

Young Enterprise Business Beginnings Promotional Poster Competition

Sadly, due to the current circumstances we all find ourselves in, the planned Business Beginnings programme with your P7 pupils was unable to go forward, and therefore the pending Belfast Business Beginnings Trade Fair has been cancelled for this year.

As you are aware, each year we award one Business Beginnings Company for their innovation, teamwork, creativity and productivity, usually based on numerous factors, including judging at the Belfast BB Trade Fair. This year we have had to determine a different method of awarding this to a particular Belfast primary school.

Therefore, we have decided to hold a 'Business Beginnings Promotional Poster Competition', which will include the designing of a suitable logo to represent their company/product, and an innovative, catchy slogan to advertise their product! This competition is open exclusively to those P7 pupils who were taking part/were due to take part in the Business Beginnings programme.

This is how it will work:

- The pupils who were taking part in Business Beginnings, or who were due to take part, can individually create a promotional poster. This poster is meant to advertise their products. This can be the company product that their BB company created, or a brand new product that they have come up with independently.
- The poster should be eye-catching, advertise all of the positive points of the product, including its 'Unique Selling Point' (i.e., why the customer should buy YOUR product). And importantly, it **must** include a catchy *slogan* and a *logo*.
- This can be created either on a computer and sent via email, or created by hand, photographed clearly (just the poster, not the child with the poster) and send via email.
- Each of these entries can then be either emailed to the schools link teacher, who will then forward the entries to myself before the closing date. Or, the parents can email the photographs directly to myself (nadia.sayers@yeni.co.uk), if that is easier, before the deadline. I will be sending reminders to link teacher as the deadline approaches, so any support to gather entries would be much appreciated.
- The deadline for entries is **Friday 15th May, by 5pm.**
- Can I ask that all photographs are labelled with the child's full name, and school.
- Judging will then take place, and I will be in contact with the winning school as soon as possible.
- The school who has submitted the winning poster, will win the Belfast Area Business Beginnings Award, 2020.

If you have any further questions, please do not hesitate to ask. I know that this is a difficult time for all, and we are all trying to work in new ways. I hope that this method suits you and your school, as we are keen to enable this year's P7 to take part, and try to win the award for their school in the fairest way possible. We want to encourage the children to use the ideas they created, and promote the products they were creating through Business Beginnings, as opposed to letting their work fall to the wayside.