

# Business Networking Event



<b>RUBRIC</b>	<b>Incomplete (0-5 points)</b>	<b>You can do better! (10 points)</b>	<b>Getting there... (12 points)</b>	<b>Excellent! (15 points)</b>
<b>Business Idea</b>	Missing 2 elements (5 points) OR missing all 3 elements (0 points).	Missing either description, target market, or competitive advantage OR major detail in all 3.	Lacking detail in either idea, target market OR competitive advantage.	Includes detailed description of idea, target market, and competitive advantage.
<b>Business Card</b>	Missing info, appeal, and not turned in on time for printing (0 points).	Missing 2 of the following: all relevant info, visual appeal, turned in with enough time for printing.	Missing name or contact info OR is lacking in visual appeal OR not turned in with enough time.	Includes name & contact info (can be made up) AND is visually appealing. Turned in with enough time for printing (1+ days before).
<b>Elevator Pitch</b>	Lacking in 3 elements and enthusiasm (5 points) OR lacking in 4 or more elements and enthusiasm (0 points).	Missing 2 of the elements OR 1 of the elements and enthusiasm.	Missing 1 of the 5 elements OR enthusiasm.	Includes all 5 elements of an effective pitch: hook, facts, need met, memorable ending, call to action AND delivered enthusiastically.
<b>Business Etiquette &amp; Nonverbal Communication</b>	Overall lacking in business etiquette AND nonverbal communication.	Multiple lapses in business etiquette and/or nonverbal communication.	Short lapse in business etiquette OR nonverbal communication.	Maintained business etiquette and nonverbal communication including: handshake, walking, hand placement, eye-contact, etc.
<b>Deals Made &amp; Reflection</b>	Either table or reflection not done (5 points) OR both not done (0 points).	Missing many details on table and reflection.	Either missing details on table or reflection questions.	"Tracking My Deals" table complete and reflection questions answered.



Name: \_\_\_\_\_ /75 points

# Thanks for your interest!

The entire product will be available soon! Details are as follows...

- Can be used for any and all business, marketing, and career tech classes.
- 6+ hours of class time with extremely detailed teacher directions and rubric!
- Specific suggestions for how you can use less or more class time.
- 3 lessons leading up to the event. Use 1 or more to fit your needs:
  - Business Idea (brainstorming, target market, competitive advantage)
  - Business Card Creation
  - Elevator Pitch Development (with mini lesson on a creativity technique called forced-association)
  - 20 files (in addition to teacher directions, including 6 print ads for identifying target markets)
- Files number-named in the order they will be used for easy organization.
- Highly autonomous for maximum student engagement!

[Click here](#) to see if it's up yet!

