

### 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>

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

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

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

4<sup>th</sup> 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 |
|----------------------|--------------|---|-------------------------------|

|                                |  |   |                                       |
|--------------------------------|--|---|---------------------------------------|
| 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    |                |            |