

International Practice Enterprise Trade Week Manual

Inspired by the EU Day of Languages

23 September, 2019 - 27 September 2019
#penworldwide #EULanguageDay

The International Practice Enterprise Trade Week is a week-long online event where practice enterprises from around the world apply and improve their virtual marketing skills by communicating directly, trading products, and promoting themselves on social media. Occurring in conjunction with the European Day of Languages, the event celebrates the diversity of practice enterprises within the EUROPEN-PEN International network and encourages participants to improve intercultural understanding.

How to Register (Deadline: 20 September, 2019)

- Make sure you have your trading set to 'Internationally' in PenApps.
- Go to penworldwide.org/events/eulanguageday/
- Select your country at the bottom of the page
- Select your Practice Enterprise
- Click 'Register' and fill out the registration form
- Check if a confirmation email was received. If not, try re-registering or email us at tradeweek@penworldwide.org

After Registration / Before Trade Week

- Find other participants by searching for 'EU Language Day' in PenApps
- **Before Trade Week**, reach out to other PE's by email to schedule trading/meeting times and include:
 - Preferred communication tool for contact during Trade Week (email, phone, Skype, Google Hangouts, Microsoft Teams, etc.) and set it up (ie. create an account if necessary)
 - Preferred language for contact
 - Your available time slots to meet during Trade Week

During Trade Week

- Make contact with many Practice Enterprises
- Introduce your PE
- Do a sales pitch for a particular product
- Negotiate for an order/price.

Note: Sales transactions are not strictly necessary, especially for brand new PE's, but making contact with many others and introducing the company is encouraged.

Bonus! Social Media Marketing Competition

Document your trading on social media and get our attention using **#penworldwide** and **#EULanguageDay** when posting on Facebook, Twitter, and Instagram. Stand to win €5,000 in virtual money, a certificate, and a box of EUROPEN-PEN International gifts!

PE's will be judged for creativity in posts, frequency, and amount of engagement (likes, comments, shares). The top three posts will then be chosen by the EUROPEN Coordination Centre and winning teams will be featured on EUROPEN-PEN International's social media, as well as receive prizes.

Examples of Top Posts

- Active and frequent posting
- A photo gallery showcasing your team and your PE's brand
- A video/photo gallery featuring your team interacting with other PE's, and/or preparing for the event
- Posts that attract engagement (likes, comments, shares)
- Posts that make people say "Wow!" in a positive way
- To celebrate the European Day of Languages, we also encourage posting in multiple languages

CONTEST DEADLINE: 29 September, 2019

Questions? Reach out to us at tradeweek@penworldwide.org