

Name:

Representing a company at a trade fair

Imagine that you have to represent your company at an English-speaking trade fair. Create a poster and prepare a presentation, in which you introduce your company and advertise it and your services.



Working with a partner

You can work on your own or together with a partner. If you work with a partner, decide for one of the companies you work at.

Here are some steps to follow:

- ① **Write down the information** you want to include on your poster. The poster has to include:
 - **Basic information** (name, size, location, contact information of your company)
 - Description of your **main products / services**
 - Who are your most important **customers / markets**?
 - What are **features/benefits** you offer? What differentiates you from your competition? **Why should people choose your company?**
 - **If possible:** additional information about special projects, current developments, plans for growth, etc.
- ② **Plan a rough outline** of your poster. It should include the information you have gathered and be visually appealing, easy to read, well structured and not too full of information.
- ③ **Create your poster.** It can be made digitally (for example using Canva) or on a sheet of paper (at least size A3, larger if possible)
- ④ **Prepare a presentation. Write down bullet points** to help you. The presentation should:
 - Include an **introduction** of you as a person. (name, position in the company)
 - Include the **information** from the poster and **explain elements** of the poster.
 - **NOT** just be you reading out what you've written down.
 - **Instead** add to the poster, be interesting, catch the attention of potential customers, be relatable, possibly even funny or entertaining
- ⑤ **Practice your presentation.** Try to speak fluently without looking at your bullet points too much and practice your pronunciation.
- ⑥ **Deliver your presentation.** If you don't want to present in front of the class, you could also record a video or present just in front of the teacher.