

BEST Tips for Starting a Team

- Make an announcement for BEST or host an interest session in your classes
- Have an informational/interest meeting about what BEST is, the benefits, what the rules are, etc.
- Emphasize that BEST isn't just for the top language speakers and that it isn't a typical olympiad. Anyone can do BEST. Students with lower English/confidence often have the most to gain.
- Show videos of BEST performances showing what BEST is (Check out resources from [BEST YouTube page](#))
- Use BEST recruiting slideshow in your presentations
- Talk to director/administration/teachers and try to get allies on your side
- Tell as many people about it as possible (teachers, students, admin, people in community, etc.). You never know who will be able to jumpstart the program
- Look over handouts from training, read our website to educate yourself about the intricacies of the the events and about the policies and rules
- Start small and work your way up. Having a few dedicated students is a good place to start for a new team.
- Be persistent with all areas of your efforts: coaching, organizing, sparking interest. Building enthusiasm and a team takes time and effort.
- Have BEST send an official letter (in Bulgarian) to school
- Reach out to teambestbulgaria@gmail.com whenever you have questions about anything

