



## Programme European Sales Competition 2023

### Before 15 May 2023

<i>Time</i>	<i>Activity</i>	<i>Remarks</i>
17.00 (UTC+2)	<b>Round 1: personal video pitch</b>	1 May 2023 <b>(extended to 15 May)</b>

### Programme Wednesday 31 May 2023

<i>Time</i>	<i>Activity</i>	<i>Remarks</i>
11.00 – 12.30	Reception & registration at Wittenborg (Lunch included; luggage room available)	Students & Coaches, ESCA Buyers & Judges; Sponsors
12.30 – 12.40	Walk from Wittenborg to Municipality Apeldoorn	Students & Coaches, ESCA Buyers & Judges; Sponsors
12.40 – 13.00	Welcome guests at Municipality Apeldoorn	Students & Coaches, ESCA Buyers & Judges; Sponsors
13.00 – 13.45	Welcome by the Alderman of Municipality Apeldoorn & President of Wittenborg	Students & Coaches, ESCA Buyers & Judges; Sponsors
13.45 – 14.00	Leave Municipality and return to Wittenborg	Students & Coaches, ESCA Buyers & Judges; Sponsors
14.00 – 14.30	Preparation for Round 2	Students, Buyers & Judges
14.30 – 18.00	<b>Round 2: Needs identification</b>	Students, Buyers & Judges
18.00 – 19.00	Free time	ALL
19.00 – 21.30	Dinner in the city centre	Students & Coaches, Sponsors, ESCA
21.45 – 22.00	Restaurant to Hotel (Bastion, Keizerskroon, Fletcher Hotel in Apeldoorn)	Students & Coaches, Sponsors, ESCA

### Location info in Apeldoorn:

Wittenborg University of Applied Sciences: Brinklaan 268, 7311 JD

Municipality: Marktplein 1, 7311 LG

Dinner at De Pastazaak, Van Kinsbergenstraat 24, 7311 BM

Dinner at Meester, Van Kinsbergenstraat 10, 7311 BM



### Programme Thursday 1 June 2023

<i>Time</i>	<i>Activity</i>	<i>Remarks</i>
8.30 – 9.00	Hotel to Wittenborg	Students & Coaches, Sponsors
9.00 – 9.30	Workshop Gold Sponsor A & B	Students, Sponsors
9.30 – 10.00	Workshop Gold Sponsor A & B	(Paralleled in 2 rooms)
10.30 – 11.15	Flash Course: Dutch Culture; Presentation & Pitch	Students
11.15 – 12.00	Flash Course: Dutch Culture; Presentation & Pitch (Round 3 assignment is given after P&P session)	(Paralleled in 2 rooms)
10.00 – 12.00	<i>Meet Gold Sponsors</i>	<i>Potential Candidates, Sponsors</i>
11.00 – 12.00	<i>Workshop for Coaches</i>	<i>Coaches, WUAS Research Centre</i>
12.00 – 13.00	Lunch	Students & Coaches, Sponsors
13.00 – 16.00	Negotiation Game in mixed student teams	Students (Outdoor activity)
16.00 – 17.00	Preparation for team presentation	Students
17.00 – 18.00	<b>Round 3: Team Presentation (peer-review)</b>	Students, Coaches
18.00 – 19.00	Free time	ALL
19.00 – 21.30	Dinner in the city centre	Students & Coaches, Sponsors, ESCA
21.45 – 22.00	Restaurant to Hotel	Students & Coaches, Sponsors, ESCA

### Programme Friday 2 June 2023

<i>Time</i>	<i>Activity</i>	<i>Remarks</i>
8.30 – 9.00	Hotel to Wittenborg	Students & Coaches, Sponsors
9.00 – 12.30	<b>Round 4: Negotiations</b>	Students, Buyers & Judges
12.30 – 13.30	Lunch	ALL
13.00 – 13.30	Final round preparation	Finalists
13.30 – 14.30	<b>Round 5: Finals' Negotiation</b>	Finalists
13.30 – 14.30	Watch Live stream final round	ALL
14.30 – 15.00	Break	ALL
15.00 – 15.30	Announcement of the winners & Closing at Municipality Apeldoorn	ALL