<i>Informativeness.</i> 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
	<i>Persuasion.</i> Voice timbre, intonation, pauses, voice variation. If the advertisement is remembered, it is likely to reach potential customer.	3
	<i>Creativity.</i> 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
	<i>Emotionality / impression.</i> 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	<i>The intrigue.</i> The presentation is interesting from the beginning, the intrigue is kept all the time.	3
	<i>Clarity of the message.</i> The idea (slogan, phrase, etc.) is clear.	3
	<i>Originality.</i> Inventive presentation, usage of variety of measures: various screensavers, transitions, and other.	2
	<i>Informativeness.</i> Informative and clearly presented information. The presentation fits within the established time frame.	2
Working place originality	<i>Relevance to the theme of the fair.</i> Innovative solutions are imaginatively and creatively offered in the 2030 perspective.	3
	<i>Informativeness.</i> Informative and clearly presented basic information - activity, product or service, a slogan or memorable phrase.	3
	<i>The presentation of product or service.</i> Picturesque presentation in the working place.	2
	<i>Working place exclusivity.</i> Unusually composed, playful or distinctive in other way stand.	2

15. The winners in main nominations will be awarded:

15.1. PE Fair Gold Winner. The Fair Golden Team will be awarded with the Winners' statuettes, golden fair team diploma and business gifts, souvenirs.

15.2. PE Fair Silver winner. The Fair Silver Team will be awarded with Fair Silver Team diploma and business gifts, souvenirs.

15.3. PE Fair Bronze winner. The Fair Bronze Team will be awarded with Fair Bronze Team diploma and business gifts, souvenirs.

16. The best manager / manageress will be awarded with diploma and souvenirs.

17. The winners in additional nominations will be awarded with diploma.