



# S-NEXT

MarketPlace  
Simulations

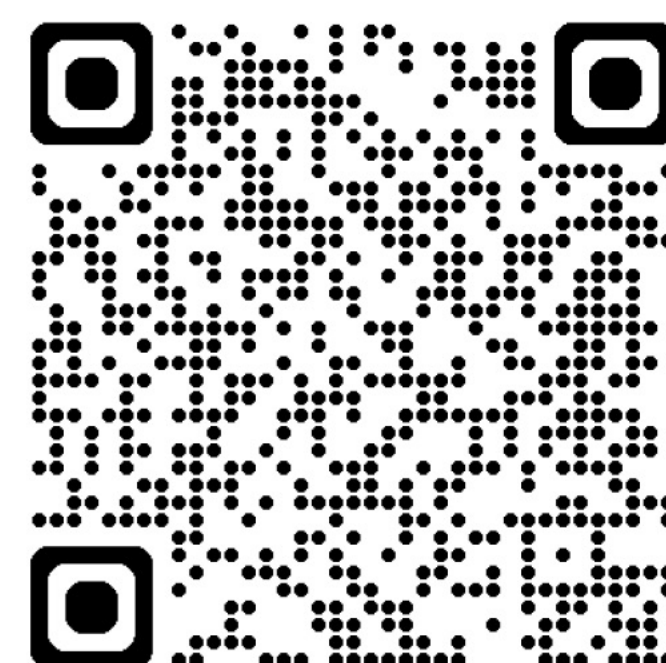
# Train The Trainer

By S-NEXT MarketPlace Simulations Workshop

September 2nd-4th, 2025

📍 **Steinbeis University – Schools of Next Practices**

Hosted in collaboration with Marketplace Simulations



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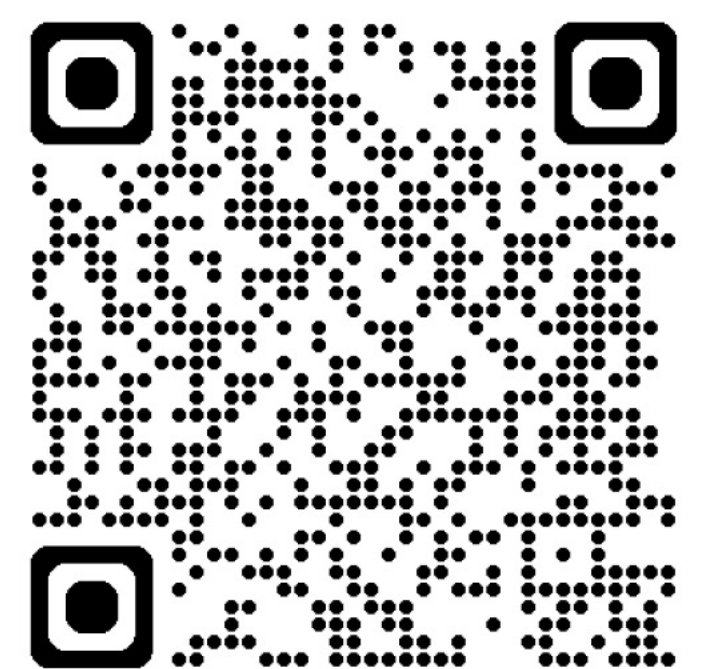


## About the Workshop

Train the Trainer is a dynamic four-day training designed to equip educators with hands-on experience in simulation-based learning. Through active participation in two Marketplace Simulations games, educators will explore best practices in experiential education and walk away with powerful tools to transform the way they teach business.

### Why Attend?

- Play and learn through two proven business simulations
- Master experiential learning pedagogy
- Gain confidence in leading simulation-based courses
- Receive a certification of completion
- Connect with global educators and trainers



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# Workshop Overview



## WHAT YOU'LL LEARN

- ✓ How to facilitate simulation-based learning in classrooms
- ✓ Coaching best practices and analytical tools
- ✓ Decision-making under uncertainty
- ✓ Strategy, marketing, production, HR & finance integration
- ✓ Techniques to evaluate student performance & foster reflection

## WHO SHOULD JOIN?

This workshop is ideal for:

- University Professors
- Corporate Trainers
- Academic Program Designers
- Learning & Development Professionals

### WHAT YOU WILL LEARN:

- ★ MARKETING STRATEGY
- ★ SALES
- ★ MANUFACTURING
- ★ ACCOUNTING/FINANCE
- ★ HUMAN RESOURCES
- ★ ENTREPRENEURSHIP



To register or learn more:  
<https://ttt-berlin-2025.paperform.co/>



[s.simulations@steinbeis-next.de](mailto:s.simulations@steinbeis-next.de)



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## WHAT YOU'LL EXPERIENCE

- Throughout the workshop, you'll step into the role of a decision-maker inside Marketplace Simulations. Across six business quarters, you'll build brands, design compensation packages, oversee operations, manage finances, and pitch to virtual investors.
- Each quarter brings new challenges — just like in the real business world. You'll collaborate in teams, develop business strategies, and submit key decisions.

You'll also experience:

- **Executive Briefings:** Receive coaching and strategic guidance from experienced mentors.
  - **Venture Capital Fair:** Pitch your business and earn investment based on your team's performance.
  - **Coaching Deep Dive:** Learn how to guide your students through simulations using Marketplace's instructor tools.
  - **Chocolate Candy Game:** Test your entrepreneurial instincts in a mobile-first simulation where you manage a small candy business with limited capital — a fun and engaging finale to your learning journey.
- ❗ **Chocolate Candy Game:** A simulation on entrepreneurship where participants start a candy business with \$500, navigating marketing and selling.



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# Schedule Breakdown

## DAY 0: MONDAY, SEPT 1 (OPTIONAL NETWORKING)

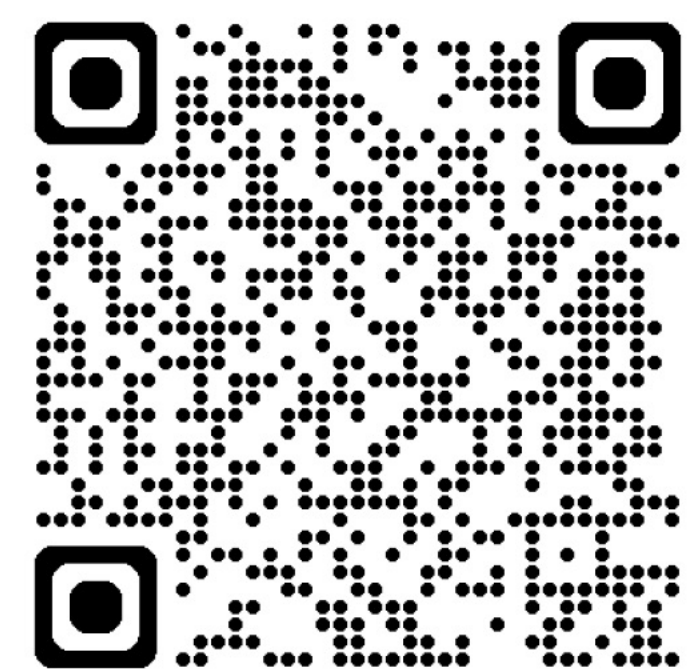
5:00 PM — Welcome Reception

## DAY 1: TUESDAY, SEPT 2 – WORKSHOP DAY 1

- 9:30 AM — Introduction to Marketplace & Goals
- 9:45 AM — Participant Intros
- 10:30 AM — Game Scenario Review & Best Practices
- 12:00 PM — Lunch
- 12:30 PM — Intro to Quarter 1
- 1:00 PM — Make & Submit Quarter 1 Decisions
- 2:30 PM — Intro to Quarter 2 Decisions + Class Photo
- 3:15 PM — Work on Quarter 2 + Prep for Briefing
- 5:30 PM — Executive Briefing with Coach
- 6:15 PM — Submit Quarter 2 Decisions
- 6:30 PM — Dinner & Game Night

## DAY 2: WEDNESDAY, SEPT 3 – WORKSHOP DAY 2

- 9:00 AM — Work on Quarter 3 + Briefing Prep
- 10:45 AM — Executive Briefing
- 12:00 PM — Submit Quarter 3 Decisions
- 12:15 PM — Lunch
- 12:45 PM — Intro to Quarter 4 + Business Plan + VC Fair
- 2:00 PM — Work on Quarter 4
- 5:15—8:15 PM — Evening Activity & Dinner



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## DAY 3: THURSDAY, SEPT 4 – WORKSHOP DAY 3

- 8:00 AM — Business Plan + VC Fair Prep
- 10:00 AM — VC Fair Presentations
- 12:00 PM — Submit Quarter 4
- 12:30 PM — Work on Quarter 5
- 1:45 PM — Coaching Guidelines & Marketplace Tools
- 2:30 PM — Review Quarter 5 Results
- 3:00 PM — Intro to Chocolate Candy Game
- 3:30 PM — Play the Chocolate Game
- 5:30 PM — Final Reflections & Certificates
- 6:30 PM — Dinner + Closing Event

## DAY 4: FRIDAY, SEPT 5 (OPTIONAL ADVENTURE DAY)

- 9:00 AM — Cultural Excursion (Details to Follow)

### WHAT YOU'LL RECEIVE

- ★ CERTIFICATION OF COMPLETION
- ★ SIMULATION FACILITATOR BADGE
- ★ RESOURCE KIT FOR CLASSROOM USE
- ★ ACCESS TO MARKETPLACE EDUCATOR TOOLS
- ★ PEER AND FACULTY NETWORK ACCESS

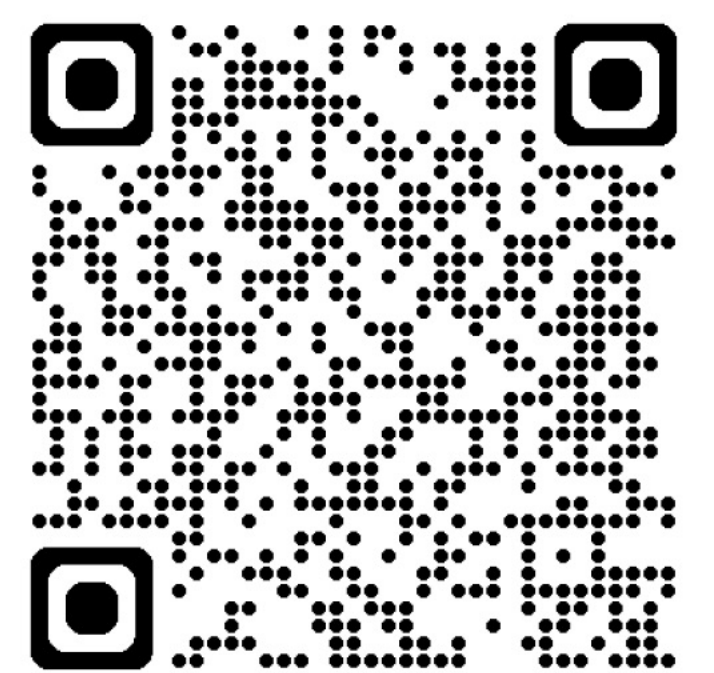
## Contact & Registration



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