

ADMINISTRATIVE INFORMATION

Dates: Thursday, March 10 2011 to Saturday, March 12 2011

Travel: You will be met at the airport by the Organizing Committee Staff (look for the green JA triangle logo). Please check with your airlines the maximum extra luggage weight accepted at the airport, before departure.

Arrival: The transport from the airport to the hotel will be provided by the Organizing Committee on the 10th of March by preliminary agreement.

Departure: The transport from the hotel to the airport or railway station will be provided by the Organizing Committee on the 12th of March by preliminary agreement.

For all arrivals and departures before or after the provided time schedule you are responsible for your own transportation. There are busses from the airport to the hotel.

ACCOMMODATION

- Full Board accommodation has been booked for your team from the night of Thursday 10th through to breakfast on Saturday 12th of March.
- On arrival all delegates will be issued a welcome package. This includes badges with schedule for participation in the event, and also maps and useful information concerning the event.
- Every participant will have a badge with the agenda, times for busses, meals, presentations and activities. **Please be aware the timing for buses is sharp!**

Hotel

Islande Hotel

Address: 20, Kipsalas Street, Riga

Telephone: +371 67 608 000

Fax: +371 67 608 001

Web page: <http://www.islandehotel.lv/>

Accommodation will be on the basis of twin or triple rooms for students (2 or 3 sharing) and single or twin rooms for accompanying adults (e.g. Teachers) as booked.

Fair Venue

All preparation, judging, selling etc. will take place in Riga trade centre "Riga Plaza". The transport to Riga Plaza will be provided by the Organizing Committee according to your agendas.

Meals

All meals (from Friday breakfasts until Saturday lunch included) will be provided and are paid.

Insurance

Each participant is responsible for own insurance (TRAVEL and MEDICAL INSURANCE).

Dress code

During advertisements and interview at the stand and with the jury students should wear either business dress or a company clothing.

Dress code for Awards and Hawaiian style – for Students Summer dress, Flip Flops or summer sandals. Event will take a place on see sands. For teachers – informal

Students have to take sportswear for sport activities on Saturday (T-shirt, shorts, Flip Flops). Sport activities will take a place on beach sand.

AWARDS AND JUDGING CRITERIA

Information on Awards and Criteria for individual categories

AWARD CATEGORIES

Best Trade Fair display stand

Criteria:

- General layout and attractiveness of stand
- Sales and product literature
- Corporate image profile and promotion

Most innovative product

Criteria:

- Design
- General idea
- Effectiveness of purpose
- Inventiveness
- Packaging
- Environmental impact

Socially responsible product

Criteria:

- Environmentally friendly
- Useful for society
- Oblation principle

Best sales / marketing techniques

Criteria:

- Appearance of the Sales Team on the stand
- Creative promotion/advertising
- Sales techniques and salesmanship relevant to the Latvian Trade Fair customers
- Packaging sales information
- Certificates, references etc

The best advertisement

Criteria:

- Originality
- Following for criteria (body and time)

The Best Company of International Student Company festival 2011

Criteria:

- Best total score in all categories together.

To evaluate all nominations we will organize INTERVIEW WITH THE PANEL OF JUDGES by the stands.

This is a very important aspect of the competition since the judges have the opportunity to ask any questions regarding the Company. Judges are likely to probe Company members on their understanding of how and why the Company performed as it did and what general lessons they are able to draw from this, and how these lessons might be applied in a new business context.

Company members without their Advisers or Link Teachers will be questioned by the panel of judges for a maximum of 10 minutes.

Key Points Assessed by Judges

- Development of personal skills
- Team spirit
- Knowledge and understanding of how businesses function
- Ability to apply lessons learnt to new situations
- Stand evaluation
- Product or service evaluation.

OTHER USEFUL INFORMATION

- Behaviour: We want you to have a great time while you are in Latvia for the Student Companies festival, and proper behaviour is expected at all times. Please show respect for people and property.
- Your presence to the Students Company Festival in Riga acknowledges your acceptance to be filmed and photographed during the event.
- Please notice that the timing of the buses is sharp and we are not responsible for people arriving late to the meeting points.

Drugs and Alcoholic Beverages

- The official accompanying adults are responsible for ensuring that the students abide by this zero tolerance regulation. In addition, we ask that accompanying adults ensure that there is no drunken behaviour at any other times during the events.
- In the event of unacceptable behaviour, the offending students will be sent home, at their own cost, immediately.

Weather

Average temperature in Latvia in the beginning of March is around 0 degrees Celsius, but it can also be warmer. The forecasted weather on March is partially clouded so please bring appropriate clothes.

Credit Cards

Credit cards are accepted in all shopping centres in Riga, but for small shops you can expect to pay in cash. MasterCard and Visa are the most common.

Currency

Latvian currency is the Latvian **Lats (LVL)**. You can exchange money at any bank and exchange points (with exchange rate displayed).

Emergency Phone Numbers

In the event of an emergency in Latvia, the number is 112 for all emergency services.

Latvian area code is: +371.

Recommend taxi in Riga *Baltic Taxi* ph: 8500

Contact person in Latvia: Janis Krievans (Junior Achievement – Latvia international project manager)
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