

Contests Belfair 2019

On March 14 and 15 maart 2019 BELFAIR, the Belgian international trade fair takes place. Our contests have become a tradition and we have beautiful prizes for all contestants. Here you will find all practical information and the things you need to know to prepare yourself.

Our constests this year:

- Mystery Shopping
- Elevator Pitch
- Startup Battle - Case Study Competition

Contact belfair2019@cofep.be in case of questions.

CONTEST 1: mystery shopping

How does this work?

A team of jury members does the tour of the fair and hopes to be wowed by the experience!

The following criteria will be judged:

- How was the reception?
- How did the sales talk go?
- Do you know what you sell?
- Is there a good negotiation?
- Was there a good use of language?
- How was the general impression?

Convince our jury and win beautiful prizes! Every day of the fair, the 5 best stands get a golden ticket. This gives them the opportunity to win 1 of the 3 prizes. At the award ceremony (15:15 at the podium) you will discover if you won!

Contest 2: elevator pitch

What is an “elevator pitch”?

An elevator pitch is a short presentation in which you tell who you are and what you're good at. During a 1-minute passage in the elevator you have to present yourself in a the best possible way.

Start with a sparkling opener to attract the attention of the jury. After that you tell who you are, what is your strength and why they should remember you.

How does this work?

Make an elevator pitch about your PE. Step in the elevator with max. 3 people and convince our professional external jury in only 1 minute.

The criteria:

How the attention was captured at the start?

How enthusiastic are you?

Is the story convincing?

Do you make the public curious to know more about your PE, products...

Was your language ok?

You are free to organise your elevator pitch but remember: you only have 1 minute and there is no room for a beamer, screen or sound system.

The timetable will be published in advance and will be followed strictly. If you don't come on time or stay too long in the elevator loses his chance to win a price.

Contest 3: Startup battle - Case study competition

How does this work?

In this challenging contest you make groups of max. 3 other trainees. In this small group you discuss about a business case. This will take approx. 2 hours. Afterwards you present your case to a jury. They judge the presentations and choose every day the winning team. You receive the case on February 27th 2019 so you can already think about the possible ways.

Your team wants to distribute an innovative product in Belgium. You are looking for investors and prepare a presentation to convince them.

Give an answer to the following questions:

What is your product? (short introduction)

Make a SWOT-analysis of the product. (Strengths, weaknesses, opportunities, threats)

What makes your product better than your competitors?

What target group do you wish to address?

Which (communication) channels will you use to address this target group?

Make a Powerpoint presentation of max. 4 minutes in which every team member is involved. After your presentation the jury gives you some extra questions that you answer as a team.