



*BRIDGE BETWEEN SCHOOL AND BUSINESS*

*Give Hand to Your Future!*

## **XXVII INTERNATIONAL FAIR OF PRACTICE ENTERPRISES TF FEST 2024      YOUNG ENTREPRENEUR**

***This document comprises announcement texts, regulations, program, competition criteria and other information concerning the organization of the event.***

### ***Organizers of TF FEST:***

*Bulgarian Centre of Training Firms - Ministry of Education and Science*

*International Fair Plovdiv*

*Association Bulgarian Training Center*

***TF FEST 2024 is held on April, 25<sup>th</sup> and 26<sup>th</sup> 2024 in Plovdiv.***

### ***Invitation:***

Dear Exhibitors,

The annual trade fair of practice enterprises has been held for 27 years now with growing number of participants from different countries and a lot of competitions which have made it the biggest and most popular event of the Bulgarian Practice Enterprises Network.

To take part in TF FEST you will have to register your practice enterprise by filling an on-line registration form on <https://2024.tffest.bg/> by 15.03.2024. After the completion of your registration you will have to print out the form, have it signed and stamped by the principal of your host institution (school, university, other). You, then, need to scan and send the registration form and the document for the bank transfer of the exhibition fee to the Center of Training Firms to e-mail: [fair@buct.org](mailto:fair@buct.org) until 15.03.2024.

Once your registration has been approved you will be given access to the system so that you can register for the competitions you want to take part in.

The list of all practice enterprises participants will be published by 20.03.2024 on the website of the Center of Training Firms ([www.buct.org](http://www.buct.org)) in the section TF FEST 2024 and on <https://2024.tffest.bg/>.

### ***Regulations:***

1. Real purchasing and money operations are forbidden.

**TF FEST 2024**  
*Give hand to your future!*



2. The advertising gifts must not exceed 5 Euro.
3. Teachers and trainers register their companies at the Fair Information stand and sign a declaration to keep to the Fair rules and the regulations of the exhibition hall in the "International Fair-Plovdiv".
4. The access of the exhibitors in the Fair hall is assured a day before the opening of the Fair (24.04.2024) from 13.00 to 19.00 hrs and during the exhibition (25.04. and 26.04.2024) from 08.00 to 17.30 hrs.
5. The setting of fair stands starts at 13.00 and finishes at 19.00 hrs on 24.04.2024 and is also possible from 08.30 to 10.00 hrs on 25.04.2024.
6. It is not allowed to:
  - Use nails and pins to hang advertising or other materials;
  - Use glue, paint and other materials that can damage the walls, the floor and the stand;
  - Smoke and take food or beverages out of the places appointed;
  - Move any equipment inside or out of the exhibition hall;
  - Set aggressive musical background or any advertising that can disturb the normal work of the fair.
7. The exhibitor takes the duty to bare full responsibility for the protection of the premises and equipment of the fair hall; follow and keep to the rules and regulations of International Fair-Plovdiv, concerning security and admission control, public order and safety requirements and to observe them within the preparation and duration of the exhibition TF FEST.
8. The exhibitor takes the duty to keep clean the stand and the surrounding area.
9. Exhibitors pay triple-size the cost of all damages caused by them according to the pricelist of the International Fair – Plovdiv.
10. The removal of the stand decoration is not to be done before 13:00 hrs on April 26th, 2024.
11. The fair stands have to be reported undamaged to the person authorized by the hosts of the Fair. The trainer and the person in charge sign a written statement before the departure.

**These regulations are inseparable part of the Registration Form for the participants of the Fair.**





















## I. Programme of the Fair



### TF FEST 2024 Young Entrepreneur 24-26.04.2024 HYBRID

#### PROGRAM

24.04.2024 г.		
12:00 ч. – 19:00 ч.	Participants registration, arrangement of stands <i>Hall 6, Information stand</i>	
During the day	Registration of participants for online negotiations and trade through Discord b2b channels	
16:00	Partners meeting – BRIDGE project, <i>Hall 6, Conference hall 1, fl.2</i>	
25.04.2024 г.		
08:30 ч. – 10:00 ч.	Participants registration, arrangement of stands <i>Hall 6, Information stand</i>	
10:00 ч. – 17:00 ч.	<b>Working day</b> Trade deals and competitions (in person) Online trade with the visitors of the <b>online shops</b> on the web page of TF FEST 2024 Negotiations and trade deals with other PEs through <b>Discord b2b channels</b>	 
11:00 ч.	<b>Official opening of TF FEST 2024</b> <i>Hall 6, stage and online</i>	 
14:00 ч. – 15:00 ч.	<b>Round table: Social economy - social and youth entrepreneurship</b> - experts from Ministry of Labour and Social Policy <i>In Bulgarian, for the PE trainers, Hall 6, Conference Hall 2, fl. 2</i>	
17:00 ч. – 17:30 ч.	<b>Kahoot Quiz – BRIDGE for our Practice Enterprises –</b> <i>PENWorldwide, Hall 6, stage</i>	 
17:30 ч. – 19:00 ч.	<b>Final round of the competition Best presentation</b> <i>Hall 6, stage and online</i>	 
26.04.2024 г.		
09:00 ч. – 13:30 ч.	<b>Working day</b> Trade deals and competitions (in person) Online trade with the visitors of the <b>online shops</b> on the web page of TF FEST 2024	
09:30 ч.	<b>Final Stage of the Competition Students Academy Corporate Social Responsibility</b> <i>Hall 6, Conference Hall 2, fl. 2</i>	 
12:00 ч.	<b>Official closure and award ceremony</b> <i>Hall 6, stage and online</i>	 

**TF FEST is a public event and all participants agree to have their photos and videos published in the social networks and in media.**



## II. Competitions

During the Fair there are different competitions.

1. The regulations of the competitions are written by a work group with representatives of the public sector, business, NGOs, teachers, students, and Bulgarian Centre of Training Firms - BUCT.
2. All practice enterprises registered for the Fair are allowed to participate in the competitions unless otherwise specified in the regulations of the competitions.
3. The competitions, criteria, and the regulations will be published on the website of BUCT - [www.buct.org](http://www.buct.org) by 31.01.2024.
4. Some of the competitions will have a preliminary phase and the deadline for each competition might be different.
5. Final round – 25, 26.04.2024.
6. Results and award ceremony – 26.04.2024.

*The competitions of TF FEST 2024 are optional, with the exception of the Best Team and Professional Service, and the Best Stand competitions*

*In order to participate in a certain competition, it is necessary to register by entering the **COMPETITIONS** menu at <https://2024.tffest.bg> (after 16.02.2024) and uploading or emailing the required materials according to the regulations of the individual competition.*

### **OVERALL PERFORMANCE at TF FEST 2024**

#### **First, second, third place**

**The final rating is a sum of the scores in the following sub-categories:**

- ★ **Best STAND**
- ★ **Best TEAM and PROFESSIONAL SERVICING**
- ★ **Best CATALOGUE**
- ★ **Best ADVERTISING MATERIALS**
- ★ **Best WEB SITE**
- ★ **Best PRESENTATION**
- ★ **INTELLECTUAL PROPERTY RIGHTS PROTECTION**
- ★ **BEST PARTNERSHIP WITH COMPANY-MENTOR**

#### **I. Best STAND – assessment by a jury during the fair**

1. Presence of company name, town and country on the stand frieze (196/28 cm)
2. Stand design relevant to the company activities
3. Efficient working space organization – *easy access to papers, materials and equipment*
4. Attention-getting and uniqueness of design
5. Presence of samples */if applicable/*
6. Presence of catalogue, flyers, brochures and other advertising materials



7. Hygiene and arrangement of the working space and working places.
8. Indicate in an appropriate way the languages that are in use at the stand.

**The evaluation will strictly follow the technical requirements; the creativity of participants and their ability to produce their own product will be highly appreciated.**

## **II. Best TEAM and PROFESSIONAL SERVICING**

***Only exhibitors present in the fair hall can participate. Assessment by a jury during the fair.***

***\* The trainer of the practice enterprise is part of the team.***

1. Appearance of the exhibitors (*incl. company badges*). Presence of clear reference of company clothing to the trade activity of the practice enterprise */corporate vision/*. Style of the company clothing
2. Professional culture of servicing */politeness, tolerance, ethics/*
3. Knowledge of product, service */demonstration, if applicable/*
4. Ability to close a deal. Paperwork skills
5. Ability to attract clients. Welcoming and seeing off a client
6. Managerial and operational skills, assertiveness, persuasion skills.
7. Team working skills

***Bonus points can be awarded for the Discord channel activities of the rest of the PE team, the online store trade and timely payment of transactions.***

## **III. Best CATALOGUE**

***Assessment criteria:***

1. Greeting
2. Company logo
3. Content
4. Page numbers
5. Product presentation - catalogue number and price
6. Good organization of products – easy-to-use catalogue
7. Order form
8. Contacts */address, telephone, fax, e-mail, etc./*
9. Overall vision and originality (*available at the stand during the Fair*).

**Participants complete a model declaration (Annex 1), which is signed by the manager and the trainer/teacher of PE that the catalogue is not of a real company.**

**The practice enterprise has to upload their catalogue, scanned in one file together with the Declaration in .pdf format, size up to 15 MB on the website of TF FEST 2024 <https://2024.tffest.bg> for the competition **BEST CATALOGUE**. Catalogues of real companies, modified for the needs of practice enterprises, are not allowed to participate in the competition.**

**Deadline for uploading the materials: 29.03.2024.**

## **IV. Best ADVERTISING MATERIALS**

***Assessment criteria:***

1. Idea
2. Creativity and the ability of participants to produce their own advertising product



3. Aesthetics
4. Design
5. Spelling – *clear and grammatically correct presentation of product or service*
6. Originality
7. Diversity (*available at the stand during the Fair*)

Participants complete a model declaration (Annex 1), which is signed by the manager and the trainer/teacher of PE that the advertising materials are not of a real company.

The practice enterprise has to upload sample advertising materials, scanned in one file together with the Declaration in .pdf format, size up to 10MB on the website of TF FEST 2024 <https://2024.tffest.bg> for the competition **BEST ADVERTISING MATERIALS**. Advertising materials of real companies, modified for the needs of practice enterprises, are not allowed to participate in the competition.

**Deadline for uploading the materials: 29.03.2024.**

## V. BEST WEBSITE

**First, second, third place**

### *Assessment criteria:*

1. Innovation - originality of vision.
2. Content - completeness and diversity of the information provided.
3. Navigation - ability to easily navigate to different pages of the website.
4. Design - overall vision and aesthetics.
5. Functionality - a way of achieving the main goals - information, trade, etc.

Web sites that copy or follow the vision of real company web sites or are real sites, modified for training needs, are not to be accepted for the competition.

A link to the website has to be uploaded on the website of TF FEST 2024 <https://2024.tffest.bg> - the **BEST WEBSITE** competition.

**Deadline for submitting a link to the website: 29.03.2024.**

## VI. BEST PRESENTATION

**First, second, third place**

***\*The language, both of written and oral presentation, is ENGLISH.***

***Preliminary assessment and final stage with an oral presentation under the following assessment criteria:***

1. Content - completeness and diversity of the information provided
2. Company logo
3. Slide numbering
4. Contacts /address, phone, fax, email, etc./
5. Number of slides – minimum 7, maximum 10
6. Application of the 6x6 rule – 6 text lines, 6 words per line, max. 10 slides

The presentations in .ppt or .pptx format and size of up to 25 MB are to be uploaded on the website of TF FEST 2024 <https://2024.tffest.bg> – the **BEST PRESENTATION** competition.



Recommendations: Avoid using common PowerPoint templates. Choose the colors used in the presentation carefully. Plagiarism and the use of presentations from previous years will be sanctioned by disqualification.

**Information on the 10 practice enterprises, winners of the preliminary stage, will be published on BUCT website and on facebook.com/tffest.bg until 15.04.2024.**

***Final stage –presentation in English within 5 minutes at TF FEST.***

**Deadline for uploading your presentations: 29.03.2024.**

## VII. INTELLECTUAL PROPERTY PROTECTION AWARDS

### First, second, third place

A competition which will distinguish **three winners** who have built, protected and turned their own **trademark** into a valuable asset in the best way.

For the purposes of this international competition, you need to have a European Union Trademark Certificate of BUCT training Patent Office. You can register your trade mark at the training Patent Office of Bulgarian Centre of Training Firms on <https://buct.org/тф-фест-2024>.

After you receive your Trademark Certificate upload it on <https://2024.tffest.bg> - competition **INTELLECTUAL PROPERTY PROTECTION**.

**Deadline for uploading your certificate: 29.03.2024.**

#### **The rules:**

1. Creation of brand or trade mark – name, logo, colors, etc. – it's all up to you to create whatever you find necessary to make your products and services distinguishable at the competitive market;
2. Filling-up the simplified model of the Application for an EU Trademark at the Patent Office of the Bulgarian Centre of Training Firms;
3. Fill in 'List of goods and services' field for the classes of goods and services that are chosen for the recognition of your trade mark.  
\*the on-line Registration form and the List of goods and services can be found on <https://buct.org/тф-фест-2023>
4. During TF FEST the Jury will assess the use of your trade mark: how does it cover your company goods and services.

#### **The assessment is based on:**

- ✓ Basic knowledge of the brand - what it is, the assets it brings to the enterprise and how they can be used, how you can adequately put into practice your protected industrial property rights;
- ✓ The way the trademark is implemented in the marketing policy of the practice enterprise.



## VIII. BEST PARTNERSHIP WITH A COMPANY-MENTOR

### First, second, third place

This is a competition that will award those that have built and maintained best their partnership with a real company-mentor.

**A Company-mentor** – existing real enterprise with the same or similar business activities as the practice enterprise /PE/, which supports the PE by sharing its experience with PE trainees, providing advice and consultancy; real business life materials and documents; samples of products and goods; it can give support to PE trainees and trainers.

#### **Participation regulations:**

Submission of an application form with an attached contract, which regulates the cooperation, is to be done on the **website of TF FEST 2024** <https://2024.tffest.bg> for the competition **BEST PARTNERSHIP WITH A COMPANY-MENTOR**.

**Deadline for submitting application forms: March 29<sup>th</sup>, 2024.**

**Evaluation during the Fair:** In person or online interview with the contact persons appointed by the practice enterprise and the company-mentor.

**MISS AND MISTER TF FEST**, assessed by  Bulgaria

### Two awards

The competition evaluates professionalism, communication skills and leadership skills.

#### ***Preliminary assessment and final round***

#### ***Assessment criteria:***

1. Professional behaviour
2. Personal motivation
3. Communication skills

**Practice enterprises have the right to nominate ONE participant from their team.**

**The participants and their PE have to upload all materials for the preliminary round on the website of TF FEST 2024** <https://2024.tffest.bg> for the competition **MISS AND MISTER TF FEST**, as follows:

1. A short argumentation of the nomination (text file .doc/.docx up to 5 lines, size up to 1 MB).
2. A color photo of the nominee in a working environment with the team of the Practice enterprise /the name of the Practice enterprise should be seen on the photo, size up to 5 MB/.
3. Text up to 10 lines, written by the nominee, on the following topic: "How does the Practice Enterprise contribute to my personal experience and development?" (text file .doc/.docx up to 10 lines, size up to 2 MB)
4. CV and a motivation letter for the competition participation. (.pdf file, size up to 2 MB)





**The nominations received are a subject of pre-selection. The participants in the FINAL ROUND will be personally invited by a jury representative for online meeting.**

**Deadline for uploading the materials: 29.03.2024.**

## **PROMO VIDEO**

**The Promo Video competition is a competition that aims at highlighting the best performing teams by their promo video.**

### **TECHNICAL REQUIREMENTS**

- Video resolution - minimum 1920-1080 (FULL HD);
- Size - no more than 200 MB;
- Duration - no more than 3 minutes;
- Link to a hidden video on YouTube.

**The video is sent to e-mail: [tffest.bg@gmail.com](mailto:tffest.bg@gmail.com) by March 29<sup>th</sup>, 2024 by Google Drive upload, WeTransfer and other means.**

### **EVALUATION CRITERIA**

- Compliance with the technical requirements
- Narrative - how well is the message / story conveyed?
- Sound quality - how well is the video sounded?
- Image quality and editing - to what extent does the picture support the given story? How is it conveyed visually?
- Originality of the content - to what extent are the shots, sound and story a work of the students?

## **RESPONSIBLE BUSINESS AWARDS** **of the BULGARIAN YOUTH BUSINESS LEADERS FORUM**

*First round – assessment on the basis of the information in the registration form*

*Second round – presentation in English (assessment by a jury during the online Fair)*

### **Projects - Assessment criteria**

1. Evidence of the ongoing activities – photos, other relevant materials incorporated in 1 file.
2. Specific benefit to society.
3. Partnership with other organizations.
4. Employee commitment to the practice enterprise activities in the realization of the project.
5. Duration and consistency of the initiative (activities plan).
6. Innovation.
7. Public recognition (references).



**A practice enterprise cannot participate in more than ONE category.**

***[Instructions](http://www.buct.org) and the [application form](#) can be downloaded from the website of BUCT [www.buct.org](http://www.buct.org) / TF FEST 2024/CSR Academy.***

**Send the application form to: [fair@buct.org](mailto:fair@buct.org), subject: **BYBLF AWARDS**.**

**10 practice enterprises, winners of the first round, will be invited until **15.04.2024** to take part in the Final round. The above PEs will have to prepare and perform a five-minute presentation of their project in English on **26.04.2024** at TF FEST in Plovdiv.**

**Deadline for sending the application forms: March 29<sup>th</sup>, 2024.**



## **BEST DIGITAL MARKETING**

***A TASK ASSIGNED BY SITE MEDIA LTD.***

***Preliminary assessment***

### **Best digital marketing strategy of a company**

Nowadays each successful company needs an effective digital marketing strategy in order to better position its brand in the online environment. So that you can take part in this contest, you have to elaborate an annual digital marketing strategy whose target is to increase your brand awareness online. The strategy has to include a part (several) or all of the elements listed below:

- Situation analysis – where is your business situated online, what are your competitor positions, SWOT analysis,
- Objectives – which are the goals you want to achieve and where in the marketplace would you like to position your company;
- Potential customers – what is your target group and where could you target them online;
- Channels – which are the most effective internet marketing channels crucial to your digital communication with your potential customers;
  - Online advertising (Premium, Performance) – media planning and buying;
  - Search marketing, search engine optimization – SEO (Search Engines Optimization);
  - Marketing in the social media – SMM (Social Media Marketing);
  - Management of online reputation – ORM (Online Reputation Management);
  - E-commerce and successful online sales, conversion optimization – CRO (Conversion Rate Optimization);
- Customer engagement messages – which are the messages/ slogans you will use in order to engage your customers;
- KPIs (Key Performance Indicators) – how will you assess whether you have achieved your goals (site visits, fans, followers, engagement and so on)
- Action plan – an ultimate and detailed plan, including advertising planning, posting schedule, promotions, games, etc.
- Budget – funds indispensable for the strategy implementation

#### **Criteria for strategy evaluation:**

1. Working languages – Bulgarian and English;
2. Layout and completeness of the strategy;
3. The extent of creativity;
4. Effective budgeting of the funds necessary for the strategy implementation;

**Active Facebook presence of the company before and during TF FEST 2024 is to be assessed, too. In order to have your post and activity well assessed, you have to state your company Facebook page in the strategy, as well as to use for each activity #TFEST2024 and to share it also on the TF FEST 2024 page: [facebook.com/tffest.bg](https://facebook.com/tffest.bg).**




You have to upload your PE strategy on TF FEST 2024 web page <https://2024.tffest.bg> for **THE BEST DIGITAL MARKETING** competition.

**Deadline for submission of the strategies: March 29<sup>th</sup>, 2024.**

**For further information:** Ruja Zagorska – [r.zagorska@sitemedia.bg](mailto:r.zagorska@sitemedia.bg), [Facebook.com/RujaZagorska](https://www.facebook.com/RujaZagorska)



## CONTEST InstaGRAMMY

Become an Instagram Star! Present your company in !  
**A CONTEST, ORGANIZED BY UNIFY – STUDY IN HOLLAND**  
First, Second Place

*UNIFY is the only specialized higher education consultant for the Netherlands and official representative of the Dutch universities in Bulgaria. The Dutch universities are entirely practically oriented, there is an internship included as part of the programme curriculum, and everything that is learned in theory is then applied in practice. Equipped with the mission that this is the right approach to education, UNIFY is challenging you to apply your social media skills into practice. **This contest aims to develop communication, presentation, and digital skills in prospective participants.***

*Nowadays, to a large extent, the key to running a successful business is related to its proper presentation on social media networks. Every participant in this contest is given the task to create an Instagram business account of the company that presents, through photos, stories and short videos, the activities of the company, the team members and the goals of the organization.*

**Every company that wishes to participate in the contest must create an Instagram business account.**

### Assessment Criteria:

- Create an active business account of the company on INSTAGRAM
- Use **#tffest2024 #unifyinstagrammy24 #unifystudyinholland**
- Each participant must follow **unify\_studyinholland** from their personal Instagram account
- Use attractive and complete contents to promote company's business profile – video clips, stories and photos

### Grading requirements:

**1st place** – most followed profile

\*if there are companies with an equal number of followers, then the winning company will be the one which follows fewer profiles /following count/

**2nd place** – most liked picture – the picture with the most likes in the entire profile

### PRIZES:

**1st prize** – Online presentation on Career Orientation and Personal Development by UNIFY consultants, which will cover topics such as career orientation, professions of the future, choosing the right program, opportunities after graduation and successful application to a university of choice. We will discuss the difference between programs in various universities and the relevant career opportunities after graduation.

**2nd prize** – Online course for writing a CV and a Motivational Letter.

The team will have the opportunity to tell more about the TF Fest project, their company, product and idea in our channel, with the purpose of sharing the stories of successful and ambitious students like you.

**#Instagrammy24 #tffest2024 #unifystudyinholland**



## **BRIDGE - Bridging the Gap – Youth Work-Based Learning Cooperation with the Western Balkans**

### **Kahoot quiz      Bridge for our PRACTICE ENTERPRISES**

- The Kahoot quiz will take place live on the stage during the 1st day of TF FEST– 25.04.2024. participants will join the quiz by coming in front of the stage and scanning the QR code or typing in the quiz pin
- After that only one representative per PE will type in the PE name.
- There should be only one online representative per PE (you can work in a team together, of course, but there should only be one online representation of the PE).
- If there are more participants from the same Practice Enterprise, only one will be counted and the others will be disqualified.
- If there are individual participants with their nicknames/ or names, they will be disqualified.
- Participants will respond on their mobile devices, the questions will be read and shown on the screen.
- There will be 3 prizes – 1st, 2nd and 3rd – all should be just the name of Practice Enterprises (the prize goes to the whole PE team).
- The questions will be on the international network, the BRIDGE project and Practice Enterprises in the Balkan region.

### **Within Erasmus+ BRIDGE project - Bridging the Gap – Youth Work-Based Learning Cooperation with the Western Balkans our partners:**

**CPCD** - Center for the Promotion of Civil Society, Bosnia and Herzegovina

**CSO** – Centar za Strukno Obrazovanje, Montenegro

**ESC** – School of Economics Cacak, Serbia

**MESTI** – Ministry of Education, Science, Technology and Innovation, Kosovo

**PEN Worldwide** - International Practice Enterprise Network, Germany

**will be guests and participants in the exhibition and its competitions.**



**Annex 1**  
**EXAMPLE MODEL!**

## DECLARATION

The undersigned.....

(the names of the practice enterprise teacher/trainer)

and .....

(the names of the practice enterprise manager)

**in their capacity as the trainer and the manager of the practice enterprise**

.....

(practice enterprise name)

**in connection with the regulations for participation in the competitions of TF FEST 2024,**

**that the documents and materials presented for the competitions are students' own work.**

**We are aware of the condition that the proven usage of materials and documents of real companies  
will be punished by disqualification in the competitions.**

**City:**

**Date:**

**PE Trainer:**

.....

(signature)

**PE Manager:**

.....

(signature)

***More information about the programme of the Fair, a plan of the fair venue, the scheme of the stand, list of participants, the alignment of the stands and the rules of the payments and trade deals will be published on the website of the Bulgarian Centre of Training Firms - [www.buct.org](http://www.buct.org) and on <https://2024.tffest.bg/>.***



## Trade Deals and Negotiations in the Discord Online Environment Guidebook

There is an online possibility for commercial transactions between the practice enterprises during the fair which will take place in virtual channels on Discord. All students and trainers must have previously created profiles on the Discord platform and provided their unique username during TF FEST 2024 by filling out the form <https://forms.gle/J2PfuUDD9s66JHKv8> no later than 06:00 p.m. on April 19, 2024.

In case you don't have registration on the Discord platform, please follow the registration steps at <https://discord.com/>. To successfully complete your registration, you will also need to reconfirm your registration by following the link in the automated email you will receive from Discord.

**You don't need to install the Discord app on your computer - you can work directly in your browser.**

### 1. Initial access to the Fair server

**You must complete the steps in this section by 14:00 CET on Tuesday, April 23!**

A link to access the fair's server will be sent to the email address you have provided to the administrators.

<https://discord.gg/CTSW82tU>

This link will take you to the home page to access the server.

If you are not currently logged into your Discord account, the page will look like this:

If you have already created an account, click on "Already have an account" under the "Continue" button.

A new page will open where you need to enter your details.

You will then be taken back to the server prompt.

If you are already logged into your Discord account, you will be taken directly to the server prompt. Click on the "Accept invite" button.

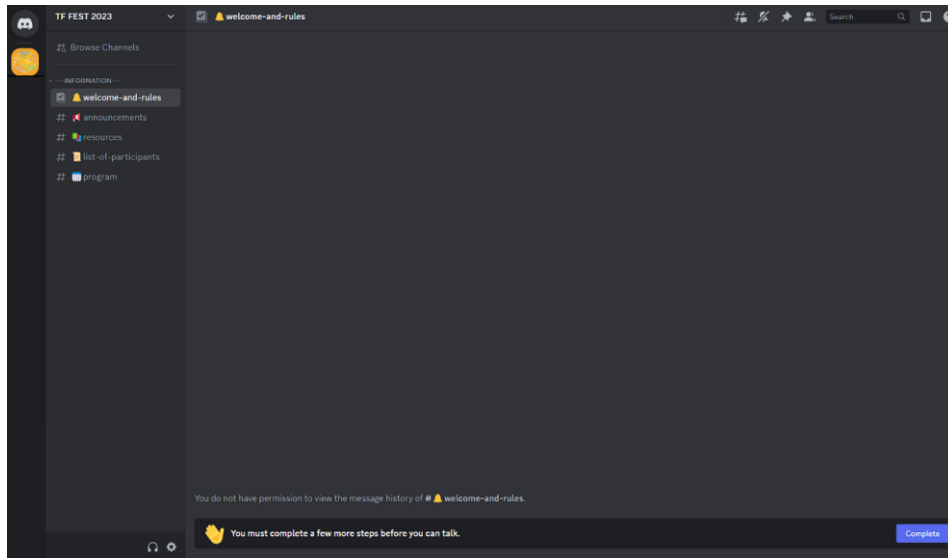
You will be taken to a window to choose a version of Discord - either an app or an online version in your browser.

As the Discord app is bulky and heavy, we advise you to use the online version of Discord in your browser. To do this, select "Cancel" on the pop-up window that asks you if you want to open the application and click "Continue to Discord".

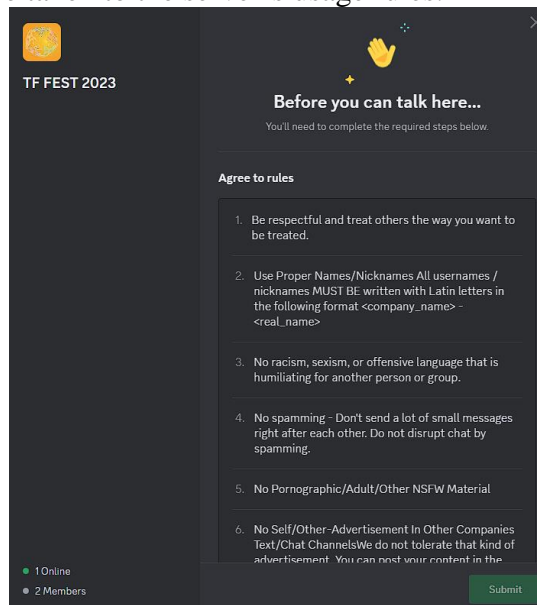
Initially, the Discord server will look like this:



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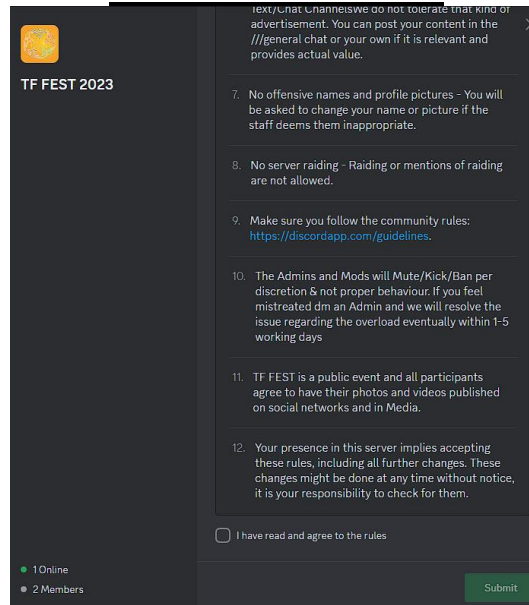
The padlock-shaped icons to the firm names (in the example to the right next to PE-1, PE-2, PE-3) indicate that you do not have full access. In addition, Discord itself sends you messages that you must complete a few more steps for full access in boxes at the bottom and top of the screen saying “You must complete a few more steps before you can start talking in this server”. Click on the “Complete” button in one of the two boxes reminding you that you do not have full access and you will be taken to the server’s usage rules.





## XXVII International Fair of Practice Enterprises TF FEST 2024 Young Entrepreneur

### Please read all the rules!



At the bottom of the rules window, check the box next to agree to the rules “I have read and agree to the rules” and click “Submit”.

Once you have accepted the rules the administrators will be able to approve you and you will have full access to the server.

## 2. Work during the Fair

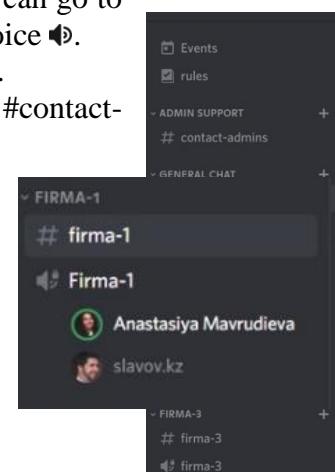
During the fair, you can visit each of the practice enterprises online in their dedicated and online space, i.e. in their dedicated channels.

At the left end of the screen, you will see a list of the channels you can go to by clicking on them. There are two types of channels - text # and voice 🗣️.

In the rules section you can read again the rules for using the server.

In the Admin Support section, you can contact the admins via the #contact-admins text channel.

Each company has a text # and voice channel 🗣️.



When you connect to a text channel you can read previous messages at the top of the screen and send new ones from the box at the bottom of the channel.



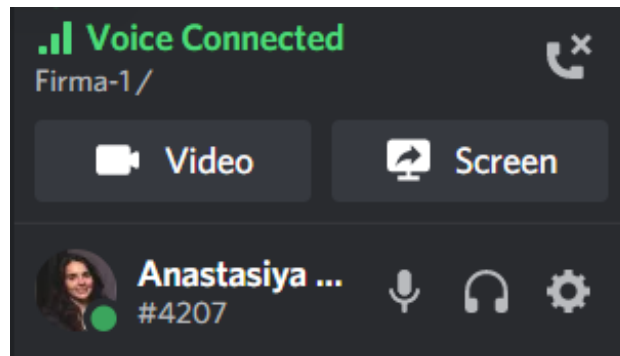


## XXVII International Fair of Practice Enterprises TF FEST 2024 Young Entrepreneur













Participants included in a voice channel are visible under its name.

When you connect to a voice channel, a control panel for your call will appear in the lower left channel.



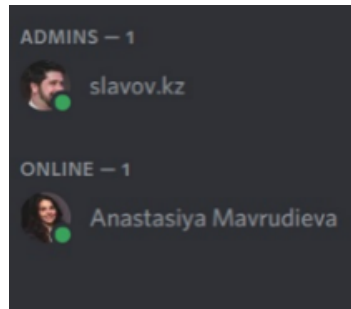
From it you can:

- see the name of the channel you are in 
- open and close your microphone by left-clicking on the icon 
- adjust your microphone by right-clicking on the icon 
- pause and play the call by left-clicking on the icon 
- adjust your sound by right-clicking on the icon 
- stop and start your camera by left-clicking on the icon 
- set up your camera by right-clicking on the icon 
- share your screen by left-clicking on the icon 
- leave the voice channel by left-clicking on the icon 
- open your profile settings by left-clicking on the icon 

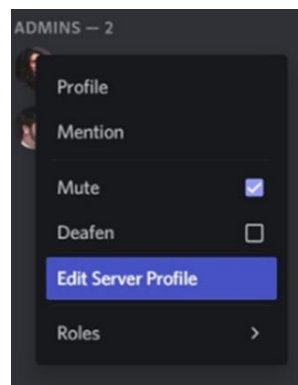
At the right end of the screen, you will see a list of participants divided by role (e.g. administrator).



## XXVII International Fair of Practice Enterprises TF FEST 2024 Young Entrepreneur



Once you have been granted full access to the TF FEST 2024 server, you can change your name to match the server rules by right-clicking on your name in the participant list and selecting "Edit server profile".



### THE PAYMENTS AT XXVII INTERNATIONAL FAIR TF FEST 2024

**ACCOMPLISHED ONLY IN BULGARIAN LEVA.**

The payments have to be made by fair debit card or by bank transfer.

#### **BUSINESS2BUSINESS DEALS (PE2PE)**

The company-buyer has to finalize the payment right after the deal has been completed BY BANK TRANSFER FROM THEIR PAYMENT ACCOUNT IN THEIR NATIONAL BANK.

#### **VISITOR PURCHASES**

Practice enterprises fill **Sales Lists** with the purchases, paid by the visitors with debit cards and record them as a company cash income. The form **Sales List TF FEST 2024** is published on the website of the Bulgarian Centre of Training Firms - [www.buct.org](http://www.buct.org) and on the website of TF FEST 2024 <https://2024.tffest.bg>.

The amount of the sales IS TO BE DEPOSITED in their bank account.

EMPLOYEES OF PRACTICE ENTERPRISES can make purchases ONLY using their personal accounts in their national bank.