

# WEEKLY COMPETITIONS



These competitions are an optional way to engage in the competition.

## SUGGESTED TIMELINE

Week	Competition theme	What students submit
1	Best logo	Image
2	Best sales pitch	Video
3	Best advertisement	Video / Image
4	Best trade stand	Image

## HOW TO INTRODUCE THE WEEKLY COMPETITIONS

Spend 15–20 minutes at the beginning of each week during the ‘challenge’ explaining the weekly competition. Outline the key criteria upon which winners will be selected.



## CRITERIA FOR WEEKLY COMPETITIONS

### • Best logo

Take a photo of your company logo and share it. Some points to consider:

Be creative – is it unique?

Is it specific or non-specific?

Does it stand out?

### • Best sales pitch

If you were to meet a potential investor (e.g. Sir Richard Branson) in a lift, how would you persuade them to invest in your business in the time it takes to get from one floor to the next? Prepare a one-minute (maximum) sales pitch to explain what your business does and why it deserves to be invested in. Record the pitch on your phone or video camera and share it.

- **Best advertisement**

Promotion for your product or service can be produced in a variety of different ways. Advertisements can be seen everywhere through a range of media. Produce an advertisement of your choice (e.g. a poster, flyer, radio or TV ad) and share it to enter. A TV or radio ad should be no longer than 1 minute.

- **Best trade stand**

Where will you sell your products or display your services? How will you exhibit them in a pleasing and attractive way? Think about how you can draw attention to your stand. What do customers want to see? How can you make the stall look professional? Once you have your perfect stand, take a photo and submit it to the competition. It would be good to see the team working proudly together at the stand too!



## **HOW ENTRIES WILL BE JUDGED**

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The weekly entries will be sent to a panel of internal judges (made up of teachers and local volunteers) who will decide on a winner. Successful teams will be notified and winners will be announced the following week.



## **PRIZES FOR WINNING WEEKLY COMPETITIONS**

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Prizes could be sourced from local business owners.