



# Preparing the conference Entrepreneur

## sema!ne des entrepreneurs

à l'école  
ou à distance!

Thank you for volunteering for this innovative event that helps to foster the spirit of entrepreneurship in Québec!

Between November 9 and 20, 2020, thousands of students from elementary school through university across Québec will meet entrepreneurs, all thanks to you!

By participating in the Semaine des entrepreneurs à l'école, you become one of the many positive and diverse role models for young people, and inspire them to carry out hands-on projects at school.

This document will help you  
prepare for your conference.

[osentreprendre.quebec](https://www.osentreprendre.quebec)  
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## Your 3 goals

- 1 Present yourself, your business, and your involvement in order to demystify what it means to be an entrepreneur.
- 2 Develop young people's interest in carrying out entrepreneurial projects at school.
- 3 Tell others about your school visit to inspire people in your community and other entrepreneurs in your field to participate.

Thank you for helping us reach thousands of students across Québec!

## Prepare your conference

Meeting students is a valuable experience that demands proper preparation. The best presentations are based on the genuine interest that presenters show in their audience, in this case individuals who are currently developing their identity.

For a successful experience, we recommend that you:

- > Vary your approach to surprise the young people and energize your presentation.
- > Speak honestly about yourself, both personally and professionally.
- > Talk about your successes, failures, and what contributed to your resilience.
- > Take time to remember your view of the adult world when you were their age.

## Mistakes to avoid!

- > Being pessimistic about their generation in Québec. Hope is a powerful motivator.
- > Overdoing it (no, they aren't expecting stand-up comedy).
- > Expecting much recognition, because the young people you had an influence on may not show it immediately.
- > Encouraging students to think that dropping out of school is a good idea. If you dropped out, students may see themselves in you.
- > Make sure to mention the importance of earning a Secondary V diploma.

## Key points

- > Practice your presentation and leave time for questions that the students may have prepared.
- > If the conference is to take place at the school, confirm the time of arrival, meeting place, parking arrangements and a telephone number where you can be reached on the day of the activity, if needed.
- > If the conference is to take place online, please read the guide *How to participate in an online conference*. Also plan to have a camera and a microphone.
- > Respect the set time and schedule.
- > For conferences to be held at the school, it is important that you advise the person in charge of any technical needs or specific expectations. Visual aids are not necessary. However, if you want to use one, you must do so using the official template. If you are facilitating an online conference, there will be no visual aids in order to keep the focus on the human interactions between the entrepreneur and the young people.
- > Actions intended to encourage students to purchase products or services are prohibited. Please consult with the school staff.
- > A few days after your presentation, you will be invited to complete an online feedback survey.

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## Sample presentation to inspire you

Duration	Step	Potential themes
3 minutes	Opening	Even if you were already introduced to the students, take the time to open your presentation by mentioning your name, the name of your business, how pleased you are to be present, and if applicable, your link to the school.
2 minutes	Objectives	Grab the students' attention by reminding them why you're there: <i>"Today, I will speak about myself, my path, what led me to become an entrepreneur, and my business. I would like to speak to you about being an entrepreneur, share my passion for my work and invite you to start entrepreneurial projects in your school."</i>
10 minutes	Talk about yourself	Talk about who you are, apart from social success. Talk about your family, your personal interests (sports, arts, hobbies, etc.) and your community involvement. Next, discuss your childhood, the highs and lows of your education, the type of person you were at their age and what led you to become an entrepreneur.
10 minutes	Talk about your experience as an entrepreneur	Talk about your business and what makes you proud. Tell your story of entrepreneurship: the beginnings, the present and the future prospects. Discuss the obstacles, risks, successes and failures, as well as the people who played an important role. Share what you think is vital to getting started in business and the methods you used to grow your business.
5 minutes	Make links between entrepreneurship and the community	Talk about your attachment to your community. Show the role of entrepreneurs in society and the role of consumers in the success of businesses. Give examples of the local products that you choose (food, clothing, jewellery, etc.). Talk about your business philosophy (sustainable development, human values, social involvement, etc.).
10 minutes	Question period	The students may have prepared questions before your visit. You can also prepare questions to encourage the students to talk about themselves.
5 minutes	Conclusion and call to action	In schools, young people can explore the spirit of entrepreneurship by creating a product, service or event that responds to more than just the needs of the participants. Give examples (fashion show, student café, making pencil holders, etc.). Invite the students to raise awareness of their projects by participating in the OSEntreprendre Challenge.

By transforming their ideas into action, young people will discover "entrepreneurial experimentation." You have thus started to make a difference, since entrepreneurial experimentation at school is a powerful pedagogical tool that helps students in:

- > their construction of identity (discovering who they are)
- > their sense of competency (recognizing what they are good at)
- > their sense of belonging (emotional involvement)
- > their career orientation (knowing what they want to do)

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## Ideas to energize your approach

### Involve students

- Ask the students to write down a word to describe their perception of an entrepreneur or an essential quality of an entrepreneur. Draw two or three at random and discuss them.
- Consult the students on a business choice you are preparing to make. Take a vote or have them come to a consensus as a group.

### Add 1 or 2 questions to your speech

- “Was anyone aware of my business before knowing I was coming to talk?”
- “How old do you think I was when I decided to start a business?”
- “Why do you think I decided to become an entrepreneur?”
- “How much money do you think I had when I started my business?”
- “What quality do you think helped me the most in achieving my goal?”
- “Do you think that I knew what path to take ahead of time?”

### Make young people dream

- Share stories and anecdotes
- Bring samples of your products. Talk about your design and production choices.
- Talk about your goals and values.



**Tip:** By nature, a virtual conference is less interactive than an in-person conference. Create direct interaction with your audience at various times to keep their attention.

## Spread the word!

You donated your valuable time to share your experience with students. To inspire members of your community and other entrepreneurs in your field to participate, you are invited to share your visit to the school.

Share the promotional clip, post a photo on your website or on social media! These are some good ideas for spreading the word about the activity! You can also download the Semaine des entrepreneurs à l'école logo from our website [osentreprendre.quebec](https://osentreprendre.quebec).

Note: Ensure that you are authorized to publish photos showing students' faces.

We hope you find this experience enriching!

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