JOINUS

CHECKLIST:
Online Practice Enterprise Events

CENTRAL OFFICES

Central Office

	BEFORE
	Organize a team and establish a budget. Necessary expenses include event management software, technical support, and marketing costs. The team may include organizers, volunteers, moderators etc
	Plan the payment system during the fair.
	Define the **justification and objectives** for holding the fair. For example: promote active learning, foster entrepreneurial spirit, promote a specific business sector, showcase acquired skills, or establish connections between trainees and real businesses.
	Establish the appropriate **date and time** for the fair, considering the academic calendar and the participants' availability.
	Provide enough time for visitors to prepare and get ready for the fair. Select the most **suitable online platform** for the fair. Most Central Offices use the PEN Worldwide events platform, but there are alternatives. However, we recommend using this platform to standardize online fairs within PEN (link to platform here)
	Promote the event within the educational community and invite businesses through social media, email, and other communication channels. Emphasize the date, schedule, and fair website.
	Contact the invited Practice Enterprise to **ensure their participation**. This process should be repeated at least twice before the day of the fair.
	Explain the fair's objectives and how trainees can benefit from participating. Request their collaboration in evaluating the projects and providing feedback to other trainees.
	Organize preliminary **online challenges** for the fair (e.g., promotional video on Instagram or TikTok, etc.). These challenges are usually rewarded with virtual PE money, and the Central Office will need to credit the participants' accounts.

☐	Prepare trainees through **additional training** on how to navigate effectively in an online environment. Teach best practices for creating dynamic presentations, using online communication tools, and responding to participant questions.
☐	Create back-up plan in case the technology fails, bad connection, the speaker drops out, etc.
☐	Test your chosen video platform, test the audio/video setup with the speakers, test the chat/ Q&A feature on the platform.
☐	Review the registered participants process - it is important to see how many participants will be participating
☐	Plan for participant's engagement during the event to avoid participant's logout if they lose interest. You can use Q&A sessions, gamification, and live polls to create a memorable experience.
☐	Schedule contests and set prizes.
☐	Contact **real businesses** and invite them to participate in the online fair as "sponsors", "speakers", "evaluators" or "visitors." (OPTIONAL)

DURING	
☐	**Supervise the overall functioning.** During the fair, it is necessary to ensure that all trainees can present their projects and answer visitors' questions.
☐	The Central Office staff must remain at the information booth to assist participants (trainers and trainees). Visitors can make inquiries, ask questions, report incidents, or simply greet the Central Office staff.
☐	Start 15 minutes earlier to check the device and network. (OPTIONAL)
☐	Organize **parallel activities** at the fair: Q&A sessions, discussion tables, or live presentations to generate more interaction. It is also valuable to invite an expert on a specific topic and conduct a mini-course. (OPTIONAL)

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AFTER

	Issuing a **participation certificate** for the participating Practice Enterprises and trainees
	Sending an **evaluation questionnaire** about the fair to all participating PEs and trainees.
	Disseminating the results of the event on all operational social networks.
	Sending each participating Practice Enterprise the **attendance report** and the evaluation report (including all customer comments) via email.
	Evaluating the results of the fair and providing **feedback to the trainees** regarding their performance. Recognizing the projects or activities that have worked well and providing constructive feedback for both enterprises and trainees to improve.
	Collecting feedback from trainees, Practice Enterprises, and other stakeholders **to improve** future editions
	Preparing a report with the final data of the fair, specifying the number of participating Practice Enterprises, country or region of origin, etc.
	Send out the prizes to the winners.
	Meet with the team to see what went well or did not and plan the next online fair. (OPTIONAL)

BEST PRACTICES

Within an online PE fair, there are several best practices that can contribute to the success of the event. Here are some of them:

- **Advanced planning and organization:** Plan the online fair in detail well in advance. Establish a clear schedule, assign responsibilities, and ensure that you have the necessary resources to carry out the event.

- **Effective communication:** Maintain clear and constant communication with all participants, including trainees, trainers, and companies acting as visitors. Use appropriate communication channels.

- **Attractive visual design:** Create an attractive and professional online environment for the fair. Use online booth designs, graphics, and eye-catching visual elements to capture visitors' attention.

- **Dynamic transactions and contacts:** Encourage trainees to make dynamic and interactive presentations of their products and services. Use multimedia tools such as videos, images, and graphics to make presentations more engaging and understandable.

- **Interaction and active participation:** Foster interaction between trainees and fair visitors. Organize Q&A sessions, roundtable discussions, or live debates to allow participants to interact and share ideas. Activities such as mystery shopping, ethical challenges, or booth contests also work well.

- **Constructive feedback:** Provide constructive feedback to trainees on their projects. Highlight the positive aspects and provide suggestions for improvement. You can also invite guest companies to provide feedback and advice based on their real-world experience.

These best practices can help create an enriching and successful experience in an online PE fair, promoting learning, interaction, and network connections.

Contact
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