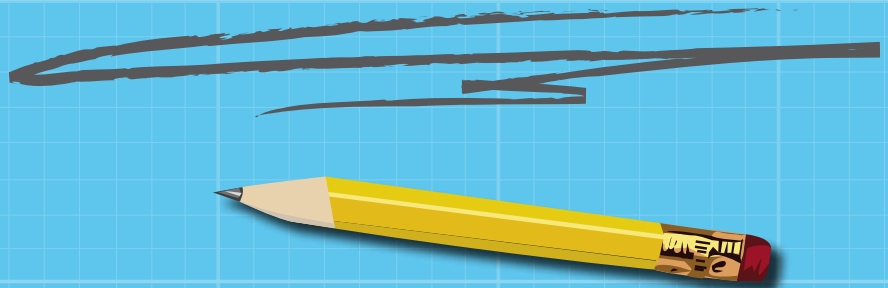


Business School



Let your pupils run your
Book Fair as a business!

Use this simple,
step-by-step guide to
help your pupils:

- Run a successful Book Fair
- Develop real-world skills
- Earn free books for your school
- Achieve curriculum targets



WIN

an iPad and
£500 worth of
children's books!

Overview

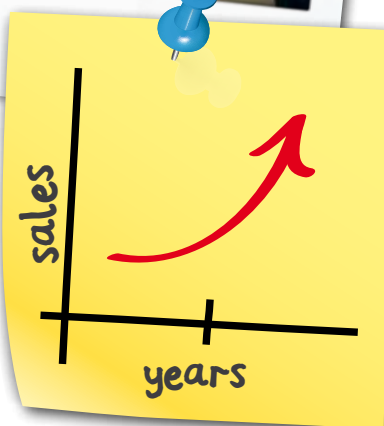
Scholastic Business School teaches your pupils about the world of work in the safe environment of their school while offering cross-curricular learning opportunities.

With **tips, timelines** and a comprehensive **online toolkit**, our free resources will give your pupils the **confidence** and **independence** to run your Book Fair as a class or whole school enterprise project.



"Because of the students who ran the Book Fair, we were able to sell three times the amount we usually do! I truly believe that these students were the biggest reason we were so successful!"

Christa Cordery,
Greenbrier Middle School



Your pupils can apply for jobs and practise entrepreneurial skills as they plan and promote the Book Fair as a team. Strong links to the curriculum in the areas of **Financial understanding, PSHE and Citizenship, Mathematics, English and ICT** ensure that **Scholastic Business School** is a valuable – and fun – educational experience.

Giving your pupils a **personal investment** in the Book Fair will engage them more with reading and can create a real buzz, involving more parents, pupils and school staff. Boosting excitement and attendance can help to earn more **free books and teacher resources** for your classrooms and libraries.

Contact us

Call us for free on
0800 212 281, email
bookfairs@scholastic.co.uk
or visit
**bookfairs.scholastic.co.uk/
business_school**

Plus



enter the **Scholastic Business School of the Year Award 2012-13** for the chance to win an **iPad** and **£500 worth of children's books** for your school!

Getting started

We want **Scholastic Business School** to be simple and rewarding for you, fun and educational for your pupils and beneficial for your Book Fair. Here are a few tips to get you started.



1 Arrange your Book Fair

Call us to secure your Book Fair dates and for guidance on how to get the most from **Scholastic Business School**. We recommend starting six weeks before your Book Fair arrives but you can choose timings to suit the needs of your school.

2 Start planning

This planner is your essential guide to **Scholastic Business School**. Read about the variety of benefits it offers and follow the timeline and checklists for advice on what you and your volunteers can do before, during and after your Book Fair.

3 Browse our free resources

You can download everything you need at bookfairs.scholastic.co.uk/business_school from [CVs](#) and [covering letters](#) to [clip art](#) and [certificates](#). If you're viewing this online, just click on the red, underlined links to be taken straight to the resource.



We're here to help

Six weeks before your **Book Fair** arrives, you'll receive a call from your dedicated **Book Fair Co-ordinator**. They can:

- **show you how** to get started with **Scholastic Business School**;
- **guide you through** the online toolkit resources;
- **share experiences** from other schools that have run the project.

Curriculum-linked!

Download our rich resources and curriculum planning grids for [England](#), [Northern Ireland](#), [Scotland](#) and [Wales](#) to help organise activities, and plan learning objectives and outcomes linked to **Mathematics, English, PSHE and ICT** (or equivalents).

Create excitement

Scholastic Business School is coming! Build up the excitement and advertise the jobs to pupils. Soon you'll have lots of enthusiastic volunteers, eager to get involved.

Build a buzz

- PUT up the **Scholastic Business School teaser poster**
- ANNOUNCE your search for volunteers in assembly
- PLACE a notice on the school website and in the newsletter
- SEND a **letter to parents** outlining your plans

Advertise the jobs

- REVIEW the **job profiles**, available in the online toolkit
- DECIDE which positions need to be filled and how many pupils for each
- POST the **job advert** on a noticeboard or send out to pupils
- DISCUSS the duties involved and skills needed for each job
- TALK to teachers about pupils they would recommend

Download all resources in one handy Word document



How can your volunteers help?

The most effective way to share the Book Fair duties is to create smaller teams to focus on **advertising, finance, customer service** and other needs. Visit the online toolkit for a **list of specific jobs** that schools have found handy and detailed **job profiles** to help your pupils prepare.



KEY BENEFITS

Involve your pupils in the Book Fair and watch as they develop a sense of **ownership, pride** and a **greater understanding** of the world of work. Taking part will help them to:

- **learn** about different roles involved in running a business;
- **manage** the individual responsibilities that come with jobs;
- **practise** working independently and as part of a team;
- **focus** on making the Book Fair a success.

Choose your team

Ask your pupils to apply for the jobs that most appeal to them by writing letters or CVs. Hold short interviews to discuss what's involved. Now you're ready to assemble your volunteer team!

Applying for jobs

- SET a closing date for applications
- ASK pupils to do one of the following in class or as homework:
 - Write a formal **covering letter**
 - Create a **CV**
 - Fill in an **application form**

Interviews

- SET up short, ten-minute interviews with each applicant
- PROVIDE detailed **job profiles** so your pupils can prepare
- ASK questions such as:
 - Why did you apply for this job?
 - What skills do you have that would make you ideal for this job?
 - What would you do if...? (Choose a likely Book Fair scenario.)
 - How well do you work in a team?

Assign jobs

- CHOOSE at least two pupils per role so that they can support each other
- PUBLISH the results on a noticeboard
- CONGRATULATE your new **Scholastic Business School** team!



KEY BENEFITS

Every pupil has a role to play in **Scholastic Business School**. Your team should reflect the different strengths of your pupils and the diversity of your school. Eager to take on responsibility, your volunteers will:

- **learn** to evaluate strengths and weaknesses by applying for jobs;
- **communicate** information in a variety of formats by completing CVs, covering letters, application forms and/or interviews;
- **develop** time management skills as they work to deadlines;
- **grow** in confidence as they make their own decisions.



Start planning with your team

With your pupils' input you can create a magnetic event that attracts children just like them. So, get your team together, get them inspired and get them thinking about ways to make your Book Fair great!

Key tasks for your team

- Agree a goal**
Inspire your team to success by setting a Book Fair goal together. It could be to increase footfall, sell a specific amount of books or earn a certain amount of Scholastic Rewards.
- Plan activities to create excitement**
Your team will know what appeals to their peers so let them get creative! Tried-and-tested ideas include organising **book talks**, **competitions** or a **themed fancy dress** day.
- Discuss the best ways to advertise**
Involving your pupils already ensures the best kind of advertising – word of mouth! They will also need to think about ways to connect with other pupils, parents and the local community.
- Review our tools**
Your Planning Kit will arrive three weeks before your Book Fair, full of promotional materials. Our website has lots of useful resources too, so let your team browse for inspiration and decide what to use.
- Clarify duties**
Make sure your team knows their responsibilities and deadlines. Keep track of progress at regular meetings but give them the freedom to make their own decisions.



Useful links

- For our latest competitions, visit bookfairs.scholastic.co.uk/win
- For activities, posters, tips and more, visit [bookfairs.scholastic.co.uk/free resources](https://bookfairs.scholastic.co.uk/free_resources)
- For individual job profiles, visit [bookfairs.scholastic.co.uk/business school](https://bookfairs.scholastic.co.uk/business_school)

KEY BENEFITS

Brainstorming with your volunteers will yield some fresh, exciting ideas for your Book Fair. But working together as a team towards a shared goal will also help your pupils to:

- **develop** leadership skills, make decisions and justify choices;
- **communicate** more effectively with adults and other children;
- **learn** how to collaborate and be open to new ideas;
- **practise** different modes of speaking, listening and persuasive writing.

Start spreading the word

Build anticipation by making sure that everyone knows about the imminent arrival of the Book Fair. Now is the time for your advertising and events volunteers to spring into action!



Key tasks for your team

- START a daily countdown in assembly
- PUT up **posters** around the school
- SEND text messages, **invitations** and **letters** to parents
- PUT a notice on the school website or TV system and in the newsletter
- LAUNCH a **competition** to get the whole school excited
- SET up **rotas** so that all volunteers know when to attend the Book Fair

"To be honest I had never thought of asking students to get involved with advertising or promotion, but this is something I will consider for next year."

Jacqui McArdle, Librarian, St Patrick's High School

KEY BENEFITS

Let your team craft a promotional campaign and you'll be amazed at the creativity and innovation on show. Planning and implementing the advertising will help your pupils to:

- **think** creatively, using fresh ideas to make posters, flyers, signs and more;
- **consider** alternative media and technologies to reach different audiences;
- **evaluate** the impact and effectiveness of different approaches.

Opening time



Your Book Fair has arrived! Once everything is set up, it's over to your browsing and customer service volunteers to ensure that all classes can view the books and that visitors can make purchases and place orders.

Key tasks for your team

- LAY out the bookcases and poster and stationery boxes safely
- SET up the cash desk for taking payment and **recording sales**
- PUT **last copy bookmarks** in bestselling titles *only* to help with customer ordering
- DECORATE the Book Fair and put up **directional arrows** and outdoor banner (if supplied)
- CHOOSE the competition winners and create a display for parents to see
- ANNOUNCE the arrival in assembly
- BEGIN class browsing sessions, giving out **activity wishlists** to every child
- CALCULATE footfall or takings and update on the **goal chart** daily



KEY BENEFITS

Your volunteers will have vital roles to play during the Book Fair, recommending books to younger pupils during browsing sessions and ensuring a pleasant experience for customers. Eager to help, your teams will:

- **learn** to think laterally and be creative when solving problems;
- **practise** customer service and cash handling skills;
- **develop** leadership skills while working as part of a team.



Packing up

Before you celebrate, there will be a bit of tidying up for everyone to do. Your inventory and accounts volunteers will need to focus on fulfilling any customer orders and calculating the final Book Fair takings.

Key tasks for your team

- PACK up the bookcases and poster and stationery boxes
- TAKE down decorations, posters, arrows and the outdoor banner
- SEND us entries for the chance to win prizes *if you ran one of our competitions*
- PLACE all **customer orders** with Scholastic by 4pm the day before the Book Fair is collected
- DELIVER orders to customers once they have been received
- CALCULATE and **check final takings** and share with the team
- FILL out the **online cash report form** and note the amount of free books earned
- ANNOUNCE the final Book Fair results in assembly and to parents



Don't forget to start planning your entry for the **Scholastic Business School of the Year Award 2012-13!**

Choose your free books

As a reward for their hard work, why not let volunteers make a wishlist of titles for their library or classrooms? Put their names as dedications in the front of books that they helped to earn.

Once you have started to earn free books, you can select titles from the cases – just keep track of what has been taken and add it to your online cash report form. You can spend any outstanding **Scholastic Rewards** at shop.scholastic.co.uk.



KEY BENEFITS

Engaging with the Book Fair will give your pupils a deeper understanding of money and business. Handling payments and dealing with customers will give them valuable practical experience and help them to:

- **develop** numeracy skills by calculating daily and final Book Fair takings;
- **understand** the importance of money and keeping financial records;
- **share** information accurately, through working with Scholastic to confirm orders.

Congratulate your team

Now that your Book Fair is over, it's time to celebrate! Congratulate your team on a job well done and find out what they thought of **Scholastic Business School**. Was it fun? What did they learn? What improvements would they make for next time?

Thank your volunteers

- AWARD a **certificate** to every volunteer
- SEND a **letter to parents** letting them know about their children's success
- HAND out the **evaluation survey** to the team
- SET up a review meeting to collate everyone's ideas and comments
- COMPLETE our **customer survey** – we'd love to hear from you!
- SECURE your next Book Fair date

"The Book Fair was amazing. We helped to run it and we had lots of parents coming after school so it was really busy ... We can't wait till next year."

April, aged 10, Latchford St James CoE Primary School

"Like most school librarians I am a solo worker, so having reliable students to help during the Book Fair is fantastic, especially over busy times, like first thing in the morning, break-time and after school."

Jacqui McArdle, Librarian, St Patrick's High School



KEY BENEFITS

Learning about the world of work is just one of the many benefits that **Scholastic Business School** offers. Working as a team to make your Book Fair a success will enable your pupils to:

- **learn** to be reflective and evaluate their own and others' performance;
- **understand** and become inspired by enterprise and entrepreneurship;
- **develop** a personal sense of achievement and pride.



Business School of the Year Award



Enter the **Scholastic Business School of the Year Award 2012-13** for your chance to **win...**

- an iPad for your school
- a certificate for each of your volunteers
- £500 worth of children's books*
- an engraved trophy

To recognise the ingenuity, energy and commitment of your volunteers – and those in other schools across the UK – we have created the **Scholastic Business School of the Year Award**.

The award will be presented annually to the school that can demonstrate the highest level of enthusiasm, effectiveness and innovation in running their Book Fair as an enterprise project.

Any school can take part by submitting a report, created by the volunteers themselves, detailing how they successfully ran their Book Fair. The entries will be judged by an independent panel with the winner to be announced in September 2013.

How to enter

- Ask your volunteers to create a report, telling us the story of how they worked together to make the best Book Fair your school has seen.
- Your entry should include:
 - Details of what was done to plan, promote and run your Book Fair including any challenges or successes;
 - Results in terms of final takings, the amount of free books earned and how it compared to previous Book Fairs (if relevant);
 - Comments from your volunteers on what they thought of the project plus feedback from staff, parents and/or customers.
- Your report can take any printed form (document, booklet, scrapbook, newspaper – it's up to you) but should be a minimum length of one-side of A4.
- Be sure to include supporting information such as photos of your team in action and examples of any materials made.

Submit your entry

- Send your entry, along with contact and school address details, to: Scholastic Business School of the Year Award, Euston House, 24 Eversholt Street, London, NW1 1DB.
- Closing date for entries is 31st July 2013.
- Any questions? Call us for free on **0800 212 281** or email bookfairs@scholastic.co.uk.

* chosen from the current Book Fair and Scholastic Rewards range

Find the resources you need

We've provided free resources for you to use at every step of the way. If you're viewing this online, click on the links below to be taken directly to the resource or visit bookfairs.scholastic.co.uk/business_school to browse.

Before your Fair

Planning

[Business School Planner](#)

[Curriculum planning grid – England KS2](#)

[Curriculum planning grid – Northern Ireland](#)

[Curriculum planning grid – Scotland](#)

[Curriculum planning grid – Wales KS2](#)

Advertising and applying for jobs

[Job profiles](#)

[Teaser poster](#)

[Volunteer recruitment poster](#)

[Job advert](#)

[Job application form](#)

[CV sample](#) and [template](#)

[Covering letter sample](#) and [template](#)

[Introductory letter for parents](#)

[Book Fair staffing rota](#)

[Clip art](#)

During your Fair

[Class browsing session rota](#)

[Sales record sheet](#)

[Customer order record sheet](#)

After your Fair

[Cashing up sheet](#)

[Scholastic Business School of the Year Award entry guide](#)

[Volunteer evaluation survey](#)

[Volunteer certificate](#)

[Thank you letter for parents](#)



[Download all resources in one handy Word document](#)