



TF FEST 2024 Young Entrepreneur - Event Evaluation and Feedback

ABOUT TF FEST

TF FEST International Fair of Practice Enterprises *Young Entrepreneur 2024* was held as part of Erasmus+ Bridge project. The idea was to unite young people from five Balkan countries, trained in practice enterprises to take part in an exhibition and trade with other PEs from the Western Balkans and other countries, members of the international PEN Worldwide network. The Regional Trade fair is part of Work Package 3: Regional Practice Enterprise Trade Fair, and it gives opportunity to PE trainees to put the marketing, communication, negotiation and global business skills they have gained in the Practice Enterprise to be practiced with both European and Western Balkan colleagues. Trade fairs allow young people to build self-confidence, publicly demonstrate their acquired skills and knowledge and practice their foreign languages; create connections for cross-cultural business exchanges. Trainees practice what they have learned and exchange good practices with other young people.

The trade fair is a value-added event as part of the compulsory curriculum or as an extracurricular activity offering trainees competitions and challenges to supplement the program for added-value events and activities. The competitions are mainly business-skills focused, including the development of communication and marketing plans; social media, sales pitches and elevator competitions, other skills challenges.

The trade fair and business competition events offer the opportunity to invite key stakeholders as keynote speakers or judges. The special focus and inclusion of young people from across the Western Balkans provides a wider regional flavour to the events. All event activities are fully open to the general public.

Organizers of TF FEST 2024:

Bulgarian Centre of Training Firms - Ministry of Education and Science

International Fair Plovdiv

Association Bulgarian Training Center

Participants: 124 practice enterprises from Bulgaria, Belgium, Bosnia and Herzegovina, Kosovo, Montenegro, Romania, Slovenia, Serbia.

The PEs presenting their business at the Fair were operating in various fields: banking, insurance, wholesale and retail trade in various food and non-food products; tourist services and catering; information technology and advertising; consulting services, accounting; production; education and others.

71 e-shops have been set up on the online platform of TF FEST, where the Fair visitors can make purchases online.



TF FEST 2024 was held on April, 25th and 26th 2024 in Plovdiv.

<https://2024.tffest.bg/p/news>

The event was held in a hybrid format - both live and online. Online visitors receive a virtual debit card and can make purchases from the online stores of the practice enterprises.

There was an alternative to the in-person trade negotiations at the Fair – to be conducted online in Discord. Payments were made via BUCTBANK and with debit cards.

A large number of competitions were held during TF FEST, including for *the Best*: stand, team and professional servicing, catalogue and advertising materials, website, presentation, protection of intellectual property, cooperation with a mentor company, Miss and Mr. TF FEST. Part of the TF FEST contests are based on assignments from real businesses, ministries and universities, and are evaluated by a jury appointed by them.

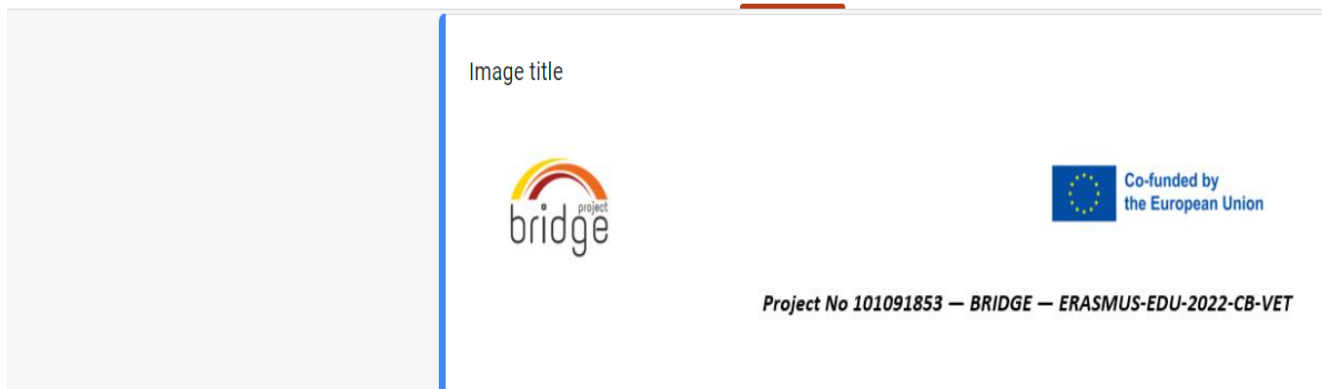
Thus, representatives of business, universities, state administration and non-governmental sector evaluate the key competences and specific skills of school and university students acquired in the practice enterprise.

Participants practiced and improved their transversal skills in the field of communication, team working; foreign language skills; negotiation skills, together with presentation and digital skills.

An evaluation was made after the completion of the Fair with 35 respondents (participants at TF FEST in-person). Participants – students and jury members, from all 6 partner countries answered the questions.



Questions Responses **35** Settings





TF FEST 2024, 25-26.04 Plovdiv

Questions Responses 35 Settings

35 responses

Link to Sheets

Accepting responses

Summary

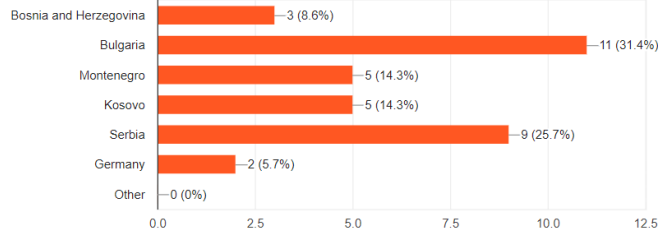
Question

Individual

Country

35 responses

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SUMMARY:

The satisfaction is very high – 94.3% (5 and 4 in the scale are the highest marks). The preparation for the event got also a high evaluation – 85.7% (5 and 4 in the scale).

Participants recommended further digitalization of the event and less pepper usage. It's important for the participants to have more information about the history of the event and the results in the previous years. BUCT has provided information on their webpages; all winners of the competitions and the best materials, presentations, videos, etc. can be seen on www.buct.org/TF FEST.

Communication skills (88%), team working skills (80%), foreign language skills (71%) were assessed as the most important ones improved at TF FEST 2024.

The competitions conducted at TF FEST were evaluated with high score of 94.2 excellent and very good points. Participants suggested having more competitions which last longer. More interactive sessions to be held, as Kahoot quiz about the international and regional cooperation could be kept in an annual format to further engage the participants. The events and competitions should be announced earlier with better and wider dissemination.

The future developments of Western Balkan Cooperation within the practice enterprises network should comprise recurring annual online events that focus on the region of Western Balkans and then supplement those with more in-person events as trade fairs in the different countries.

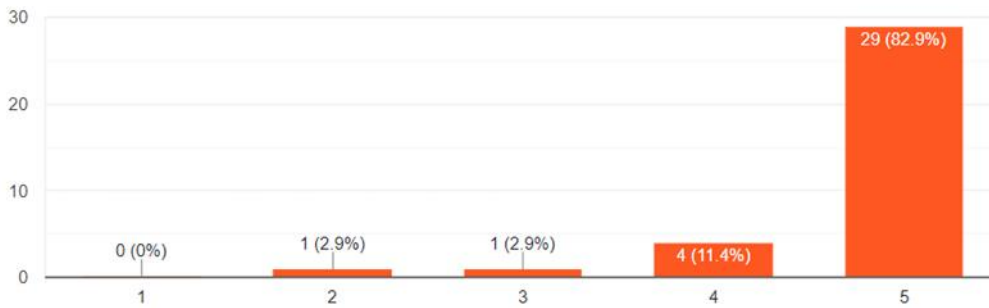


QUESTIONS AND ANSWERS GRAPHICS:

What was the level of your general satisfaction of the event - TF FEST 2024? (1 is the lowest - 5 is the highest)



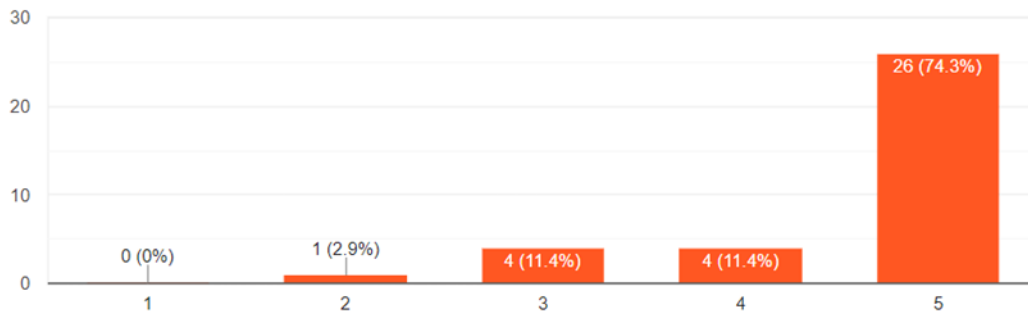
35 responses



How do you assess the preparation for the event? (info, cooperation, communication, CO involvement)



35 responses



DO YOU HAVE ANY SUGGESTIONS FOR MORE EFFECTIVE PREPARATION FOR THE EVENT? (INFO, COOPERATION, COMMUNICATION, CO INVOLVEMENT)

“The event was perfectly organized, well prepared in advance and well run on the spot. The only suggestion would be to maybe use less paper materials in the coming years and encourage PEs to send invoices/ all other docs also from the TF electronically to have less paper and be more sustainable. (only some did so)”

“Everything was amazing. The preparation and organization were flawless. Thank you, BUCT!”

Recommendations: Further digitalization of the event, having one more working day, there is a need to have more information about previous events, so that way students can make better preparation.

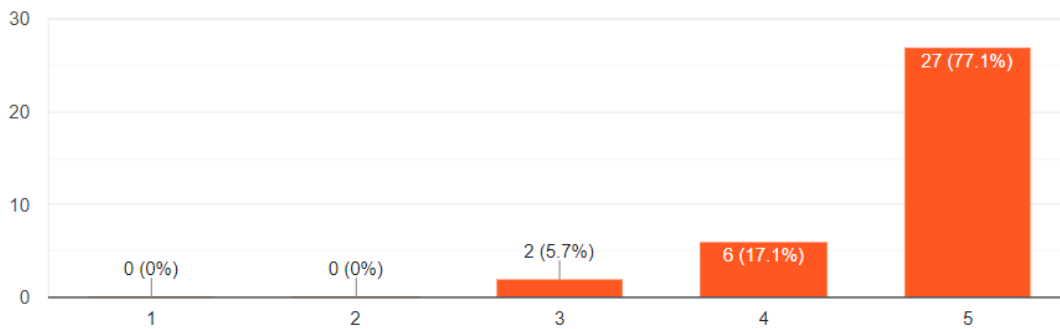


8 answers: No recommendations

How do you assess the competitions during the Fair? (1 is the lowest - 5 is the highest)

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35 responses



DO YOU HAVE ANY SUGGESTIONS FOR NEW COMPETITIONS?

Establish new competitions.

Keep up your great work, it was amazing!

To last longer than it does now.

Company with most sold products (for quantity of sales)

Mystery shopping

The competitions are great and the additional quiz about the international network and regional cooperation could be kept as a recurring annual format. The more engaging and interactive the competitions, the better.

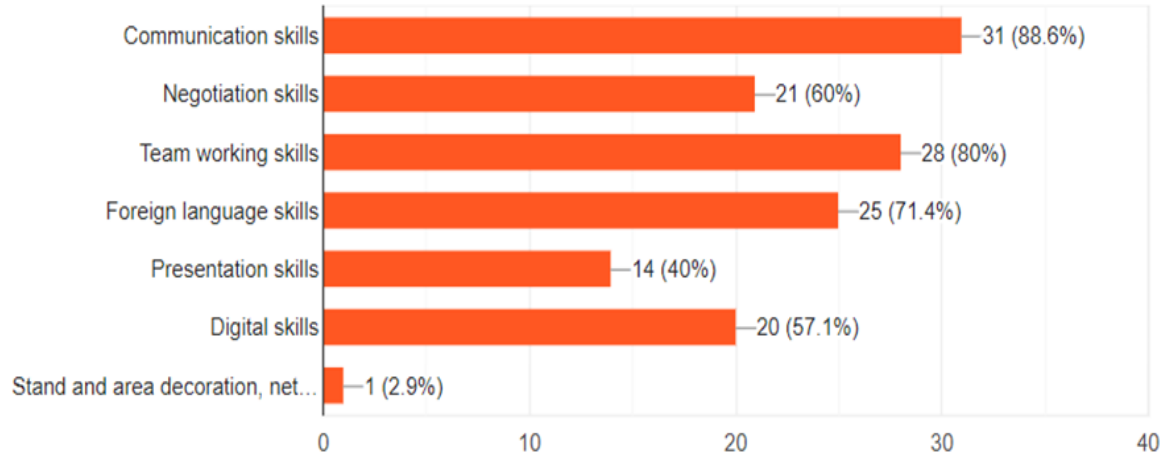
I would only add more interactive sessions to further engage attendees and provide additional opportunities for networking and collaboration.



Do you think you have improved your:

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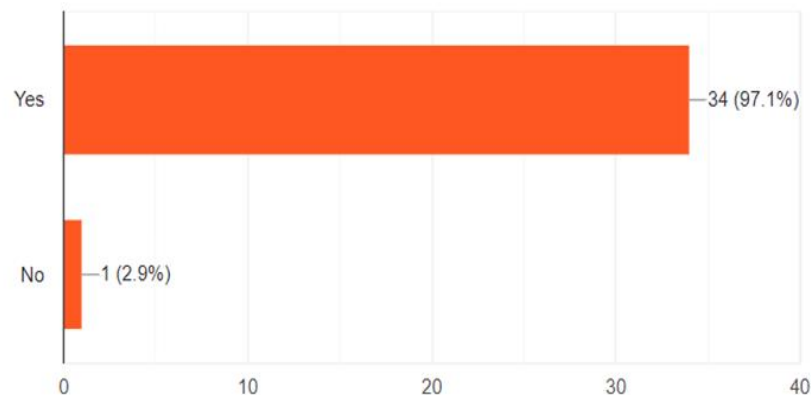
35 responses



Do you think that competitions and international events like the international trade fair TF FEST Young Entrepreneur will help for the development of regional and international cooperation?

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35 responses





IF YOU WERE THE ORGANIZER OF SUCH YOUTH EVENT, WHAT WOULD YOU CHANGE IN THE PREPARATION AND THE ORGANIZATION?

Everything was amazing and the event was really good for educational purposes.

Absolutely nothing, everything was perfect

I'll focus more on direct involvement of the competing students in the event decision-making process

More importance to the Discord server

I would use more online resources because the paperwork significantly slowed down the work and is no more effective these days.

The time duration of the fair

I would have informed teams more time in advance about the upcoming competition and applications for some of the competitions (for example teams outside of Bulgaria were not participating in several tournaments that Bulgarian teams did since we did not get the information about application)

I would put more categories and prizes for foreign enterprises

As a participant, everything at TF FEST was amazing, thanks to BUCT. If I were the organizer, I wouldn't change much, but I might add more hands-on activities and networking opportunities to enhance the experience further. The event was exceptionally well-organized and thoroughly enjoyable.

I found everything amazing. The preparation and organization were flawless.

DO YOU HAVE ANY SUGGESTIONS FOR THE ORGANIZATION OF NEW EVENTS FOR THE IMPROVEMENT OF THE WESTERN BALKAN COUNTRY YOUTH PARTICIPATION?

Further advertise in schools and taking advantage of internet marketing to promote the upcoming event

Use Discord as a way to spread news and information about the competition

Organize a tourist tour of the city.

More teams to compete and be on a fair

Online trade fairs and other competitions

Recurring annual online events that focus on the region of Western Balkans and then to supplement these by the in-person Trade Fairs in the different countries

We need more opportunities such like this one