

# Preparing the conference Teacher or non-teaching professional



Photos taken in 2018-19

## sema!ne des entrepreneurs à l'école

From November 8 and 19, 2021, entrepreneurs will be meeting thousands of students in elementary school through university. The program consists of a vast array of free conferences in Québec's schools, led on a volunteer basis by hundreds of enthusiastic entrepreneurs. An activity which taps into National Entrepreneurship Day and Global Entrepreneurship Week.

The Semaine des entrepreneurs à l'école is a stimulating activity designed to:

- > Make young people aware of the entrepreneurial spirit.
- > Meet entrepreneurs from your community.
- > Encourage young people to believe in themselves and transform their ideas into action!

This document will help you organize the entrepreneur's conference.

[osentreprendre.quebec](http://osentreprendre.quebec)  
[#entrepreneuralecole](https://twitter.com/entrepreneuralecole) | [#moijosentreprendre](https://twitter.com/moijosentreprendre)

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## A flexible format

The Semaine des entrepreneurs à l'école presentation format usually consists of a 45-minute in-class or online conference by an entrepreneur who has volunteered their time. Some schools use this opportunity to stage a larger event by, for example, organizing a panel with three entrepreneurs. The format is flexible as long as it allows for the students to talk with the entrepreneur.

The Semaine des entrepreneurs à l'école takes place every fall and reaches thousands of students in Québec's 17 regions.

## Prepare for a successful experience

### Part 1 – Before the entrepreneur's conference

The Semaine des entrepreneurs à l'école is an activity to raise awareness, the first lever of Education Through Entrepreneurial Spirit. It helps to develop an entrepreneurial culture among young people and encourages them to carry out their own project. Properly preparing this experience for your students maximizes the impact the conference will have on them.

#### **A** Plan the activity's logistics

Read the information sent by the representative:

- > Validate the logistical details (type of set-up, number of young people, education level, interests, etc.) and, if necessary, notify your regional representative of any changes to be made.
- > 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 event, if needed.

If the conference is to take place at a distance, please read the guide, *How to participate in an online conference*. Also plan to have a camera and a microphone.

- Finalize the details of the activity (young people's involvement, place and timeline) and inform the entrepreneur.
- Identify and divide up the tasks (setting up the venue, welcoming the entrepreneur, facilitating the question period, etc.).
- Confirm the entrepreneur's technical and computer needs (screen, projector, microphone, etc.).
- If necessary, draw up the list of materials and equipment and reserve them (table, chair, screen, projector, microphone, etc.).



**Tip:** Visuals help bring the activity to life and get young people involved so don't hesitate to download the digital materials available online at [osentreprendre.quebec](https://osentreprendre.quebec). Please note that, for any visual aids, you must use the supplied official basic template, which can be customized, and that the activity logo may not be modified (colour, shape, etc.). For a presentation taking place online, there will be no visual aids in order to keep the focus on the human interactions between the entrepreneur and the young people.

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## B Give the young people the best experience possible

- Hold one or more preparatory activities. Here are some examples:
  - Ask the young people to do some quick research on the entrepreneur and the entrepreneur's business.
  - Have the young people prepare questions to ask the entrepreneur during the question period.
  - With the young people's help, write an introduction for the entrepreneur and the entrepreneur's business and choose an official presenter.
  - Work with the young people to film a short video to send to the entrepreneur sharing the reason behind the invitation or about the projects that have already been carried out in the school.
- Explore the definition of an entrepreneurial project with the young people so that they can understand what it means. Invite them to list the entrepreneurial initiatives that have or are taking place in their school. Suggest that they identify needs that could be met through new entrepreneurial initiatives.



**Tip:** An entrepreneur is, above all, someone who leaps into an adventure that expresses their passion and reflects their values. Invite the young people to ask the entrepreneur questions about the entrepreneur's values, personality, family, hobbies, personal life, personal challenges, etc., thereby helping to demystify entrepreneurship and understand just how diverse it is.

## Part 2 – The day of the conference

Remember that the entrepreneur is a volunteer who wants to make a difference in the community and share their passion. The entrepreneur is not necessarily an experienced speaker and may be addressing a group of young people for the first time.

## A The day before or on the day of the conference

- Set up the audiovisual equipment, if required, and run some tests to make sure it works properly.
- Be ready to welcome the entrepreneur at the entrance to the building before the agreed-upon time for an in-person conference. For an online conference, connect five minutes before the scheduled start.
- Review the objective of the conference with the entrepreneur and answer any last-minute questions about the class and the young people's interests and ages.

## B During the conference

- Introduce the entrepreneur, or have someone introduce the entrepreneur to the young people, using the text that has already been prepared.
- Remain present at all times in order to ensure that the activity runs smoothly, stays on schedule and to demonstrate your gratitude to the entrepreneur for volunteering for this activity.
- If needed, facilitate or intervene in the question and discussion period with the entrepreneur.
- Thank the entrepreneur.



**Tip:** Here is some advice on taking photos:

- Take photos of the entrepreneur during the conference and interaction with the class.
- If you take photos of the young people, make certain that you have their consent forms.
- When taking photos, focus on the people, not on the surroundings (ceiling, etc.).

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## Part 3 – After the conference

The Semaine des entrepreneurs à l'école provides an ideal opportunity to showcase the enthusiasm present in your school and region, and spark the young people's interest in starting their own project in their community.

### A Spread the word about your participation and share your experience with your community

- Send your photos to [info@osentreprendre.quebec](mailto:info@osentreprendre.quebec) and maybe get a chance to see them in the [Flickr](#) album.
- Publish photos, videos or texts on the delivery channels available through your class, school or school board (blog, wall of fame, newspaper, newsletter, social media, website, etc.).
- Tag @osentreprendre and use hashtags to increase the reach of your publications: #entrepreneuralecole and #moijosentreprendre.
- Reach out to your local or regional newspaper to have them publish an article.

### B Hold a follow-up activity

- Prepare a thank-you card for the entrepreneur, inviting the young people to share what they learned.
- Start a discussion with the students on the entrepreneur's conference and encourage them to think about their identities, qualities and aspirations.
- Have the students write a short article about the activity (go over some facts, discuss the strengths, etc.).
- Lead a discussion to have the students think up some ideas to meet a need and start an entrepreneurial project.



**Tip:** Use this activity with the entrepreneur to introduce the young people to the entrepreneurial spirit! For a more in-depth exploration with your elementary or secondary students, use the Entrepreneurial Project Bank available on [osentreprendre.quebec](http://osentreprendre.quebec). Have the young people moved from ideas to action? Put them in the spotlight with the **OSEntreprendre Challenge**. Through you, they will receive "Entrepreneurship, I'm up for the Challenge" materials (badges, stickers).