Throughout our history, competition has been a key element of development, learning and inspiration to all constituents. As a competing team, you are accepting the challenge to engage in the full Enactus experience. Competition is a celebration of what you have achieved (big or small) as a member of a global body that changes lives every single day. When we compete to improve lives, we all win.
**Benefits of Competing**

- Networking with business executives
- Sharing best practices and making connections with other Enactus teams
- Participating in special professional development activities during the competition
- Celebrating ‘your story’ of how you’ve impacted lives
- Obtaining meaningful feedback from judges who represent an array of experiences and industries
- Developing the cohesiveness and spirit of your team

**Before Getting Started**

It is imperative to remember that the word ‘presentation’ refers to several different elements at Enactus competitions. Key components of presentations include the annual report, audio/visual presentation, verbal presentation, and the degree of professionalism with which you represent your team and Enactus. There should be a natural synergy, flow and alignment between each of these key components.

Enactus offers valuable resources focused on helping you to prepare for competition. Reach out to your Program Manager for additional details. In the meantime, you will find below a simple template for creating your team’s annual report and presentation. It is generic in nature and you are encouraged to modify it as necessary to meet your needs. Additional annual reports and audio/visual presentations from previous Enactus World Cups are available online for review. Visit [www.enactus.org/worldcup](http://www.enactus.org/worldcup) for more information.

**Generic Presentation Template**

The following template covers information in detail for training purposes; remember to keep your annual report and presentation simple and concise. Provide a broad overview of your accomplishments and highlight the projects you feel had the most relevant impact. Use visuals and be creative in your approach. This is your opportunity to convince the judges you did the best job of fulfilling the judging criterion.

**I. Institution and Community Demographics**

A. Describe the demographics of your community and any unique facts. You want the judges to understand where you are from and the setting of your community.

B. Describe your college or university and mention any unique facts. You want the judges to understand your environment and situation.

**II. Team Mission and Goals**

A. State your team’s mission

B. Describe the goals you set for your team to accomplish this year

**III. Team Organization & Program Sustainability**

a. Describe how your team is organized and any unique programs you use to recruit and maintain students

b. Describe any outstanding opportunities you have received as a result of the administrative and institutional support you receive.

c. Describe the role of your Business Advisory Board and explain how the members have contributed to your projects

d. Describe your team’s funding efforts

e. Describe how you involved the media to help publicize your team’s projects, and any outstanding opportunities your team has received as a result of media attention

**IV. Description of Projects**

For each of your team’s projects, describe the following details:

a. Project Need: State why the project participants need to be engaged in this project in order to be successful. Good projects address a definable need. Describe the need fulfilled by the project.

b. Project Description: Simply describe the various phases of the project and the approaches used during the project implementation phase. Include any necessary details on the economic, social and environmental sustainability of the project.

c. Measurement of Outcomes: Answer the question, “Was this project successful?” and prove it. It is critical that you prove how you have empowered people to improve their livelihoods. Enactus is not necessarily focused on the input or output from teams. Rather, competitions allow them to illustrate their focus on the high-quality and meaningful outcomes of their projects.

**VI. Closing**

A. Goals for Next Year - Describe your team’s major goals to accomplish next year. Include your plans to expand current projects or add new projects. This is the time to show the sustainability of your program.

B. Final Remarks - Describe your team’s long term goals for sustaining and/building upon meaningful impact related to the judging criterion. Remember to clearly identify that the next phases are all anticipated and results not yet achieved. The judges will see several annual reports and presentations during an Enactus competition - make sure they remember yours.
Key Reminders

1. Understand the Judging Criterion
   This sounds so simple, but before you start working on your presentation make sure that you fully understand what you will be evaluated on during the competition! Review the relevant resources provided by your country office. Remember that we only have ONE holistic judging criterion and your goal is to show how your team has best met that overall criterion.

2. Know the Expectations of the Judges
   Study the Judge Reference Materials (including the Judge Orientation Video). Numerous tools and resources are available to help you understand competition from the perspective of a judge.

3. Use the Language & Structure of the Individual Team Evaluation Form (ITEF)
   Consider integrating some of the language used on the ITEF into your presentation script. Also consider using a presentation structure which is linked to the judging elements on the ITEF. This may create a better and more fluid presentation, making it easier for the judges to follow your story in a logical and organized manner.

4. Focus on Outcomes!
   Enactus competitions are about results achieved in the field. Make sure you show how your projects have really empowered people to improve their livelihoods.

5. But... Explain Your Method
   However, you do need to spend time explaining how you arrived at those outcomes. The judging criterion encompasses several essential elements which should be featured in any successful project (Did you empower people to improve their livelihoods? Did you utilize entrepreneurial action? Is your project economically, socially and environmentally sustainable? Etc.) Judges want to hear what strategy (and/or tactics) you employed and which evaluation tools you used to successfully conduct your projects and track impact.

6. Simplify Things
   Keep the structure of your presentation as simple as possible. Imagine you had only one minute to explain your project to someone; what would you tell them? Starting from this basic premise will help to ensure that you explain the core of what your project is about.

7. Streamline the Number of Projects Presented
   Although your team may have a large portfolio of projects, you are not obliged to talk about all of those projects in your presentation. In most cases, it is probably better to cover fewer projects so you can allocate sufficient time explain them fully and in detail than to try to explain too many but to fail to get your point across.
8. Tell the Story of One Individual

Personalize your project stories. Judges would like to know what the individuals in your projects experienced. How has your project changed the lives of your participants? What was their situation before and after your project? Try to show in your presentation how the people you impacted are now enjoying improved livelihoods because of your project. Include testimonials.

9. Be Clear about Your Partnerships

If your team has worked in partnership with other organizations or other Enactus teams, it is important that you clearly indicate exactly what your role has been during the different stages of this project. Judges need to understand what your added value has been, versus what your project partners have contributed.

10. Practice Makes Permanent

Practice your presentation as much as possible. Use your BAB members, fellow team members, Faculty Advisor(s) and/or your institutional administrators as ‘judges’ in mock presentations. This will help your presentation team build confidence and their feedback will help to inform changes you will need to make to the presentation. Practicing instills more ‘permanent’ (not necessarily ‘perfect’) behaviors and approaches.

Important – What Enactus is not about:

- Enactus is not a competition about which team recruited the most students, raised the most money, received the most media coverage, etc. These activities are only relevant to the degree that they enhance the team’s ability to fulfill their primary mission of creating economic opportunity for others.
- Enactus does not require teams to conduct projects abroad. Although it may be impressive to see that teams are able to impact those outside of their home countries, this mere international activity should not automatically warrant the team additional points. Your focus should always be on the need, relevance, depth, and meaningful impact of the project – regardless of it being abroad or in their home countries.
- Enactus is not necessarily focused on the input or output from teams. Rather, competitions allow them to illustrate their focus on the high-quality and meaningful outcomes of their projects.
- Enactus is not focused on inflated results or numbers – quality and depth of impact, outcomes and reach are more valuable.
- Enactus is not a speech or presentation contest. Our competitions are not focused on who gave the best speech or which team had the best group of presenters. It is also not a contest on the best audiovisual effects or most creative annual report.
This segment, while not prescriptive, attempts to provide a range of ideas and suggestions of what steps can be taken to celebrate the success of your team by placing in the semi-final round or final round of competition at the your regional/national competition or at the Enactus World Cup. We hope this guide proves to be a useful tool in your efforts to capitalize on your achievements and in the marketing of your program.

This content should assist you in building upon the momentum of your success at your institution, in your community and beyond. Its mission is to empower you to adopt the viewpoint that you should now oversell your achievement or you may miss out on the opportunity for your program to grow into an even more successful team. Your achievements can influence several positive changes for the organization including:

- Rebranding or improving the profile of the organization at your institution and in your city.
- Increasing the number of institutions participating in the program in your city.
- Taking the organization from where it is now to where it wants to be.
- Helping identify a patron for the organization.
- Increasing the number of team partners and sponsors.
- Providing an opportunity for your institution to focus on developing a long-term strategic plan. This will enable the institution and your Enactus Country Staff to identify key strategic areas that will ensure growth and success of the organization at your institution.

Communicate your success to your various stakeholders
It is important to recognize all who contributed to your Enactus team’s success. This should be done within the first week of your return to your institution. It is important to capitalize on the excitement while it’s still high! Consider the following:

Share on Social Media
Publicize your success via social media posts. Post videos and photos of your team’s experience on social media sites to share with stakeholders, members of the media and other interested parties.

Send out an email notification
Send out an email notification of your win to all stakeholders (Board Members, Sponsors and Partners, University Officials). There is a sample press release at www.enactus.org. Indicate the name of your institution; the teams that competed along with you, the date of the competition, and a brief summary on the overall number of teams who participated at the event. You could also acknowledge the sponsors and partners who supported the team, business leaders who traveled to the competition, and the main sponsors of the regional/national competition or the Enactus World Cup. Be sure to share links to event photos and videos with your stakeholders.

Convene a Board meeting with your team’s Business Advisory Board members
It is at this meeting where a presentation is made to all board members, giving highlights of the competition you attended and to present the various awards received. Use this meeting to brainstorm with your board about what opportunities exist for your team.

Questions to consider:

- What is the impact of your success at the competition?
- How can you catapult your organization to the next level?
- How will this achievement enable us to become more visible and recognized in the community?
- How can we capitalize on this success?
- How can we use this success as an opportunity to grow our student members?

Schedule a meeting with University officials

- Invite your team’s Business Advisory Board members to the University meeting
- Present the awards and national championship trophy to the officials, provide highlights of the competition and thank the Institution’s administration for their support
- Discuss with the administration ways in which you can capitalize upon the success (i.e. could the Institution possibly organize an event and invite their stakeholders?)