PART 4: COMPETITION READINESS
TOOLS FOR TEAM COMPETITION

Competition Overview
The Enactus program year ends with an annual competitive event. This process provides teams with the opportunity to present their outreach efforts to a panel of judges who evaluate those efforts and determine which teams had the most impact improving the livelihood of members of their community. This competitive process creates a “best-practice” sharing environment and fosters a healthy spirit of competition, which encourages and rewards excellence.

Every country that operates an Enactus program, at minimum, organizes a national competition, from which one institution is named National Champion and advances to compete at the Enactus World Cup. Countries that operate large Enactus programs may host a series of regional competitions to narrow down the number of teams eligible to compete at their national competition. In every country around the world, and at each level of the overall competition, the format, rules and judging criterion remain the same.

Competition Expenses
All expenses, with the exception of any meals provided to the competing teams, are the responsibility of the individual team. Teams should contact their Country Leader or Program Manager for more information.

Registration
Any student who attends an Enactus competition at any level must be a registered student through the online registration process available at www.plus.enactus.org. Please also note that some countries have an application and registration process for their competitive events. It is the team’s responsibility to contact their Country Leader or Program Manager for clarification on this additional process if it is applicable in the country. To register for the Enactus World Cup, please also contact your Country Leader or Program Manager.

Dates & Locations
Please contact your Enactus Country Office for information regarding your local competitive events. For information on the Enactus World Cup visit www.enactus.org/worldcup.
COMPETITION GUIDELINES

Mandatory Reports
It is important for teams to understand the rules and prerequisites for participating at a competitive event. Each competing team is required to submit the following reports to compete:

1. Annual Report
2. Project Verification Form
3. Project Report
4. Active Team Sheet (This report is applicable to ALL teams except Enactus United States teams.)

Only Active Team Sheets and Project Reports are mandatory online submissions (exceptions to submit in another format must be preapproved by the Enactus Country Office). Samples of the Project Verification Form, Active Team Sheet and Project Report are available in the handbook.

Annual Report
This mandatory report must be typed in a legible font-size and should provide an overview of the team’s efforts, results and achievements. It may also include information on future plans for growth and expansion. Annual Reports are limited to the dimensions noted below, but can be bound or folded in any manner:

- Four single sheets of 8 ½” X 11” or A4 size paper with print only on one side of each sheet.
- Two single sheets of 8 ½” X 11” or A4 size paper with print on both sides of each sheet.
- One sheet of 11” X 17” or A3 size paper with print on both sides.

Important points regarding the annual report –

- If a team uses a cover or back page, it will count as one of those pages.
- Teams should not use folders, report covers, etc. in conjunction with their Annual Reports.
- If a team wishes to include a team bio along with the Annual Report (see ‘Team Bio’ section for more details), the bio must be a completely independent document (not embedded within Annual Report) and may NOT include any info/photos related to projects.

Although Enactus encourages creativity with the formatting of the annual reports, we ask that teams give careful consideration prior to fully employing new ideas (inclusive of changing the shapes, sizes, etc. of the report). Please contact your Country Leader or Program Manager to ensure that any new ideas are within the guidelines of Enactus.

Annual Reports are distributed to the judges during the set-up period as outlined in the Live Presentation section of this handbook. Teams will be notified in advance of the number of Annual Reports they are required to bring to regional, national and Enactus World Cup competitions. All judges must receive a copy of the Annual Report.

Project Verification Form
Every team must request that their Faculty Advisor, one student and one administrator (e.g. dean, department chair or institution president) review their Annual Report and sign the Project Verification Form. If a team’s Faculty Advisor is also an administrator, the form must be signed by another administrator. The Project Verification Form is to be submitted only once per year and serves as just one part of an internal audit of projects and activities at all levels of competition: regional, national, and at the Enactus World Cup.

Team Project Report
This report provides key information on the team’s projects in the program year. Although the information submitted is used by Enactus and will not be shared with judges as part of the evaluation at any competitive event, it must be completed and submitted online by each active team prior to competing at a regional/national competition.

Active Team Sheet via Enactus+
Every active team must submit this form prior to the regional/national competition. This report must be filled out thoroughly and must contain the names of all Faculty Advisors and active students.

Violations
If a team does not accurately submit any of its mandatory reports, it will be subject to the following process and penalty: the team will have an opportunity to compete so long as it rectifies the problem prior to its scheduled presentation time (i.e., secure appropriate signatures on the Project Verification Form, complete the Active Team Sheet, etc.). If the issue is not rectified, the team will be permitted to participate in the event and deliver its presentation to the judges; however, it will not be scored nor will the team qualify for any awards. If a team presents or displays any inappropriate or offensive material, it will be subject to automatic disqualification.
Additional Materials
No documentation, materials, gifts or other handouts may be given to any judges before the champion team is officially announced with the exceptions of the team’s Annual Report and a Team Bio, which provides a brief biography of each team member for possible recruiting purposes. The Team Bio can be up to five single sheets of 8½” x 11” or A4 size paper with print on both sides of each sheet OR ten single sheets of 8½” x 11” or A4 size paper with print on only one side of each sheet. The Team Bio may not be placed inside the Annual Report, and it must be distributed to judges as a separate document.

Teams are permitted to showcase, from the stage, project-related materials to judges so long as they are not considered offensive or would cause any sort of controversy.

Pre-Screening Process
Some countries may require teams to pass through a pre-screening process before being cleared for registration. The pre-screening may include a review of their Annual Report, Team Bio and any project-related materials the team wishes to showcase, as well as confirming that all mandatory reports have been submitted accurately.

Live Presentation
Each competing team will have a 20-minute time block for its live presentation. The League Coordinator will keep the official time. After the League Coordinator has formally introduced the team, the time will be precisely divided as outlined below.

Live Presentation Time-Block
• 3 minutes (set-up period)
• 12 minutes (live presentation)
• 5 minutes (question & answer session)

Set-up: 3 Minutes
The team will have a maximum of three minutes to distribute the Annual Reports for judges to review prior to its presentation and to set up presentation equipment (start computers, power-up projectors, check lighting and sound, etc.). Remember: once the team has tested the equipment, projector lenses must be covered, no images or text are allowed to be projected and no music or sound effects are allowed to be generated for the remainder of the set-up period. Anyone, including faculty, may assist with the set-up or operation of audio-visual equipment; however, only student members may participate in the presentation and take questions from the judges.

Live Presentation: 12 Minutes
The team will have a maximum of 12 minutes to give its actual presentation.

Judges’ Question and Answer Period: 5 Minutes
There will be a mandatory five-minute question and answer session for the judges. During this time, projector lenses should be covered, no images or text should be displayed and no music or sound effects should be generated. Please note that any time remaining from the 12-minute live presentation will not be added to the mandatory question and answer session.

Special Note:
Presentation time blocks are uniform globally; however, the only exception applies to the Final Round of competition at the Enactus World Cup and at any Enactus National Competition that has a Final Round level. For these segments, there will be no timed set-up period. Final Round competing teams will be given a reasonable amount of time to set-up and test their audiovisual equipment and will receive assistance from Enactus’ technical/production crew, especially where some of the equipment being used is provided by Enactus. After these have been successfully tested, the team will be introduced and then given 3 minutes to distribute its Annual Reports to the judges. The remaining segments of the Live Presentation for the Final Round will align with the time block outlined. Teams are strongly encouraged to have their presentation on a jump drive, CD or DVD as back-up in case data transfer becomes necessary.

Room Set-Up and Equipment
No team may set up any equipment in the presentation room before being formally introduced. All equipment must be self-powered or use electrical outlets inside the competition room. Enactus will provide the following equipment in each presentation room:
• One eight-foot/2.5m or larger screen
• One extension cord

Enactus is not required to provide other equipment of any kind, such as computers, slide projectors, monitors, TVs, DVD players, carts, tables, etc. It is the sole responsibility of each team to secure the use of any other equipment. In the event that the Enactus organization provides equipment (e.g. projector, laptop, sound amplifier, etc.) for teams to use during their presentations, the use of such equipment is strictly optional. Should there be any technical issues/failures, the Enactus organization will not be responsible for its effect on the presentation, competition outcome, or any costs that may be incurred as a result of damaged equipment. The team bears full responsibility and is therefore encouraged to provide and use its own equipment. Details about the specific room set-up, plus any event-specific guidelines or restrictions related to your country’s regional/national competition as well as the Enactus World Cup will be provided in advance of the event.

Equipment Failure
If a team’s presentation equipment ceases to operate because of a power failure in the competition facility, the competition will be halted until the problem is corrected. If the electronic equipment the team brings into the competition room fails, the time will continue to count down from the presentation time block.
**Competition Room Access**

Competition rooms are open to all registered attendees. Teams and visitors are invited to watch other teams present, but they are asked to enter and leave rooms only during the set-up period and breaks. No one (except members of media and Enactus staff) may exit the room during the presentations or Question and Answer period. The area behind the judges is considered public domain. Doors to the competition room must remain unlocked and clear at all times to provide access to Enactus staff.

**Video/Copying Policy**

By participating in any Enactus-sponsored event, each team grants Enactus the right and permission to document and publicize or otherwise utilize its Annual Report, audio-visual presentation and outreach projects for illustration, advertising, training or any other lawful purpose. Teams may record the presentations of other teams at competitions under the following conditions:

- No lights are to interfere with or inhibit the presenting team.
- The team videotaping should be courteous and cause the least amount of distraction possible to the presenting team.
- Set-up must be behind judge and audience seating.
- No video footages and photos taken at Enactus events should be used inappropriately. Teams may treat these as resources so long as they are used with respect for the people being videotaped and photographed.

**Media Policy**

The official Enactus photographer and videographer and members of the media approved by Enactus have full access to all presentation rooms at any time. This includes the use of lights and necessary equipment. All teams should be prepared for the possibility of members of the media taping or taking pictures of their presentations.

**Misbehavior**

Behavior that is inconsistent with the Enactus Code of Conduct defames the profile of an Enactus student and as a result, the organization, is unacceptable. Each national Enactus organization reserves the right to determine what unacceptable behavior is, but it should be noted that this includes, but is not limited to: use of foul language, physical battery, intoxication, harassment, defaming other network members (teams/judges/attendees/hotel staff), tampering with and/or destruction of venue or Enactus property, etc. The student and/or team involved in such negative activities may be disqualified/expelled from participation at that particular event and/or the overall program. The Enactus Country Office will determine the specific penalty for each action on a case-by-case basis, and an official letter may be sent to the institutional administrator(s), notifying them of the incident and requesting their assistance in ensuring that it does not reoccur.

**Competition Grievance Policy**

At Regional and National Competitions, students should direct any complaints or concerns about competitions proceedings to their Faculty Advisor. The Faculty Advisor should assess the matter, and then decide whether or not to file a formal complaint. At the Enactus World Cup, teams should direct any complaints or concerns to their Country Leader. The Country Leader should assess the matter, and then decide whether or not to address the matter with their respective Enactus Worldwide representative.

At any level of competition, judges may direct concerns to the League Coordinator(s) and/or Enactus staff members assigned to their league and may only file complaints for the league in which they judged.

Whenever an issue is unable to be resolved at the event, complainants will be required to submit their concern in writing (full name, position, affiliated institution, detailed summary of the issue including specific room/location of the incident being reported, and contact information) to the respective Enactus national organization (at regional or national competitions) or Enactus global staff (at World Cup). All formal complaints will be reviewed by the respective Enactus Rules Committee (body of executives empowered by the organization’s Board of Directors or National Advisory Board). Written findings will be submitted to the filing individual(s) within 30 days of the receipt of the appeal. Decisions by an Enactus Rules Committee are final.

For all levels of competition:

- Complaints must be submitted within 30 days of the suspected violation.
- Anonymous complaints will be disregarded.
- Teams cannot request a copy of the complaint against them.

Changes to the above practices will be communicated in writing prior to the start of any competitive event. Check with your Country Leader and/or Program Manager for additional details.
Enactus believes that the more knowledge teams have of their assessment process, the better-prepared and successful they can be. In an effort to provide insight on this, the following illustrates an outline of the judging process at all competitions.

Judges are taken through an in-depth orientation process, during which they are introduced to the overall program and trained on how to best evaluate the competing teams in-line with the judging criterion. Faculty Advisors are welcome to attend the judge orientation as observers.

Each judge agrees to the Judges’ Oath, committing to providing fair and quality assessments of the teams’ overall programs.

During each presentation, judges will assess the quality and sustainability of the team’s initiatives and its impact in relation to the judging criterion, using the Individual Team Evaluation Form (ITEF) to take notes and select assessment ratings. The ITEF is used as the key assessment tool during presentations and also serves as the primary form of feedback to teams on their performance.

Judges use the Cumulative Evaluation Form (CEF) to actually assess teams. This form serves as the guide and key deciding factor in making their final decisions on rankings.

One or more veteran judges serves as the League Coordinator. Their role is to facilitate the competition process in the league, ensuring that the team presentations begin on time and that all judges are present for all the presentations. Judges must be present for all presentations in order for their votes to be counted during the scoring process.
At the conclusion of the last presentation, judges cast their votes based on their rankings on the CEF. Individual votes per team and per placement are then counted and mathematically tabulated to arrive at the winning teams. This tabulation process is annually audited and monitored by KPMG. No ties are allowed. Enactus utilizes a uniform tiebreaking process globally should a tie occur.

1. First, judges vote between the tied teams only. No conversation or debate should take place among the judges. If the tie is broken, no additional actions are needed. Scoring is complete.
2. Second, League Coordinator(s) and/or Enactus staff members review the total number of 1st, 2nd, 3rd, 4th, etc. votes until one of the tied teams has a higher number of votes in the higher ranking slot. If the tie is broken, no additional actions are needed. Scoring is complete.
3. Third, League Coordinator(s) and/or Enactus staff members explain to the judges that they will be permitted to discuss and deliberate for up to 10 minutes on which of the tied teams should be higher ranked. After 10 minutes (or sooner if the discussion has concluded) the Enactus staff member and League Coordinator will lead a re-vote between the tied teams. Scoring is complete when no ties remain.

Important Notes
- The voting and scoring process is a closed session – open only to judges and led by the trained League Coordinator(s) and/or Enactus staff members.
**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 your team’s ability to fulfill your 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 does not automatically warrant the team additional focus. The judge’s focus is on the need, relevance, depth and meaningful impact of your project – regardless of it being abroad or in your home country.
- Enactus is not necessarily focused on the input or output from teams. Rather, competitions allow you to illustrate your focus on the high-quality and meaningful outcomes of your 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.

**Sharpen Your Presentation Skills**

Watch Roger Love’s Eight Great Tips for Enactus Powerful Presentations to help find your voice! These short videos tips will take your presentation from good to great.

https://enactus.wistia.com/projects/zk176qyl0h

**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.

**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.

**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.

**Be Clear about 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.

**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.
CARETALIZING ON YOUR SUCCESS

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:

Send out an email notification
Send out an email notification of your win to all stakeholders (Board Members, Sponsors and Partners, University Officials). 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?).

Organize a media blitz
Determine the medium you will use to communicate your message. Your media blitz should begin immediately after the competition and be staggered over the months following the event. This will ensure that the message of your success will remain at the forefront of the community’s antennae.

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.

Host an event post-competition in your local community
Aim to host the event within 3 to 4 months upon your return from the competition. Incorporate a goal into the event agenda, taking into consideration what the objective of the event is or what you are trying to achieve as a result of the event. The event can seek to thank all participating sponsors and partners. It can seek to increase funding for the organization, where a call for pledges is made during the event.

Showcase the presentation of your team
Introduce the organization to prospective sponsors and partners and showcase opportunities in which their participation could benefit both parties. It can introduce the program to potential new academic institutions/officials with an aim to increase student numbers and to motivate institutions in your area to become involved in Enactus.

The suggestions highlighted above are to be used as guidelines to enable you to capitalize on your success and to ensure that the actions you take will elevate your team to the next level, as you move from being GREAT to becoming EXCEPTIONAL.