

INVITATION AND MAIN INFORMATION

Dear Colleagues,

We would like to invite you to represent your Practice Enterprise in the 24th International Online Practice Enterprises Trade Fair in Lithuania, which will be held on Thursday, November 12, 2020.

Event time: Thursday, November 12, 2020, 10:10 – 15:50 GMT+3.

Online participation: Free of charge

Trade fair main organisational points:

- PEs will meet with Lithuanian PEs through Teams/Zoom connection.
- Each Participant will have its own connection time. The link and time will be provided to participant's e-mail till November 9, 2020.
- Participant has to ensure stable internet connection, Web camera and microphone.
- PE name has to be visible during the online meeting.

Assessment

All PEs connected online will have opportunity to be assessed according to number of additional assessment criteria (listed in the Assessment criteria of Practice Enterprises):

Nomination	Assessment Criteria	Points
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
Best catalogue of the fair	<i>Informativeness.</i> Clear information about the product / service: code, name, description, price, payment methods, delivery terms, discounts system, price list and clear layout of the information.	3
	<i>Originality.</i> Creative product / service submission, interesting catalogue presentation idea, attracting attention design, original slogan, unique phrase, motto.	3
	<i>Structure.</i> 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
	Clearly based the benefits and usage to the consumer. Persuasive evidence of an advantage compared to similar products on the market.	2

Best manager / manageress	Creativity. Interesting and useful ideas The search and generation of interesting and useful ideas. Attractive and creative justification of business idea.	3
	Leadership. 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
	Communication. Responsible approach to customer, self-confidence, pleasant communication, good presentation of the information about a product or service	2
	Oratory. The ability clearly and in interesting way express themselves, right usage of the terms, to engage the customer.	2
Ability to advertise	Innovativeness. Novelty of the advertising idea and the justification on how this idea will contribute to the success of the sale.	3
	Benefits of product / service presentation to the user. 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
	Emotional and detailed description of the goods or services.	2
	Advertising tools. The promotional tools are used. Wide range of advertising materials.	2

The radio broadcast, catalogue and the PE presentation must be sent by 2 November 2020 at the latest for the assessment! The material or link to it can be send by e-mail: simulith@gmail.com.

The best PE's and participants will be awarded with diplomas.

Registration

Only fully completed, signed and scanned registration form will guarantee the participation.

Only fully completed, signed and scanned registration form will guarantee the participation. Please sent your registration form on October 14, 2020 at the latest by e-mail: simulith@gmail.com.

Feel free to contact us by e-mail: simulith@gmail.com.

ORGANISERS AND PARTNERS OF THE FAIR



ŠVIETIMO,
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IR SPORTO
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