YOUR BOOK FAIR... RUN BY KIDS!

SCHOLASTIC BOOK FAIRS

Business School

TEACHER'S GUIDE

LET YOUR PUPILS TAKE OVER YOUR BOOK FAIR AND LEARN REAL-WORLD SKILLS

WHAT IS BOOK FAIR BUSINESS SCHOOL?

Book Fair Business School is a fun project that teaches your pupils about the world of work in the safe environment of your school while offering cross-curricular learning opportunities.

With useful tips, suggested 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.



Your pupils can apply for jobs and practise entrepreneurial skills as they plan and promote the Book Fair as a team, with strong links to the curriculum in the areas of financial understanding, PSHE, Citizenship, Mathematics, English, ICT, Art and Design.

Book Fair Business School gives your pupils a personal investment in the Book Fair, engaging them more with reading and creating a real buzz for kids, parents and the whole school. Even better, boosting excitement and attendance will help to earn even more free books for your classrooms and library!

Contact us

Call us for free on **1800 272 321**, email **bookfairs@scholastic.ie** or visit **www.bookfairs.scholastic.ie/business-school**

GETTING STARTED

We want Book Fair 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 Book Fair 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. BROWSE OUR FREE RESOURCES

You can download everything you need, from CVs and covering letters to certificates and posters, at **bookfairs.scholastic.ie/business-school.**

3. TALK TO YOUR BOOK FAIR CO-ORDINATOR

Six weeks before your Book Fair your dedicated Book Fair Co-ordinator. They can:

- Show you how to get started with Book Fair Business School;
- Guide you through the online resources;
- Share experiences from other schools that have run the project.

CREATE EXCITEMENT

Book Fair 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 a Book Fair Business School teaser poster
- Announce your search for volunteers in assembly
- Place a notice on the school website and in the newsletter
- Update your school's social media accounts
- 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

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 website 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. You could even hold short interviews to discuss what's involved. Now you're ready to assemble your volunteer team!

APPLY 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 the noticeboard
- Congratulate your new Book Fair Business School team!

KEY BENEFITS

Every pupil has a role to play in Book Fair 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

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

- Update social media accounts

- Launch a competition to get the whole school excited

- Set up rotas so that all volunteers know when to attend the Book Fair

- Assign someone to take photos and videos, and use #ShareYourFair to showcase your Book Fair.

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.

"126 PUPILS APPLIED TO TAKE PART. BOOK FAIR BUSINESS SCHOOL IS THE CLUB TO BE PART OF AT OUR SCHOOL"

RHONDA BRIGGS, MCLURE MIDDLE SCHOOL.

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

- Choose the competition winners and create a display for parents to see

- Announce the arrival in assembly

- Begin class browsing sessions, giving out 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;
- Practice 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 and directional arrows
- ☐ Send us entries for the chance to win prizes if you ran one of our competitions
- ☐ Place all customer orders with Scholastic 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
- ☐ Share your Book Fair's successes in assembly and with parents, including how many free books your school has earned through rewards
- ☐ Ensure payment systems, accessories and all other materials are packed away and included in your cases

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 the 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 **www.shop.scholastic.ie**

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 Book Fair 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, 10, LATCHFORD ST JAMES COE PRIMARY SCHOOL

KEY BENEFITS

Learning about the world of work is just one of the many benefits that Book Fair 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.

FIND THE RESOURCES YOU NEED

We've provided free resources for you to use at every step of the way.
Visit www.bookfairs.scholastic.ie/business-school to browse.

PLANNING

- Book Fair Business School Teacher's Guide

DURING YOUR BOOK FAIR

- Class browsing session rota
- Sales record sheet
- Customer order record sheet

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
- Pupil resources

AFTER YOUR BOOK FAIR

- Cashing up sheet
- Volunteer evaluation survey
- Volunteer certificate
- Thank you letter for parents

YOUR RESOURCES

Here is a selection of the free resources that you can download and use to promote Book Fair Business School in your school.







