

Virtual Volunteer Presenter's Guide

In *JA Global Marketplace*, middle school students explore the ways in which countries buy and sell from each other. They gain an understanding of producers and consumers in the interconnected global market and the effects of free enterprise.

To assist you in virtually presenting to students—whether via a short, recorded video or beaming in live to an in-person or remote classroom—we have prepared the following outline to help you gather your thoughts and connect with students. If you create a recorded video, you will skip the Break the Ice portion of the outline and reduce the time spent on other sections.

Presentation Outline

1. **Introduce yourself and your company.** Describe your position and your basic job duties. *(3 minutes for remote live beam-in/30 seconds for recorded video)*
2. **Break the ice.** Capture students' interest in your topic and its connection to entrepreneurship, career choices, and the need for soft skills. *(5 minutes for remote live beam-in/skip for recorded video)*
 - Have you traveled internationally? Tell students about products from our country that you were surprised to find abroad.
 - Ask students if they have a favorite product or a favorite country. Take a poll.
3. **Share stories** that highlight you, your expertise, and your experiences. *(5 minutes for remote live beam-in/3 minutes for recorded video)*
 - Select a topic from the list to illustrate your experiences through stories to increase students' engagement in the material. Consult your teacher or JA Area representative to find out if there is a particular session(s) or topic(s) they would like you to address.
 - Try to make your stories as concrete and relatable as possible, using vivid detail and captivating language, asking questions as appropriate, and making sure your audience is following along.
 - **Session One: Business and Customer.** Do you have a favorite product or business? Is there something you buy that just makes your life better? Tell students about a product you couldn't live without.
 - **Session Two: Business and Culture.** Have you experienced cultural differences, either in your business or while traveling? What was something that surprised you? Tell students about a cultural practice that you thought was a great idea and considered incorporating into your life or business practices.
 - **Session Three: Global Trade.** What was your first experience with, or impression of, imports and exports? Talk about a gift or item someone brought you from abroad.
 - **Session Four: Why Countries Specialize.** Describe the specific resources that are important in your business. Are they sourced regionally or internationally?
 - **Session Five: Trade Barriers.** Share an experience in which the price or availability of a good that you use personally or in your business changed due to trade policies?
 - **Session Six: Currency.** Relate an experience you have had working with foreign currency or exchange rates. If you have some foreign currency on hand, show and tell what it is and where you got it.

Remote Live

For volunteers beaming in live to connect with students, the minimum requirement is one, 15-minute session. Your JA Area representative can provide additional details.

Recorded Video

JA recommends that each recorded video be 3–5 minutes maximum in length. Your JA Area representative can provide additional filming guidelines and recommendations.

- **Session Seven: Global Workforce.** Have you worked or gone to school abroad? Share some of the challenges and triumphs of working in another country. Or, if you have hosted international students or interns, tell something that was challenging or meaningful about that experience.

4. Review and wrap up. *(5 minutes for remote live beam-in/30 seconds for recorded video)*

- Ask students to share something that they have learned in the program about running a global business. Does it relate to your story today?
- Work with students to sum up your talk in three cogent points.
- Share with students your most important takeaway about working in a global marketplace.

If you have any questions about your time as a remote volunteer or about the JA program material, please contact your local JA office, or visit the website at <https://jausa.ja.org/programs/ja-global-marketplace>.

To help improve the JA experience, we welcome your feedback via this short survey at https://juniorachievementusa.formstack.com/forms/feedback_form_location_ck.