



Veletrh fiktivních firem Olomouc

Trade Fair of practice firms Olomouc

Dear business partners,

We would like to invite you to **the Eleventh Trade Fair of Practice enterprises** in Olomouc, which will be held on **January 24, 2024** and **January 25, 2024** in the Exhibition grounds Flora Olomouc.

(www.flora-ol.cz)

PROGRAM

Wednesday, January 24, 2024

08:00 a. m. – 12:00 a. m.	arrival of the firms, accommodation, preparation of stalls
12:00 a. m. – 12:30 a. m.	opening of the fair, introducing of the jury, practice firms
12:30 a. m. – 05:00 p. m.	trading, jury evaluation, company presentations,
05:00 p. m. – 06:00 p. m.	announcement of the first part winners

Thursday, January 25, 2024

09:00 a. m. – 12:00 a. m.	Fair of practice enterprises - presentations - trading in the presence of public - jury evaluation „My favorite company“
12:00 a. m. – 12:30 a. m.	an announcement of the competition results for individual categories
12:30 a. m.	the end of the exhibition, cleaning stalls and departure home

Pořádá



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COMPETITIONS

This year the competition will be divided **into two categories**:

- Competition assessed in advance, **before the start of the fair**
- Competition assessed **directly at the fair**

COMPETITIONS ASSESSED BEFORE THE TRADE FAIR

1. **The best electronic presentation** - in electronic form
 - Graphic Page
 - approximately 10 slides
2. **The best video** - advertising spot - in electronic form
 - the maximum length of the spot is 30 seconds
 - Spot must be created by students, **WITHOUT** shots from videobank and **WITHOUT** a help of anybody who is not from the practise company
 - promotion of the company, goods or services
 - English version is required
3. **The best catalogue** - Presentation of goods sold – in electronic form
4. **The best slogan in English** - in electronic form
5. **The best company logo** (logotype) - in electronic form
6. **The best business card** - in electronic form
7. **The best leaflet** - Special Offer of goods sold – in electronic form
8. **The best website** – insert the hyperlink to the text of the email with materials

The materials in **electronic form** should be sent to veletrhff@sslch.cz to **11.12.2023**. It is necessary to compress all materials to ZIP with the name of the company and ZIP should be sent by email. Please write the name of your company in the subject of your email and It is good to have the name of your company on every material.

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COMPETITIONS JUDGED DURING THE TRADE FAIR

1. The best company

- Knowledge of the offered goods
- Communication with a client
- Promotional materials
- Offers and discounts

2. The best presentation

- Length of presentation max 5 minutes
- English version is necessary

3. The best business communication – English

4. The best trade stall

- stall decoration
- promotional materials
- business communication
- mascot of the company
- no catalogue of the real company
- it is forbidden to sell anything in the stall

5. The best representative

- Appearance
- Knowledge about Products
- Business skills

6. My favorite company

- It will be evaluated by students
- Marketing approach to students

Activity for students Competition will be judged by a jury.



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TERMS AND ADDITIONAL INFORMATION

- Application fee is **300 CZK** (12 Euro - 1 firm)
- application for trade fair needs to be sent until **November 30, 2023**
- Materials for the competition should be sent until **December 11, 2023**.
- The accommodation is available on the Hostel of Secondary school of logistics and chemistry, Olomouc, **200 CZK** (8 Euro) per person, if you are interested in please write rauserova@sslch.cz

Information about the Trade Fair you can find:

<http://veletrh-fiktivnich-firem-olomouc.estranky.cz/>

Contact:

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We are looking forward to seeing you ☺

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