

Guidelines contests BELFAIR 2023

On March 9 and 10, 2023, the BELFAIR fair will take place in the exposition hall “Nekkerhal”, which is located in Mechelen. On these days we will organize a number of contests that will be judged by a jury. The best results of each day will be rewarded with a nice virtual prize. In this bundle you will find all information and the rules of each contest. Please read these guidelines carefully.

The contests that will be organized this year are:

- Mystery Shopping
- Elevator pitch
- Instagram contest

Questions and/or comments can be emailed to BELFAIR2023@cofep.be.

CONTEST 1: MYSTERY SHOPPING

What is this competition about?

A team of jury members sets off during BELFAIR to immerse themselves in the atmosphere created virtually by the exhibitors. Who will best be able to introduce customers to the virtual company and convince them to place an order?

In the assessment, the judges will take into account the following criteria:

Professional image

- How did the PE welcome you?
- Was the contact with the salesperson professional?
- Was there a clear link in the decor or on the screen to the PE you were visiting?
- Did the staff work smoothly with IT-tools?

Customer focus

- Was the salesperson polite and friendly?
- Did the salesperson probe the customer's needs before starting his sales pitch?
- Did the salesperson present the product range?
- Did the salesperson have product knowledge and knowed the terms of sale?
- Did they pay attention to correct language?

Order processing

- Was the salesperson aware of payment options?
- Did the salesperson collect customer information to complete the order?
- As a customer, were you shown a correctly completed order form or is it being emailed?

Convince our judges and get a chance to win nice virtual prizes!

For whom?

All exhibitors who registered for the contest when registering as an exhibitor.

CONTEST 2: ELEVATOR PITCH

What is an "elevator pitch?"

An elevator pitch is a short presentation in which you enthusiastically tell people who you are and what you are good at. Freely translated, "elevator pitch" means a sales pitch in the elevator. In the time of an elevator ride (one minute) you should be able to present yourself in a fun way.

Start the elevator pitch always with a scintillating introduction to the attention of your interlocutor (= jury) to attract. Then you tell who you are, what you stand for and what your strengths are.

How does the competition work?

Make an elevator pitch about your virtual company. Step into our virtual elevator with a maximum of 3 people and convince a professional external jury of your qualities in just one minute.

The jury will pay attention to:

- How did you attract attention at the start?
- How enthusiastically did the participants present the story?
- Did the story sound convincing?
- Did the audience feel drawn in and would they consider ordering the show?
- Did they pay attention to correct language?

The participants bring their pitch live in our online Elevator Pitch Zoom meeting. So you may not use a pre-recorded video. Please note that you will only get one minute.

The timetable will be published on the website in advance and will be strictly followed. Come to our Elevator Pitch room at the agreed time and stay in the waiting room until we let you in to the Breakout room with the jury.

If you are in 1 physical space as a team, sign in with 1 account. If you are not physically together, make sure the name of your virtual company is listed in your username.

Unfortunately, anyone who is not present at the appointed time or speaks for longer than 60 seconds will not be eligible for a prize.

The day's contest winners will be announced on the BELFAIR site.

Registration?

The trainer can register via the BELFAIR site and choose a time slot. We allow 5 registrations per 15 minutes. Only 40 virtual companies can participate per day. We recommend to do your Elevator Pitch in your mother tongue.

Register in time!

Each virtual company can only participate once in the contest.

