

Evaluation criteria for MVCF Slovakia 2023 competitions

face-to-face format

Evaluation of the stand

STAND	<ul style="list-style-type: none">• appearance of the stand - overall impression, originality, aesthetics, professionalism• logo and slogan – originality, relation to the product, graphic processing, reproducibility• catalog – content, form, technical level and quality of processing information about PE and its product• other marketing tools – business cards, flyers, brochures, samples...• presentation at the stand – appearance, atmosphere, knowledge of the PE product, professionalism of PE representatives
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Rating from 1-10 points, where the maximum number of points is 10.

Evaluation of e-presentation

E-presentation	<ul style="list-style-type: none">• addressing customers (attracting attention)• presentation of PE and its product, quality of information provided• graphic and aesthetic side of the e-presentation, compliance with the scope (max. 12 slides)• the level of moderation of the e-presentation in the mother tongue and English (or another) language• respecting the time limit of 7 minutes
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Rating from 1-10 points, where the maximum number of points is 10.

The first 5 PEs evaluated by the competition jury in the e-presentation category will be presented.

Rating 90 seconds in an elevator

90 seconds in the elevator	<ul style="list-style-type: none">• introducing yourself and PEs business plan• an original and concise description of the PE product and its distinctiveness from the competition• call to action (addressing the audience about the possibility of obtaining more information about PE)• communicative knowledge of a foreign language• respecting the time limit (max. 90 seconds)
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Rating from 1-10 points, where the maximum number of points is 10.

Responsible and sustainable business

Sustainable company	<ul style="list-style-type: none">• does PE have the principle of sustainability integrated directly into the subject of business?• does PE integrate the principles of environmental sustainability, such as the circular economy, renewable energy sources and green policies into its operation?• integrates PE principles of social sustainability, i.e. j. uses local suppliers or the Fair Trade principle; Or is PE a social enterprise?
Responsible company	<ul style="list-style-type: none">• does PE have an ethical approach to business and does it reflect the goals of sustainable development in its operations?• does PE take thoughtful care of its employees?• has PE implemented CSR activities, such as community activities, corporate volunteering or involvement in public benefit projects?
The leader in care about employees	<ul style="list-style-type: none">• does PE pay attention to the inclusion and diversity of employees and does it communicate these values?• does PE provide benefits for employees, such as team building activities, trainings, courses?• does PE support and appreciate its employees, for example through regular performance evaluation and feedback?

Rating from 0-9 points, where the maximum number of points is 9.