

25TH INTERNATIONAL PRACTICE ENTERPRISES ONLINE TRADE FAIR IN LITHUANIA INFORMATION

Dear Colleagues,

We would like to invite you to represent your Practice Enterprises in the 25th **International Practice Enterprises Online Trade Fair in Lithuania**, which will be held online on **May 5, 2022**.

EVENT

Online participation (May 5, 2022. 9:00 – 12:00, CET)

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 *MS Teams* 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.

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: "Green Course - The Key to Success"

Global trends are forcing the international community to look for possible ways to move from linear to circular business models. The transition to an inclusive green economy requires a concerted effort in a variety of ways levels, including the promotion of sustainable living, sustainable consumption and green entrepreneurship, promoting eco-innovation, resource efficiency and the integration of consumer eco-behavior. In progress new green jobs must be created for change without significantly undermining existing employment, reducing carbon emissions, waste and other forms of pollution. So what changes do you envisage in PE's activities? What innovative solutions do you offer in the future?

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 future product/service presentation. Visual presentation of the product/service (video presentation, animation, etc.) The presentation has to be 1,5 minutes long at the maximum.

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	<i>Informativeness.</i> Clear information about products/services: code, name, description, price, payment methods, delivery terms, discounts system, price list and clear layout of the information.	3
	<i>Originality.</i> Presentation of organic products/services, the idea of a catalog that promotes sustainable consumption, 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
	<i>Usefulness.</i> Clearly justify the benefits of sustainable products to the consumer by encouraging his environmentally eco-behavior. Persuasive evidence of an advantage compared to similar products on the market.	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 consumer presentation is about promoting a sustainable lifestyle. Advertising may be initiated so that the consumer does not suspect that the product is his offer. Such advertising is interesting and engaging.	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 presentation of future product/service	<i>Justification of future market needs / problems.</i> Discover ways turn PE's activities into green course – apply principles of a green and circular economy.	3
	<i>Originality and intrigue.</i> Inventive presentation, usage of variety of measures: various screensavers, transitions, and other. The presentation is interesting from the beginning, the intrigue is kept all the time.	3
	<i>Clarity.</i> One product/service specifically designed for the fair must be clearly identified. A clear idea of the presentation/video clip (slogan, phrase), through which the uniqueness of the delivered product is revealed, compliance with the requirements of the green economy.	2
	<i>Usefulness.</i> The potential buyer must be clear and the benefits to him described.	2

All material must be sent to “Simulith” Centre by May 3rd, 2022 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 registration form must be sent on May 3rd, 2022 at the latest by e-mail: simulith@gmail.com.

ORGANISERS OF THE FAIR

Vilnius University of Applied Sciences
Lithuanian Practice Enterprise Centre “Simulith“
Lithuanian Practice Enterprise Asociation “LIBA“