

CRITERIA FOR COMPETITION EVALUATION

1. BUSINESS IDEA

- a) ORIGINALITY, INVENTIVENESS – a new product/service or improved existing product/service
- b) SOLUTION OF CONCRETE PROBLEM – independently or in connection with economy, local environment; functionality
- c) BUSINESS PLAN (Power Point Presentation)
- d) INTERACTIVE ADVERTISEMENT MATERIALS – Multimedia presentation (it concerns TV spots, radio spots, etc.).

These materials will be evaluated by professional jury 7 days before trade fair. You are requested to send them until **30th January 2018** to our address by e-mail. If the format exceeds 10 MB, please send us a USB key or CD by registered mail delivery. Let us also have the link to your website.

There will be an **audio-video point** where your advertisement information will be displayed (radio spot, video spot, PP presentation ...).

According to the new criteria for competition evaluation you are kindly requested to send us your interactive advertisement materials – multimedia presentation until the **30th January 2018**. It can be sent either by e-mail or by post (USB key, CD) to our CUPS address.

Please fill the application form for presentation and send it to us until **30th January 2018**. Please do not forget to indicate your possible presentation on the stage.

2. STAND

Originality in setting up and appearance of the stand in connection with the business idea

- a) DESIGN
- b) GRAPHIC DESIGN – appropriate colours and material
- c) PRODUCT/SERVICE DEMONSTRATION
Persuasiveness of sales pitch is important.
- d) PROMOTIONAL MATERIALS AND BUSINESS DOCUMENTATION

Printed forms and other advertisement materials (leaflets, flyers, catalogues, brochures, business cards, ... enhance marketing effectiveness.

Advertisement materials are to be designed and made by students and not by professionals.

According to Copyright Act you are kindly requested to quote the source under your photo or use your own photos.

3. STAFF ON THE STAND:

a) PERSONAL APPEARANCE (unitary clothing and adequate accessories, using the firm's logos)

b) COMMUNICATION AND RELATIONS TO VISITORS

The staff are to be

- self-initiative
- persuasive and professional (sale effectiveness)

The maximum number of staff at the stand is four. The presence of the trainer during the time of evaluation is not necessary.

c) ABILITY TO COMMUNICATE IN THE ENGLISH LANGUAGE

d) ANIMATION FOR VISITORS

- Prize games
- Promotional gifts
- Product testing

Celje, september 2017