

Notes to share with your volunteers:

1. Show the students and the volunteer either the full DVD of the Competition or the below coverage early on, so they have a clear idea of what is expected of them as well as what they should expect from the experience.

CNBC Arabiya: <http://www.youtube.com/watch?v=qnRFrITz2I>

Khawater: <http://www.youtube.com/watch?v=sJPRNRI--yE&feature=relmfu>

CNBC Arabiya: <http://www.youtube.com/watch?v=liltj1MqjAI&feature=related>

1st Regional Competition: <http://www.youtube.com/watch?v=VIPZNOY5IEc&feature=related>

2nd Regional Competition: <http://www.youtube.com/watch?v=dEhSuCzOgTc&feature=related>

3rd Regional Competition: <http://www.youtube.com/watch?v=CWBRfgzXp5M>

4th Regional Competition: <http://www.youtube.com/watch?v=UHa-8h9X11I>

2. Kicking off the program with I Camps is a great idea as it gets ideas flowing among the students.
3. Encourage volunteers to bring in specialists from their colleagues when they introduce the department roles.
4. Remind volunteers to have the PR department document each step with pictures and short videos as they might use this material in their reports and presentations.
5. Encourage students to be environmentally aware with CSR programs, but they must also show profitability, scalability and ability to grow.
6. Encourage volunteers to take students or encourage them to go to local exhibitions to see how booths are presented and notice marketing strategies.
7. Below is a list of products to help the students get a better idea of what others have done before. *** This list is only to give them ideas from previous years. It's better for them to develop their own new and creative ideas.**

Sample list of products from previous years, in addition to the list of approved products in your book:

Recycled book covers	Gift baskets	Bags from recycled material or other material	Covers for electronic devices
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T-shirts	Computer accessories	Teaching computer skills CDs	Picture dictionary
Books	Accessories	Toys from recycled towels	Advertising
Car accessories	Perfumes	Running Social media for a company	Stationary vending machine in schools
School supplies	Event Management	Board games	Card games
Packaging	Cards	Gift bags from recycled material	Magazines
Clothing	Stationary	Jewelry	Key chains, napkin holders
Children's party entertainment	Cushions with stuffing from rice husks	Desk organizers resembling traditional things	Touristic products
Videography services	Marketing company	Sports media company	Recycling IT waste
Photography	Technology products	E- Books	E-walking stick for the blind
Electronic devices	Service companies	Maintenance companies	Smart phone apps

Lap Top bags with solar panels	SMART boards	Recycling toys	Fertilizer
SMART solutions	Souvenirs		