

Business Expo Today!



Create a new app

- Today will have a business expo showcasing new apps!
- You and your group will need to create a new app and sell/market it at an exhibition

Requirements:

- Poster
- Demonstration
- Presentation
- Company Name and Logo



1 hour to prepare!

Feedback

- **Feedback**

- Write feedback for each group

- **Questions**

- Ask at least 2 questions throughout the app presentations

Business Card

Information to include:

- ▣ Name
- ▣ Job Title
- ▣ Company/Organization
- ▣ Contact information

Additional Considerations:

- ▣ Colour/ Patterns
- ▣ Paper type/texture
- ▣ Shape
- ▣ One-sided or to-sided

Business Card

- Check out examples online!



Business Card

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**Create your
own card for
the business
expo!**

*15 minutes to
prepare 3
cards*

Business Expo Feedback!



Email Follow up: Examples

Information to include:

- ▣ Greeting
- ▣ Who you are
- ▣ Reminder of how/where you met
- ▣ Mentioned something you talked about at Expo
- ▣ ...the next step (meeting, collaboration)
- ▣ Thanks

Email Follow up: Examples

- <https://www.hubspot.com/sales/follow-up-email-after-meeting-networking>
- <https://www.themuse.com/advice/finally-5-email-templates-that-make-following-up-with-anyone-way-less-awkward>

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