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## **CHECKLIST: Online Practice Enterprise Events**

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### **PRACTICE ENTERPRISES**



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## Practice Enterprise (PE)

BEFORE	
	<b>Register</b> on the fair's website (portal or platform) well in advance. The Central Office will indicate the selected platform.
	<b>Reserve a booth</b> (location registration). From there, the PE will be able to buy and sell, as well as receive potential clients.
	The PE trainees should carefully <b>read all the documents</b> that the fair's organization could provide them (recommendations, manuals, terminology, etc.).
	It is advisable to <b>internally organize the trainees</b> so that everyone can act as buyers and sellers at the fair, establishing corresponding shifts or schedules.
	Prepare <b>specific commercial materials</b> for the event: videos, catalogs, promotions, fair blog, and promote them on the business network. Schedule visits with other PEs to facilitate organization and time distribution.
	Choose the most suitable <b>communication tool</b> that allows creating "video conference rooms" for small groups of trainees (e.g., Google Meet, Teams, Zoom, etc.). The Practice Enterprise will need to create the necessary "rooms" using the chosen tool.
	Participate in online challenges requested by the organization (e.g., promotional video on Instagram or TikTok, etc.). These challenges are usually rewarded with virtual PE money. (OPTIONAL)

DURING	
	Decide the <b>initial role</b> of each trainee: buyer or seller. (Buyers seek enterprises with whom they want to establish business relationships and enter the sales rooms to make purchases of products. Sellers should receive potential buyers from other enterprises when they access the booth and enter the video call room).
	During the event, negotiations should take place through video conferences within the sales rooms ( <b>Breakout Rooms</b> ), where business transactions will be finalized.



	Different tools for video conferencing (Google Meet, Teams, Zoom, etc.) allow the creation of " <b>meeting rooms</b> " in small groups of trainees, enabling separate sessions, thus allowing a larger number of trainees to attend other PEs.
	Respect the agreed schedules between companies as a seller and as a buyer to fully adhere to the agreed-upon times.
	Teams will be able to rate their commercial experience after visiting the lobby of other companies. The option to leave comments from customers will appear automatically for the commercial teams.
	It is suggested to <b>minimize the number of tabs</b> used in the web browser to navigate easily between the online fair and any other platform. (OPTIONAL)

<b>AFTER</b>	
	The operations carried out at the fair should follow a <b>payment method</b> and adhere to the PE's usual commercial process (order, delivery note, invoice) in the days following the fair.
	<b>Tracking operations:</b> After negotiations with other PEs, it will be necessary to follow up, meaning having the contact details of the company with whom negotiations took place for further follow-up.
	It is advisable to create a <b>business report</b> for each of the negotiations conducted by the different commercial groups.
	<b>Feedback:</b> Sending a survey to the enterprises with whom negotiations took place to evaluate the customer experience.
	<b>Evaluating the experience:</b> In the days following, trainers can evaluate the overall experience with trainees, analyze the results obtained, generate business reports, and perform other related tasks.



## 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 enterprises 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 simulated 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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