VIRTUAL SEFED ONLINE FAIR OF PRACTICE FIRMS

The Inform Foundation organizes the **annual #Virtual SEFED International Virtual Fair of PRACTICE FIRMS**

This document is a guide to help you in the process of participating in virtual fairs in which PRACTICE FIRMS from the SEFED Network and PEN Worldwide connect with each other to negotiate, buy and sell their products and services through videoconference sales sessions.

From the label **FAIRS AND EVENTS** of the Virtual City you can consult the new date of the SEFED Virtual, download the manual and explanatory video and access the link to register as an exhibitor or visitor.

Fair website: https://virtualsefeden.weebly.com

Index

Before the FAIR ..... P. 2

1. Registration on the Virtual Fair
    1. Company Registration: Open Exhibitor Account
    2. Visitor registration: students and faculty
2. Booth Reservation: Location Registration
3. How to prepare the Fair
4. Terminology
5. How to organize the video conference

During the FAIR ..... P. 22

1. How to access the Fair
2. Assessment of the shopping experience
3. Attendance report of the Fair
4. Recommendations for videoconferencing
5. Use social networks and win virtual prizes

Useful information ..... P. 26

1. How to use breakout rooms
    1. Google Meet
    2. Zoom
    3. Microsoft Teams

Before the FAIR

1. REGISTRATION ON THE SEFED VIRTUAL FAIR

Access the website of the SEFED Virtual Fair from the following link

https://virtualsefeden.weebly.com

At the bottom of the website, you will find the link to the registration screen:

The following screen is displayed where you will access the registration:

1.1. Company Registration: Open Exhibitor Account

Company Registration => Create an **"Exhibitor Account"** to register the company in the system. This record is only used to book a booth (which we call Fair Location).

Note: This procedure is only carried out the first time the programme is accessed. For subsequent fairs, the company will be able to book the stand directly.

You will see the following screen:

1.Enter the following information:

Full Name: Simulated Company Name
ES code: your company's PEN WORLDWIDE code
Password: indicate the one you want, of 8 characters minimum

Then click on the button Create an **ES account**.

2.Confirm registration from the email account

After submitting this form, **the company will receive an email** (to the email account of the simulated company listed in the PEN WORLDWIDE database) **with the corresponding activation link** to enter the Fairs portal.

Important: Click on the link to enter the fair portal.

Note: If you don't see the email in your inbox, search your spam inbox or enter the search engine for the email address: **onlinetradefairs@sefed.es**

3.Identified

To access as a company, enter the acronym **TF- (and the code PEN Worldwide simulated company) and the chosen password**.

You can now book the stand (we explain it in point 2)

1.2. Visitor registration: students and faculty

Registration of visitors > Once the company is registered, all students and teachers must register individually through a **"Visitor account", with which they will access the fair on the day of the event.**

Go back to the registration screen and access the second option "I belong to a simulated company, and I want to create a visitor account"

You will access the following screen:

1.Enter the following information:

Full name: Name and surname of the visiting students or teaching staff
Organization: Name of the simulated company to which you belong
ES Code: PEN code of your simulated company
Email address: Visitor's personal email **(do not use institutional accounts. Use domains Gmail, Hotmail, ...)**
Password: Enter the password you wish, of 8 characters minimum

Once the information has been filled in, click on the Create **a visitor account button.**

2.Confirm registration from the visitor's email account

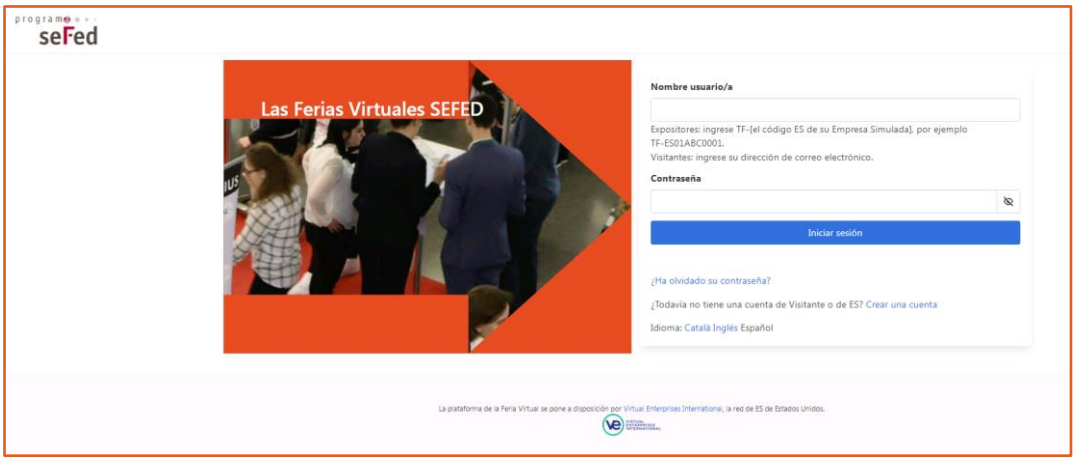
After submitting this form, **you will receive an email to** your personal account **with the corresponding activation link** to enter the Fairs portal.

Important: Click on the link to enter the fair portal

Note: If you don't see the email in your inbox, search your spam inbox or enter the search engine for the email address: **onlinetradefairs@sefed.es**

3.Identified

To access the portal you must enter the email address and password chosen on the following screen:



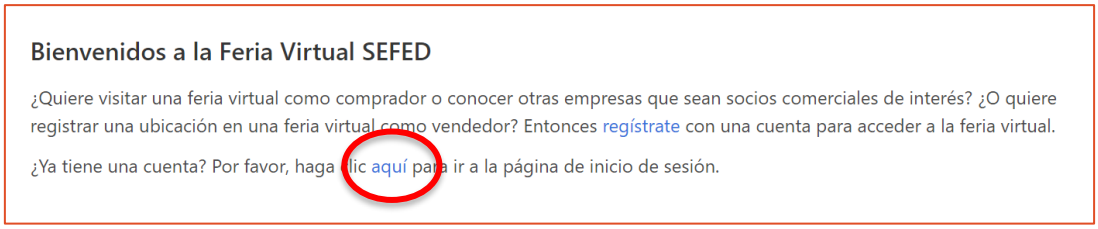
Remember that this is your username for the day of the Fair.

Both in the registration as **a COMPANY** or as **a VISITOR**, in case of forgetting the password the system allows you to restart with a new one.

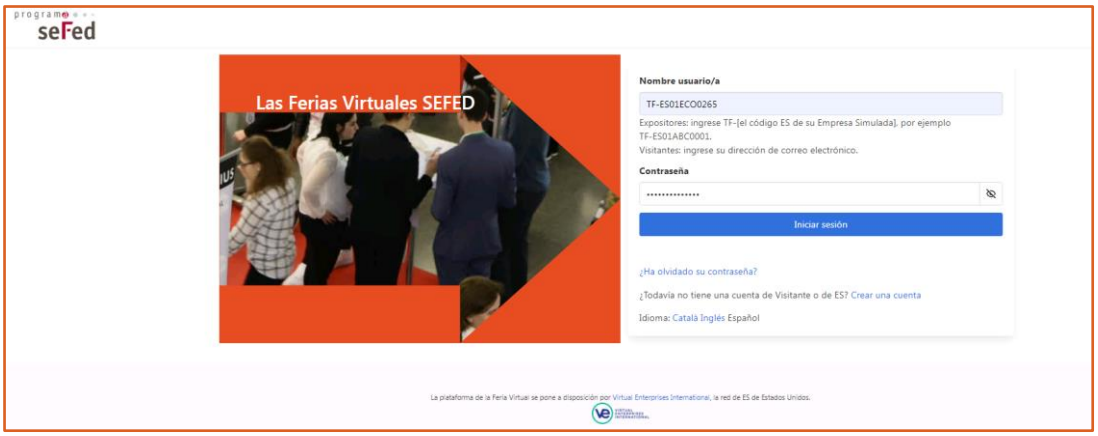
2. BOOTH RESERVATION: LOCATION REGISTRATION

Remember that you already have a business registration and have created an account as an Exhibitor.

Access the link of the SEFED Virtual Fair and click on "Registration and access" and enter "here":



Log in with your **business account,** i.e. as an exhibitor.



The username will always be as follows: **TF-PEN Worldwide code of the simulated company.**

When you access you will see the Fairs Portal and you will have to click on **Location Registration** to reserve a stand (in the online fair it is called stand location).

The following registration form is displayed:

Enter the following information:

Company description: Brief description of the company's activity

Website URL: Link address of the simulated company's website

Sales period: Hours in which customers can be served.

There are 3 possible periods to indicate fragmented schedules. For example: 10.00 to 12.00 and from 15.00 to 18.00. In each of them it indicates:

- Customer service hours (from ... up to ...)
- Video conferencing link (Teams, Zoom, Google Meet, Jitsi, etc.). The URL must start with https://

Indicate whether customers can be **served in English and/or French**

Attach the **company's** logo

Attach a **Sales Brochure** (promotion sheet, catalogue,...)

Promotional video enter the embed video embed code (not the URL)

This information will be published at the company's stand at the fairgrounds.

Your location will be displayed as follows:

Any visitor (students and/or teachers) when accessing the Virtual Fair will be able to consult the linked website, the attached brochure and the video at your location. In this way, you will be able to find out about the products that your company sells and the offers prepared for the event.

The languages that you have marked as possible languages for communication and customer service are also displayed.

The green stripe **"Online now" indicates** that the company is in open hours. When you click on the green button, the videoconference linked in the schedule opens. There can be more than one person at a time (from different companies) who presses the button.

The **person in charge of the videoconference must organise** the different visits they receive and refer them to colleagues who attend to customers from other videoconferences (explained in section 5)

In the same way, you will be able to see the locations corresponding to other companies participating in the Fair.

3. HOW TO PREPARE THE FAIR

Important Note

A Virtual Fair is based on **purchase and sale negotiations through videoconferences.**

It is very important that **each participant**, whether a student or a teacher, **has a computer, helmets and microphone.**

In the same classroom there are several students connected by videoconferences, the sound of their interlocutors hinders the conversations that are being held, so the **use of helmets and/or headphones** is essential.

Check in the **days leading up** to the Fair that all your equipment is working correctly and that the students know how to use them.

On the day of the Fair, access in advance to be prepared when the chosen time opens.

The Virtual Fair is a very enriching **pedagogical activity for the training process of the students**, be correct and polite with your interlocutors, show yourself as a sales professional, prepare your sales pitch and have at hand the necessary material to show to the buyer (catalogue, company website, ...), as well as forms to take note of possible orders.

3.1. Organisation of the students

Organizes the students internally so that everyone can act at the Fair as buyers and sellers, establishing the corresponding shifts and schedules.

In the case of **sellers, it is recommended that each student manage a videoconference** in which they will attend to the buying companies.

Students can be buyers during the time they are not selling to customers. In this case, they will enter the Fira floor and access the locations open during this period ("online now" in green)

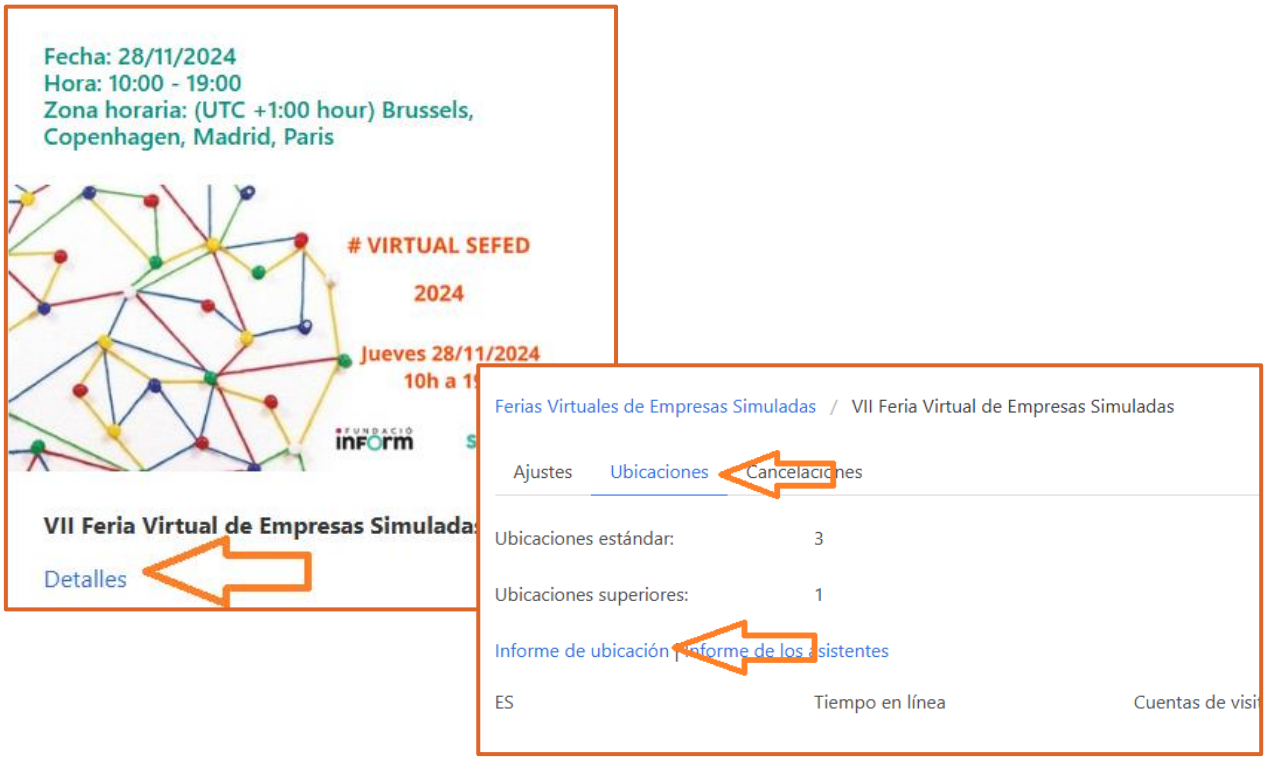
3.2. Organization of the event

Before the date of the event, plan the sales strategy and how to proceed in the negotiation during the videoconference: prepare a sales pitch, provide product descriptions, display sales materials and/or a link to the website, and guide customers to make a purchase by sharing your screen and/or using the chat function.

Communicate to the network of companies your attendance at the Virtual Fair, also to your contacts in other countries, **the Fair is International**.

To facilitate the organization and distribution of time, it is recommended to establish, in the days prior to the Fair, the **arrangement of visits** for the day of the Fair with the other PRACTICE FIRMS.

To do this, you need the **Location Report.** Access the Fair as an **Exhibitor** user and click on "Details" and on the next screen "Locations" and "Location Report". We show you the route in the following images:



3.3. Virtual Fair Day

On the day of the event, log in with your **visitor account**.

At the **Fairgrounds,** the PRACTICE FIRMS will now appear ***online*** during customer service time slots. Press the button and you will enter a video conference in which a student will attend you and welcome you.

Remember: The Virtual Fair will include two types of participants: buyers and sellers.

BUYER students.
Access the Exhibition Centre, you can see the stands of the participating companies, visit the companies' websites and consult catalogues, brochures and promotional videos. When selecting an online business, the buyer joins a video conference with members of the selling company's team.

SELLER students
Represents registered companies that have provided videoconferencing links at designated times to appear at the online fairgrounds. A student attends to all the visitors who press the "Online now" button and distributes them among their fellow salespeople (different videoconferences)

On the day of the event, the seller teams must **start the video conferencing session 5-10 minutes before the indicated time** to prepare to receive the buyer teams.

4. TERMINOLOGY

What is a virtual or online trade show?

Virtual fairs are trade meetings that use videoconferencing to put the buying company in contact with the selling company.

They provide students with a platform to promote their businesses, make sales, meet customers and connect with other PRACTICE FIRMS on the network.

What is a "video conferencing link"?

It's a link to a video conference call (like Google Meet, Zoom, Teams...) that businesses will use to communicate and trade with other businesses.

What is the "Online Fairground"?

The online fairground is a web page that displays the stands of the participating companies called locations. In each location you can consult the website of the selling company, the catalogue and a video. It also indicates in which languages the company can serve and provides the videoconferencing link in the sales hall.

What is the sales hall?

The linked videoconference at the company's location (stand) gives access to the sales hall, which is attended by a student. This student will attend to all potential buyers and direct them to other videoconferences so that buyers are personally attended by a seller student.

The student who attends the sales hall provides the buyer through the chat, the URL of another videoconference where a student salesperson will attend him.

Important Note

The role of the student who attends the sales lobby is very important:

- Serve all potential buyers
- Direct buyers to videoconferences attended by student salespeople. Tell the buyer the URL of a new video conference in chat
- He is coordinated with his fellow sellers to know which of them is free to serve the buyers
- Fellow salespeople can have open and silent lobby video conferencing to let their chat colleague know that they're free to serve the next buyer

This coordination task can be simplified if there is a person who controls the classroom where the salespeople are and supports the student in the lobby room and tells him which classmate is free.

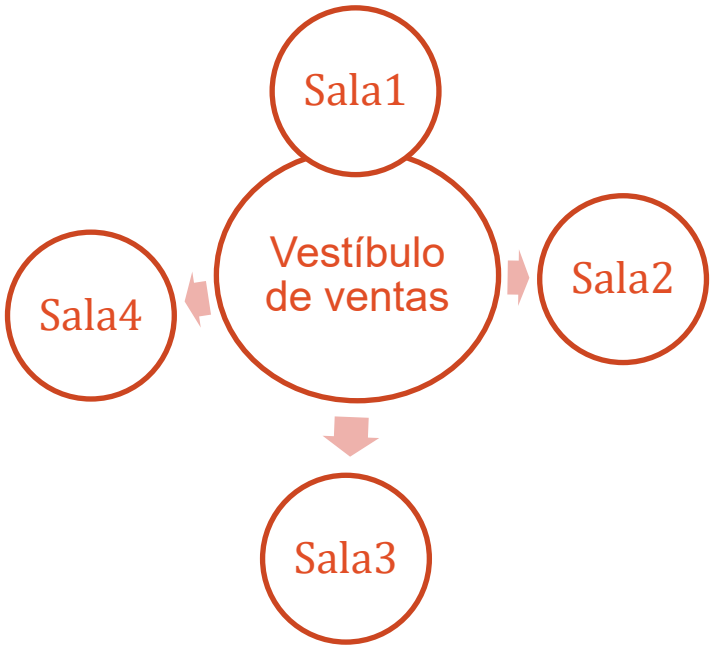
What is a "breakout *room*"?

Sales lobby video conferencing only allows access to a meeting, salesperson with a customer.

The ideal is to have as many open videoconferences as there are student salespeople, so you can create the videoconferences you want, or use a system of Breakout rooms or meeting room.

The "Meeting Room" will allow companies to have several sales teams negotiating and will be coordinated by the video conference in the sales hall.

See next image:



All videoconferencing software (Meet, Zoom, Teams, ...) allows you to create rooms. For the Virtual Fair this is an optional system and replaces the system of creating several simple videoconferences.

See section 5.

5. HOW TO ORGANIZE THE VIDEO CONFERENCE

Video conferencing can be organized in two different ways.

A SINGLE ROOM OF MEETINGS

This system only allows one **customer to be served at the same time**, depending on the videoconferencing links entered in the stand reservation, in each of the three time slots.

The student who attends the sales lobby is the only one connected to a videoconference, so he is the only one who will be able to act as a salesperson.

It is not advisable at all.

A MEETING ROOM AND ADDITIONAL VIDEOCONFERENCES

As **many video conferences are generated as salespeople** from a simulated company connect to the trade show and one more for the sales hall.

The sales lobby video conference (linked at the booth location) will receive all potential buyers and refer them to other video conferences that are attended by vendors.

The referral to **the new videoconference is communicated to the buyer through a note in the video call chat** so that they can copy and paste it into their browser, thus accessing the new meeting.

For the proper functioning it is advisable that a person not linked to any videoconference, controls the different vendors in the same classroom and acts as a support to the person who manages the lobby.

MULTIPLE ROOMS OF MEETINGS (Breakout Rooms)

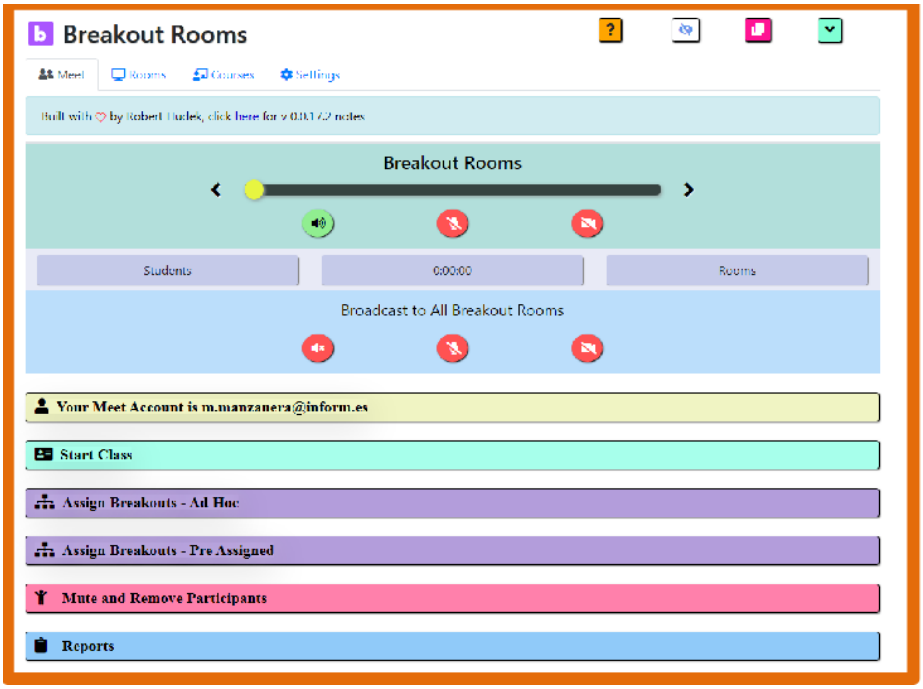
Videoconferencing systems (Zoom, Meet, Teams, etc.) allow you to create **"meeting rooms"** for small groups that make it possible to divide your meeting into separate sessions. The meeting host can choose to split the meeting participants into separate sessions automatically or manually, and can switch between sessions at any time.

The multi-video conferencing administrator will act as the sales lobby, welcoming the connecting clientele and distributing them among the different meeting rooms to be attended by the different sales teams of your simulated company.

The administrator can view all video conferences and access them if they wish.

There should be a **separate group chat** with the team to manage the customer flow.

For example, after Sales Rep 1 in meeting room 1 completes their sales pitch and the customer has left, they'll send a message to the group to let everyone know they're available for the next customer.



During the FAIR

During the course of the Virtual Fair, negotiations will be carried out through videoconferences that will specify commercial operations

These operations will establish a payment method and must follow the company's usual commercial circuit (order, delivery note, invoice) in the days following the Fair

1. HOW TO ACCESS THE FAIR

Students and teachers will access using a username and password already registered.

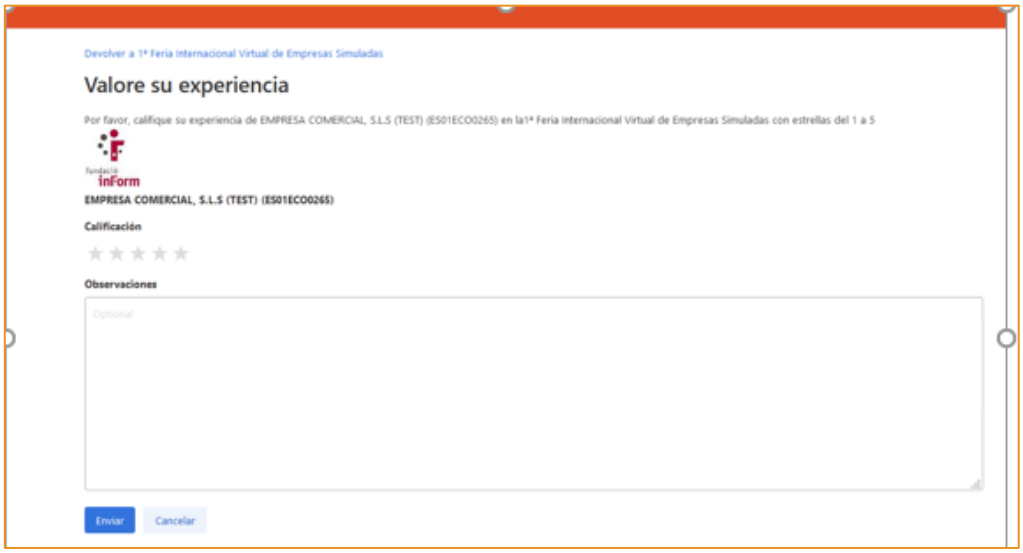
The students who carry out the sales tasks do not need to access the Fair, they only have to attend the videoconference assigned to them.

It is necessary to access the Fair to buy and contact other PRACTICE FIRMS.

2. ASSESSMENT OF THE SHOPPING EXPERIENCE

Buyer teams will have the ability to rate their shopping experience after visiting the sales lobby of other companies. The option to leave customer feedback will automatically appear for buyer teams and will remain open for 72 hours after the end of an Online Fair.

The following rating screen is displayed:



3. FAIR'S ATTENDANCE AND ASSESSMENT

The day after the closing of the Fair, the attendee report and the qualification report (summarizing all customer comments) will be sent by email to each participating company.

4. RECOMMENDATIONS FOR VIDEOCONFERENCING

If you arrive at a meeting before the start time, you may remain in the sales lobby until the host authorizes you to join. Be patient.

During the negotiation session

- **Mud**
  The microphones may or may not be muted when entering each session. If you're not talking, it's best to stay with your microphone muted to make sure you don't interrupt a sales transaction.
- **Chat**
  If there are multiple customers in the sales lobby, the sales room admin can choose to share the company's website in the chat so that the buying company can get informed during the wait.
  The chat will be used to indicate the URL of the videoconference in which the buyer will be attended by a seller.
- **Kept organized**
  We suggest minimizing the number of tabs used in your web browser to easily navigate between the Online Fair and any other platform.
  When you leave a video conference, end the call and delete the browser tab.

After the negotiation

- **Follow-up**
  It will be necessary to have the contact details of the company with which negotiations are being held in order to follow up afterwards. It is advisable to prepare a **commercial report** for each of the negotiations carried out by the different sellers.
- **Feedback**
  It is recommended to send a survey to the companies with which you have negotiated to assess the customer experience.
- **Value experience**
  In the days following the Fair, the teachers can assess with the students the experience lived in general, analyze the results obtained, generate commercial reports and other related tasks

5. USE SOCIAL MEDIA AND WIN VIRTUAL PRIZES

Win €10,000 virtually, participating in social networks #virtualSEFED2025!

How to proceed?

Upload a promotional video to Instagram and/or Facebook using the hashtag **#virtualSEFED2025** before the date of the Fair and you will earn €10,000 for your simulated company that will be deposited into your SEFED Credit account

A hashtag is a keyword or phrase used to describe a topic. Using hashtags on Instagram and/or Facebook allows users to share and find content based on certain categories.

We are using **#virtualSEFED2025** as the official hashtag to promote PRACTICE FIRMS on social media. Explore this hashtag on Instagram and Facebook to find businesses you reach out to and see examples of what other businesses are posting.

Happy hashtag!

Useful Information

1. COM USE BREAKOUT ROOMS

GOOGLE MEET

- ⇨ Schedule a meeting through Google Calendar to function as a "Sales Lobby"
- ⇨ Install the meeting room extension in Google Chrome linked here or create additional meetings to function as meeting rooms.
- ⇨ Review the meeting controls and determine who will manage them.

Recommendations when using **Google Meet** for the sales lobby and meeting rooms:

- Make sure that all team members are "invited" to Google Meet. This will allow them to have the ability to admit participants, present their screen, and record the session.
- To remove a participant from the video conference, the administrator must click on the People space (located at the top right), select the participant's name, and click on the ⊖ space to remove the participant.

  For more details on how to use this video conferencing tool, check out the Google Help Center and set up Meet for distance learning for educators.

NOTE

Guide to the creation of rooms in Meet, available in the Virtual City, section Support material / Frequently Asked Questions / Marketing Department

ZOOM

- Schedule a meeting to act as the "Sales Lobby."
- Set up rooms for small groups.
- Review the meeting controls and determine who will manage them.

Recommendations when using **Zoom** for the sales lobby and meeting rooms:

- Assign all sales reps in your company as "co-hosts" for video conferencing. This will ensure that they have the ability to admit participants, mute participants, present their screen, and record the session.
- When you transfer a customer from the sales lobby to the meeting room, instruct the customer to follow these steps:
  - Click the link to join the meeting room.
  - If they need to return to the sales lobby for any reason, they can click "Leave the meeting room."
- If you need to remove a participant from the video conference, right-click on their name, then select "Remove."

For more details on how to use this video conferencing tool, see the Instruction guide for using Zoom.

MICROSOFT TEAMS

- Schedule a meeting to function as a "Sales Lobby"
- Review the meeting controls and determine who will manage them.

For more details on how to use this video conferencing tool, check out the Microsoft Teams meeting video trainings .