



BUSINESS CARD BONANZA

OBJECTIVES:

1. Foster creativity and self-expression among students.
2. Encourage students to explore their career aspirations and goals.
3. Promote networking and interaction among classmates.
4. Develop professionalism and attention to detail in creating a business card.
5. Enhance communication skills through the exchange of business cards.

DESCRIPTION:

In this ice-breaker activity, called "Business Card Bonanza," students will have the opportunity to design their own business cards using Canva.com. The objective is for each student to create a business card that represents their career aspirations and showcases their unique personality. This activity aims to stimulate creativity, facilitate networking, and encourage professionalism.

MATERIALS NEEDED:

1. Computers or laptops with internet access
2. Canva.com (a free online graphic design tool)
3. Printers and cardstock (optional, if students want to print their cards)

DIRECTIONS:

1. Introduce the concept of business cards and their significance in the business world. Explain that business cards serve as a professional representation of oneself and can be used for networking and making connections.
2. Instruct students to visit Canva.com, an online graphic design platform.
3. Provide a brief tutorial on how to use Canva.com, including how to navigate the website, select templates, and customize designs. ([here](#) is a video from YouTube)
4. Encourage students to think about their career aspirations and the information they would like to include on their business cards. This can include their name, a job title or desired profession, contact information (such as email or phone number), and any other relevant details they wish to showcase.
5. Explain the importance of a unique and visually appealing design. Encourage students to explore various design elements, such as colors, fonts, and graphics, to make their business cards stand out.

6. Allocate sufficient time for students to work on their business card designs, ensuring they have access to necessary resources.
7. Once students have completed their designs, allow them to share their business cards with the class. They can either present their designs verbally or exchange digital versions.
8. Encourage students to engage in conversation, ask questions, and network with their classmates based on the information provided on their business cards.
9. Optional: If students wish to print their business cards, guide them on how to export the designs from Canva.com and print them using cardstock.
10. Wrap up the activity by discussing the importance of professionalism and effective communication in the business world, as demonstrated through the creation and exchange of business cards.

MISC:

- Emphasize the importance of professionalism and appropriateness when designing business cards.
- Encourage students to provide constructive feedback and positive reinforcement to their peers during the sharing session.
- Remind students to be open-minded and respectful of different career aspirations and goals.
- Highlight the significance of networking and building connections for future opportunities in the business world.

WHY BUSINESS CARDS?

1. Introduce the concept of business cards and their significance in the business world. Explain that business cards serve as a professional representation of oneself and can be used for networking and making connections.

When it comes to the business world, first impressions are important. One way to make a memorable first impression is by using a business card. A business card is a small piece of paper that contains important information about a person and their professional identity. It may seem simple, but it holds great significance in the business world.

Imagine you meet someone at a networking event or a job fair, and they hand you a business card. This little card contains their name, job title, contact information, and sometimes even their company logo or a unique design. It's like a mini introduction that you can carry with you. By exchanging business cards, you are making a connection and opening the door for future opportunities.

Business cards are more than just pieces of paper with contact details. They represent who you are as a professional. When you hand someone your business card, it shows that you take your work seriously and are prepared to make professional connections. It demonstrates that you are ready to take the next step and build relationships with others in your field.

Here's an example to help you understand the significance of business cards. Let's say you attend a career fair and meet a potential employer who is impressed by your skills and qualifications. They ask for your contact information, and instead of fumbling through your pockets or searching for a piece of paper, you confidently hand them your professional business card. This not only shows your preparedness but also leaves a lasting impression on the employer. They are more likely to remember you and consider you for future opportunities because of that small piece of paper.

Business cards also serve as a way to stay connected in a digital age. While we have smartphones and social media, a physical business card can still make a difference. It's something tangible that people can hold and refer to later. It makes you stand out and shows that you are committed to building professional relationships.

So, remember, business cards are like your personal brand in your pocket. They represent who you are, what you do, and how people can reach you. By having a well-designed and professional business card, you can make a lasting impression and create opportunities for your future career.

WHAT'S INCLUDED ON A BUSINESS CARD?

A business card typically includes the following information:

1. Name: Your full name should be prominently displayed on the business card. It's best to use your real name or the name you go by professionally.
2. Job Title: Your job title represents your role or position in a company or your professional field. It gives others an idea of what you do.
3. Contact Information: This includes your phone number, email address, and physical address (if applicable). Make sure the contact information is accurate and up to date.
4. Company Name and Logo: If you represent a company, it's essential to include the company's name and logo on your business card. This helps in brand recognition and establishes a connection between you and the organization you work for.
5. Website or Social Media Links: If you have a personal website or relevant social media profiles (such as LinkedIn), you can include the URLs on your business card. This allows others to learn more about you and your work.
6. Optional Information: Depending on your preferences, you can add additional details such as a brief professional tagline, a QR code linking to your online portfolio or website, or a professional photo of yourself.

TIPS FOR A GREAT BUSINESS CARD DESIGN:

1. Keep it Simple and Clean: A cluttered business card can be overwhelming and hard to read. Stick to a clean and simple design that allows the information to stand out.
2. Use Legible Fonts: Choose a font that is easy to read, even at a small size. Avoid decorative or overly stylized fonts that may hinder readability.
3. Choose Appropriate Colors: Select colors that match your personal brand or the company's branding. Use colors that create a visually appealing and professional look.
4. Include White Space: Don't overcrowd the card with too much text or images. Leave enough white space to allow the card to breathe and make the information more digestible.
5. Make it Professional: Ensure that the design reflects your professionalism. Avoid using unprofessional images, excessive graphics, or inappropriate content.
6. Use High-Quality Printing: Invest in high-quality printing to ensure that your business card looks polished and professional. This includes choosing the right paper stock and finishes.
7. Consider Card Size and Shape: While standard business cards are typically rectangular, you can explore different shapes or sizes to make your card stand out. However, ensure that it still fits in standard cardholders and wallets.
8. Get Feedback: Before finalizing your design, seek feedback from trusted colleagues, mentors, or friends. They can provide valuable insights and suggestions for improvement.

Remember, your business card is a representation of you and your professional brand. Make sure it accurately reflects your identity and leaves a positive impression on others.

GUIDELINES FOR WHEN AND HOW TO EXCHANGE BUSINESS CARDS

1. Exchange Cards During Introductions: When you meet someone for the first time in a professional setting, it is customary to exchange business cards as part of the introduction process. This is especially true during networking events, conferences, seminars, or business meetings.
2. Wait for the Right Moment: Choose an appropriate moment to exchange business cards. It is usually best to wait until after the initial conversation or when there is a natural pause in the discussion. Avoid interrupting or forcing the exchange.

3. Use Two Hands: When presenting or receiving a business card, use both hands. This gesture shows respect and acknowledges the importance of the exchange. Hold your own card with your right hand and offer it to the recipient, ensuring that the text is facing them.
4. Make Eye Contact and Introduce Yourself: Maintain eye contact and introduce yourself while exchanging business cards. This helps create a personal connection and shows genuine interest in the interaction.
5. Study the Received Card: Take a moment to look at the received business card before putting it away. This demonstrates attentiveness and respect for the other person's information.
6. Store Business Cards Properly: Carry a designated business card holder or case to keep your cards in pristine condition. Similarly, when receiving a card, handle it with care and place it in a safe location, such as a cardholder or your wallet.
7. Follow Up: After exchanging business cards, it's beneficial to follow up with the individuals you met. This can be through email, a phone call, or connecting on professional networking platforms like LinkedIn. It helps maintain the relationship and allows for further communication and collaboration.
8. Don't Force Exchanges: While exchanging business cards is a common practice, it's essential not to force the exchange if the situation doesn't call for it. Use your judgment and consider the context. If the interaction is casual or doesn't involve professional networking, it may be more appropriate to skip the business card exchange.

Remember, the purpose of exchanging business cards is to establish connections and facilitate future communication. Follow these guidelines to ensure a smooth and professional exchange that leaves a positive impression on others.