

Project name: BusinESs PresentatiOn sKills for Employability Fostering Digital Business
Presentation Skills To Enhance Employability In The European Labour Market

Shortcut name: BESPOKE

Project duration: 01. 12. 2021 – 30. 11. 2023

Registration code: 2021-1-HU01-KA220-HED-000032002

Project outputs:

- 1) A methodological manual for effective digital presenting in 5 languages.
- 2) An educational course of effective digital presentation for university teachers to be taught at specific courses.
- 3) 5 E-learning materials for learning effective digital presenting in five specific areas designed for university students and participants in a short training carried out by their employers in the areas of international business.
- 4) 100 recorded digital presentations by students and short training participants in the areas of international business presented at their employers including a subsequent programme of questions, answers and feedback.
- 5) A website with available materials and student presentations.
- 6) Conferences in several countries, including Olomouc.

Short description of the project:

The primary goal of the project is to support the employability of students, graduates and others on the market by supporting their skills in the areas of business communication, effective communication, presentation skills not only online, but also the ability to use the virtual environment for presentation, cooperation and systematic operation in the virtual environment. The project includes several international meetings are held in each participating country (Hungary, Germany, Poland, the Czech Republic). With the help of the development of a methodological manual that will be used by other participants for learning and subsequent incorporation into their activities, several electronic study materials in the areas of international business designed for students and short training participants will be prepared. The participants will then, with the help of their mentors (project participants), prepare digital presentations in 5 specific areas (Marketing, Finance, Sustainable Business, Logistics, Entrepreneurship) that will be recorded when presented, and after they have been presented, there will be a dedicated time for questions and answers of their employers, people involved and project participants with subsequent feedback, which is a key factor in the project. This activity will be recorded and edited for further use on websites.