BRICS SKILLS COMPETITION
(BRICS FUTURE SKILLS & TECHNOLOGY CHALLENGE)

Live E-Commerce Operations

BRICS-FS-32

Technical Description（Online）

July, 2024

Catalogue

1 Competition Name

Competition No.:BRICS-FS-32

Competition Name: Live E-commerce Operation

Competition group: no entry group

2 Event Description

2024 BRICS Vocational Skills Competition (BRICS Future Skills Challenge) live e-commerce operation competition refers to the use of the Internet, live broadcasting, e-commerce and other aspects of professional knowledge and technical skills, based on the service specifications and the requirements of the competition to complete the live theory of the answer to the question, live commodity management, live content planning, live promotion planning, live decoration, live sales, live interaction, live data analysis and other competition Comprehensive operation of live sales, live operation and other capabilities to complete the enterprise live e-commerce operation of the competition project.

3 Purpose of competition

This competition implements the relevant spirit of the BRICS Xiamen Declaration, Johannesburg Declaration, Brasilia Declaration, Moscow Declaration, New Delhi Declaration and Beijing Declaration on skills development work, implements the spirit of General Secretary Xi Jinping's important instructions on the work of skilled human resources, and aims at cultivating internationalized, high-technology-skill level future technical and skilled talents and humanities exchange talents, with the aim of Examine the digital skills and literacy of the contestants in live broadcasting e-commerce planning, live broadcasting preparation, live broadcasting promotion, live broadcasting implementation, live broadcasting data analysis and other digital skills and literacy.

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The competition integrates industry, education and other resources in the field of digital business to achieve the goal of promoting teaching and learning through competition, promoting the professional construction of schools, improving teaching quality, innovating the teaching mode, providing human and intellectual support for industrial upgrading, promoting the seamless connection between talent cultivation in institutions and industrial demand, promoting industrial development, and better serving economic and social development.

4 Skill Standards

	Skill standards and norms	relative importance (%)
1	Live Merchandise Management	10
	Players need to know and understand: – Target Audience Portrait; – Data selection methods and techniques; – Product positioning methods and techniques; – Composition of funds required for live operation; – Methods and techniques of merchandise purchasing quantities; – Methods and techniques of confirming the main promotion commodities; – Methods and techniques of sales strategy development; – Merchandise activities and promotion methods; – Principles of package design for basic information of commodities; – Commodity description FABE description method; – Direct merchandise pricing strategy.	
	Players should be able to: – Target audience analysis; – Live data selection; – Merchandise positioning and mix; – Live-streaming merchandise sourcing; – Live merchandise pricing; – Live streaming event planning; – Live streaming merchandise title writing; – Live product detail page design.。	

2	**Live Promotion Management**	10
	Players need to know and understand: – Sales strategy development methods and techniques; – Merchandising activities and promotional methods.	
	– Players should be able to: – Live event planning; – Live event backend setup.	
3	**Live content curation**	10
	Players need to know and understand: – Market data analysis methods; – Live merchandise analysis methods; – Principles of live event program design; – Product selling point refining skills; – Script writing skills; – The FAB rule and its application;	
	Players should be able to: – Use market data to analyze market trends; – Design a live broadcast program for an appropriate time period; – Effectively set up live interactive sessions; – Orchestrate the live broadcast process; – Refine product selling points; – Write live scripts.	
4	**Live broadcast promotion planning**	10
	Players need to know and understand: – The basic process and methods of live promotion planning; – Target audience analysis and portrait building skills; – Promotion budget allocation and cost control strategies; – Creative planning techniques for live promotion content; – Live promotion effect evaluation and optimization methods.	
	Players should be able to: – Develop an effective live promotion planning program; – Accurately analyze and locate target audience groups; – Reasonably allocate the budget for live broadcast promotion; – Creatively plan and produce high-quality promotional content; – Monitor and optimize the effect of live promotion in real time.	

5	**Live room decoration**	10

	Players need to know and understand: – The process and techniques of live streaming scenario building; – Methods of designing interactive discourse in the live broadcast room; – Methods and techniques of setting up the title of the live broadcasting room; – Methods and techniques of setting up the goods in the live broadcasting room.	
	Players should be able to: – Live stream scenario building; – Designing engaging live-streaming interactive dialogues for users; – Write appealing merchandise titles; – Live streaming merchandise setup.	

6	**Live Sales**	20

	Players need to know and understand: – Live opening warm-up techniques and processes; – Question scenarios and hotspot introduction methods for merchandising sessions; – Product attributes and selling point introduction skills; – The method of introducing the attributes and selling points of products. Direct pricing strategy and promotional activities setting methods; – The method of setting up price strategy and promotion activities for live broadcast. The user guidance and thank you skills in the closing session of the live broadcast; – The main Anchor persona molding and image management principles; – Live rhythm control and atmosphere creation skills.	
	Players should be able to: – Skillfully use live opening techniques to warm up the room; – Flexibly introduce live merchandise and accurately introduce selling points; – Effectively display product details and guide users to buy; – The most important thing is that you should be able to use your own personalized products and services. Appropriate use of pricing strategies to enhance the effectiveness of promotions; – The most important thing is that you have to be able to get	

		the most out of your time. Finish the live broadcast skillfully and increase the attention of fans; – Create a strong anchor persona and manage personal image; – Control the pace of the live broadcast and create a positive interactive atmosphere.	
7	**live interaction**		20
		Players need to know and understand: – Methods of designing and implementing coupon and spike campaigns; – Live raffle interaction techniques; – Strategies and tactics for dealing with pop-up problems during live broadcasts; – The strategy and tactics of handling pop-up problems in the live broadcasting room; ? Live interactive process planning and execution skills; – Live order processing process and standardization	
		Players should be able to: – Design and execute effective live interactive events; – Flexibly utilize coupons, spike campaigns and sweepstakes to enhance audience interaction; – Quickly respond to and properly handle pop-up issues in the live broadcast; – Coordinate the team to promote interactive activities in line with the progress of the anchor's explanation; – Efficiently handle orders in the live broadcast room to enhance user satisfaction.	
8	**Data Analysis**		10
		Players need to know and understand: – Live traffic analysis methods and techniques; – Sales data interpretation and evaluation process; – User behavior data analysis methods; – Live broadcast effect evaluation index system; – Data-driven live broadcast optimization strategy.	
		Players should be able to: – Accurately analyze live traffic sources and conversions; – Interpret sales data in depth and identify sales trends; – Understand user behavior and gain insight into user needs; – Comprehensively assess the effect of live broadcasting and refine key indicators; – Optimize the live broadcast strategy and promotion plan	

		according to the data analysis results.		

5 Contest Content

The qualifier stage is divided into theoretical cognitive module and skills practice module.

Theoretical cognitive module on the live selection, activity planning, live sales, live operation, live e-commerce laws and regulations for the assessment, a total of 100 questions, divided into single-selective, multiple-selective, judgment and other types of questions.

Skills practice module on live e-commerce operation skills for comprehensive assessment, requiring participants in the specified time in the given business situation, according to the requirements of the situation, to complete the live commodity management, live promotion management, live content planning, live promotion planning, live room decoration, live sales, live interaction, live data analysis.

The form of the competition is a computerized competition, which can be opened on 2 computers.

Competition time is 6 hours, of which 1 hour of theoretical cognitive module; 5 hours of hands-on module, of which 1.5 hours of live implementation. Module time is countdown, after the end of the non-answerable.

Group assessment score = theory assessment score $\times$ 30% + practical assessment score $\times$ 70%;

module	Task name	Contents	Duration（min）	Scoring Weight
1	Theory Assessment	Live product selection, event planning, live sales, live operations, and live e-commerce laws and regulations are assessed.	60	/
2	Live Streaming	According to the commodity information and commodity display live background, commodity information, product structure positioning of commodities, scientifically	150	36%

		complete the data selection; according to the historical sales data of the selected commodities, the number of purchases of the selected commodities as well as the main promotion of commodities to confirm; according to the characteristics of the commodities, complete the main picture, auxiliary pictures, product name, keywords, live price, inventory, up and down the shelves, sales strategy, and the details of commodity Editing.		
3	Commodity Management	Demonstrate the live broadcast scenario and set up the coupon, spike activity and lucky bag raffle activity needed in the live broadcast. By analyzing the attributes of products and activities, set up coupon activities, product spike activities and lucky bag raffle activities respectively to attract more traffic and orders.		
4	Live Streaming	According to the market data and live commodities, determine the live theme and live time, plan the content of the live opening, live process and live ending, plan the live warm-up method, fan recall, single product explanation method, live interactive program and other aspects of the content. According to the product information and live theme, design the live process, refine the selling points of the product, and complete the writing of the entire live script.		
5	Promotion Management	According to the live promotion needs, analyze the industry data, clarify the target audience portrait, reasonably plan the promotion funds, formulate the live promotion strategy, carry out the live advertisement placement, and complete the live promotion in order to enhance the display volume, click volume, click rate and conversion rate of the live broadcasting room.		
6	Live Streaming	According to the content of the live planning, build the live room, and decorate the live room, set the name of the live room, live room welcome words, live room shielding words, live room shortcut phrases, live room information, live time settings, live room cover settings, live merchandise shelves and other content.	30	6%
7	Live Sales	According to the live script, the anchor	90	29%

		needs to complete the live sales explanation of six commodities in the mobile live App, including the live opening, live commodity explanation, live fan interaction activities explanation, commodity sales promotion single and live closing, and in the live process on the shelves of commodity links. PC live center stage to display live Kanban, live commodities and live interaction, while displaying live commodity data, user sources. Assistant broadcast according to the live script, complete the live center stage operation, including live fan text reply interaction, live commodities on and off the shelf, live commodities to explain the quick link settings, live commodities online price change, etc., to assist the anchor to complete the normal live sales.		
8	Live Streaming Interaction	According to the live interactive program, complete the live interactive presets in the live background. In the live broadcast process, the assistant broadcast actively and the audience in batches of coupon distribution, open spike activities, lucky draws and other welfare interactions as well as pop-up interactions, active atmosphere of the live broadcast room, in batches to continuously complete the task of pulling new fans, promoting single, fan recall, etc., while cooperating with the anchor to explain the progress and complete the live interactive push.		9%
9	Live Replay	The system provides live data, commodity data, fan data, etc., and the user carries out live review analysis and review optimization based on the data.	30	20%
合计			360	100%

6 Competition Process

The specific dates of the competition will be set by the organizing committee of the

competition, and the schedule during the competition is shown in the table below.

Table Qualifier Competition Schedule and Process (subject to final notification)

Date	Time	Event	Participants	Location
check-in day	10:30-15:00	check-in	teams	School conference room
	15:00-16:00	Leader's meeting, drawing of lots to determine signing order numbers	teams	School conference room
	16:00-16:30	Familiar with the venue	teams	competition venue
	16:30-17:30	Acceptance of the playing field and closure of the field	trial	competition venue
competition day	7:30-8:00	Check in according to the order number, draw lots to determine the lottery number	contestant	checkpoint
	8:00-8:30	The contestant enters the workstation and checks the materials and tools	contestant	competition venue
	8:30-13:00	Competition-Theory assessment, live merchandise management, live live promotion management, live content planning, live promotion planning, live room decoration, live replay	contestant、trial	competition venue

	13:00-14:30	luncheon	contestant、trial	
	14:30-15:00	The contestant enters the workstation and checks the materials and tools	contestant	competition venue
	15:00-16:30	Contests - live sales, live interaction	contestant	competition venue
	16:30-17:00	player leaves the field	contestant	
	17:00-21:00	Competition scoring, review and confirmation of results, entry into the scoring system	trial	courtroom
	21:00-22:30	Declassification and public announcement of results	trial	courtroom
closing ceremony	9:00-10:00	closing ceremony	teams	competition venue
	10:00	return	teams	-

7 Competition Questions

7.1 Theoretical assessment

1. Single choice questions

(1) Which of the following is not a part of the pre-live preparation? (   )

A. Live order shipment B. Live room equipment construction

C. Determine the live broadcast objectives and activities strategy D. Live script planning

(2) Which of the following pre-live pre-live is charged? (   ).

A. anchor A in the microblogging release live preheating text

B.Anchor B releases a preview of the next live broadcast when the live broadcast is coming to an end

C.Anchor C puts a short double 11 warm-up video in Shake Dou+

D. Anchor D in the small red book release poly bargaining live preheating text

2. Multiple Choice Questions

(1) Which of the following data belongs to the key data of the live replay? ( )

A. Market analysis data

B.Length of stay

C.Fan analysis data

D.Cover click rate

(2) There are many ways to play the live streaming streak, which of the following scenarios describes the correct option? (   ).

A. Live broadcasting with industry or category experts can enhance the professionalism of the live broadcasting room in this field

B. Live room and brand or product designers even wheat, can greatly enhance the user's goodwill and trust in the live room

C. The live room can interact with other live rooms, can effectively pull up the attention of the live room

D. The live broadcasting room can be miked with people, and if the fans and user profiles are consistent, the turnover rate will also be greatly improved.

E. Promote the green development of agriculture and rural areas

3.Judgment questions

(1) The information obtained in the marketing process does not need to be kept confidential

as long as it complies with the relevant provisions of national laws and regulations. (   )

(2) During the live broadcast of an anchor, a user is found to release false advertisements or harassing information in the interactive area of his live broadcasting room. In response to such a situation, the best way to deal with it is to unite the true fans to confront the user. (   )

7.2 Practical assessment

Live corporate background

Top of Colorful Clouds E-commerce Co., Ltd. deals with fruits from all over the world, which mainly promotes tropical fruits, such as Golden Pillow Durian, Sunshine Rose, Mangosteen, Mango and so on. After preliminary research, the team completed a live broadcast in a platform, registered as "Top of Colorful Clouds Preferred Live Room". In order to meet the upcoming May Day Golden Week, the operator Zhang Dali specially selected the store's high reputation hot-selling goods for sale, with good products to give back to their own live fans. The first live broadcast of the event is scheduled for May 1, 2023 at 12:00 p.m. The 10 alternative products are as follows: Golden Pillow Durian, Sunshine Rose, Cantaloupe, Mango, Apple, Kiwi, Mangosteen, Pineapple, Dragon Fruit, Melon.

Mission Requirements

The participating team, in the capacity of Chen Shi, the head of Top of Colorful Clouds E-commerce Co., Ltd. and his team, completed the live broadcast planning based on the product information and other background information, such as live broadcast selection and pricing, planning for promotional funds, script writing, planning for live broadcast themes and interactive programs, and advertisement placement. Live operation on the basis of live planning, live room decoration, live sales, live interaction and other activities, requiring the selection of 6 commodities from 10 alternative commodities for live planning and operation, each commodity at least 1 round of live. At the end of the live broadcast, review and analyze

according to the background data of the live broadcast platform.

The competition contains a total of 8 tasks, respectively, commodity management, live promotion management, live content planning, live promotion planning, live room decoration, live sales, live interaction, live data analysis.

Task 1: live merchandise management

The live broadcast team evaluates the commodities according to the given sales data of the commodities, combines the detailed introduction of the commodities, selects 6 live commodities from 10 alternative commodities, locates the roles of the commodities, clarifies the role of the commodities in the live broadcasting room, rationalizes the planning of the operating funds, and completes the purchasing of the 6 live commodities. According to the characteristics of the commodities, complete the editing of the commodity main image, commodity auxiliary image, commodity title, keywords, live price, inventory, and commodity details.

Task 2: Live promotion management

The live broadcast team analyzes the attributes of the products and activities according to the given sales data of the products, combined with the detailed introduction of the products, and sets up the promotional forms of coupon activities, product spike activities, and lucky bag raffle activities, respectively.

Task 3: Live content planning

The live broadcast team plans the theme of the live broadcast according to the live broadcast commodities, analyzes the market data, summarizes the traffic characteristics of different time periods, plans the appropriate time for the live broadcast, and designs the live broadcast interactive program in the opening, product introduction, and the end of the live broadcast. According to the live theme and interactive program, design the live process and the time of

each link, combined with detailed information about the product, according to the live product sales strategy, using the FAB rule and other methods to refine the selling points of the product, to complete the writing of the live script.

Task 4: Live promotion planning

According to the product information and industry data, the live broadcast team completes the analysis of the target group, including age, gender, geography, interest preferences and other data to form a customer profile. According to the live promotion needs, combined with the given promotion funds, graphics, video material and other content, clear target audience groups, determine the promotion goals, rationally allocate the promotion budget, develop a live promotion strategy for the subsequent implementation of live promotion to provide reference.

According to the live broadcast promotion strategy, the live broadcast team selects graphic promotion or short video promotion, creates a promotion plan, combines the characteristics of the target audience, completes the target audience targeting from multiple dimensions, accurately defines the audience labels, sets the live broadcast promotion budget and bidding method, determines the location of the promotional content, adds promotional creativity, and completes the implementation of the live broadcast promotion to improve the display volume, click volume, click rate and other index values.

Task 5: live room decoration

Live broadcast team according to the characteristics of the live broadcast users, set up the live broadcast title, welcome language, shield words, shortcut phrases, live broadcast information, high-frequency question response and other content to complete the live broadcast scene construction. The live broadcast team can simulate the scene of the live broadcast room through the PC terminal, decorate the live broadcast room, background settings, equipment

selection, basic information settings and the live broadcast center in the live broadcast before the need to set up the display of goods, quantity settings, up and down the shelves of the function and other content.

Task 6: live sales

The live broadcast team completes a 90-minute uninterrupted live broadcast according to the live broadcast script. In the opening session of the live broadcast, take the initiative to greet the users of the live broadcast, introduce yourself, preview the live broadcast theme and highlights of the activities, etc., to complete the live broadcast opening warm-up; in the merchandising session, introduce the live broadcast of the goods naturally with the introduction of the problematic situation, the introduction of hotspots, etc., to introduce the attributes of the goods and the selling points, with the details of the goods to show the comparison between the daily price of the goods and the price of the live broadcast, to highlight the attractiveness of the promotional activities, goods After the shelves in time to guide users to buy; in the live closing session, combined with the live sales, to complete the guide users to pay attention to the live room, thank you, etc., to enhance the sales of goods, the number of fans and other indicators of the value. In the live broadcast process, the anchor persona features distinctive, makeup, hairstyle, clothing with appropriate, expression management in place, the live broadcast process can cooperate with the physical action, control the live rhythm, to create a good atmosphere of the live broadcast, shall not appear indecent behavior, such as uncivilized language or gestures.

Task 7: Live Interaction

The live broadcast team carries out activities such as coupons and seconds according to the live broadcast interaction program, and actively interacts with the audience in the live broadcast process such as coupon issuance, lucky draw, order processing, etc., to guide the

participation of users in the live broadcast room, and activate the atmosphere of the live broadcast room. The team staff should cooperate with the anchor to explain the progress of the push raffle, coupon issuance and other interactive activities. When there are pop-up questions popping up in the comment area, the anchor needs to organize the right words to complete the pop-up question processing in time.

Task 8: live data analysis

According to the live broadcast background, the live broadcast team analyzes the traffic, sales, users and other related data to assess the overall effect of the live broadcast and complete the relevant questions.

Task title:

1. Please identify the product with the lowest exposure-click conversion rate according to the product data, and analyze the reasons for this situation.

2. According to the audience demographic profile of this live broadcast, give optimization suggestions for the next live broadcast.

3.Please analyze the crowd portrait of the audience of this live broadcast according to the audience data.

8 Competition Rules

8.1 Competitor Registration

Contestants and guidance experts shall not be replaced after their registration has been confirmed. If they need to be replaced, a written explanation shall be issued by the provincial education administrative department 10 working days before the start of the corresponding competition, and they shall be replaced after being verified by the office of the Organizing Committee of the Competition.

8.2 Familiarization with the venue

The Organizing Committee will arrange for the teams to familiarize themselves with the venue in a uniform and orderly manner after check-in.

8.3 Entry Rules

1. Contestants shall gather at the designated place 30 minutes before the start of the official competition with their competition cards, ID cards, student cards (current students) and teacher cards (current teachers). 15 minutes before the competition, the contestants shall draw their workstation numbers and enter the venue according to the order of their workstation numbers, and the referee will check the identity information of the contestants. The referee will check the identity information of each participant. Players are not allowed to enter the arena 15 minutes after the start of the official match.

2. Except for the strictly stipulated gauges or other items, the contestants are not allowed to bring any communication and storage devices, paper materials and other items into the competition hall, which will provide the necessary supplies for the competition.

8.4 Rules of the field of play

1. Contestants must listen to the unified arrangement and command of the on-site referee, and firstly need to check and test the competition equipment, and report to the referee in time if there is any problem.

2. Contestants must announce the start of the match before the referee can start the match.

3. The on-site referee has the right to inspect and approve the competition documents and other items carried by the contestants into the competition venue.

4. During the game, the contestants shall not leave their workstations at will, communicate with other teams or leave the field without authorization. In case of problems, they must raise their hands to the referee and ask for help, otherwise they will be treated as cheating.

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5. Only referees and staff members are allowed to enter the site during the competition, and the rest of the personnel are not allowed to enter the site without the consent of the organizing committee.

6. Players must and accept the supervision and warning of the on-site referees and technicians.

8.5 Leaving Rules

1. 15 minutes before the end of the match, the referee will remind the competitors to be ready for the end. When the finish whistle sounds, the match is officially over and the competitor must stop all operations.

2. Competitors are not allowed to take the items related to the competition out of the arena, and they can only leave the arena after the referee has checked and authorized them to do so.

8.6 Score evaluation and announcement

1. The performance evaluation and management of participating teams shall be carried out in accordance with strict procedures, see the performance management flow chart.
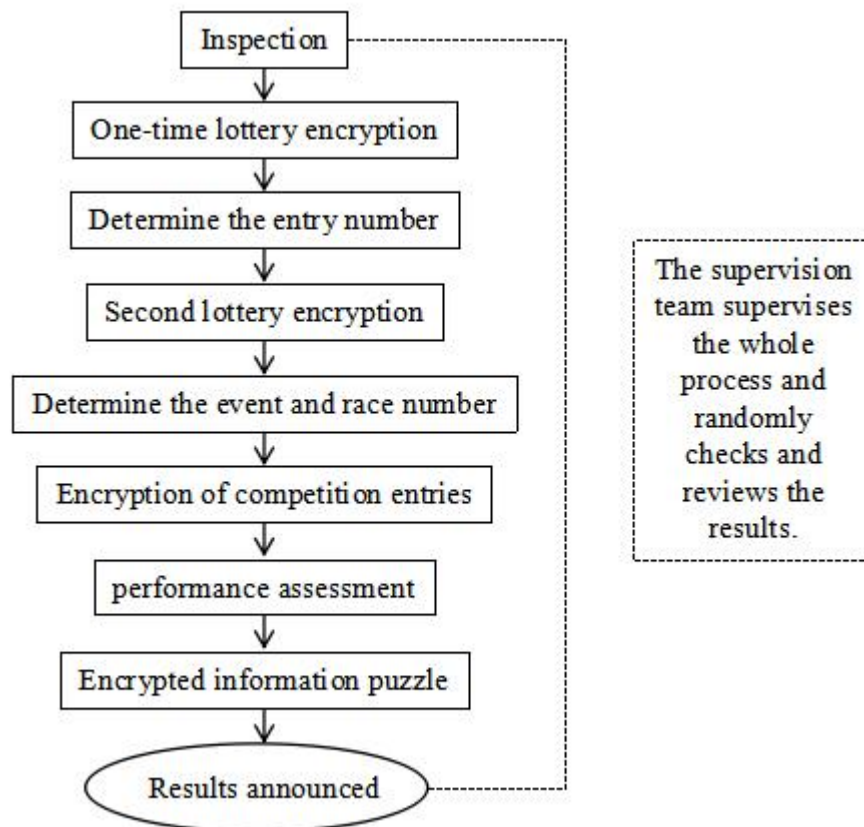
2. After the score evaluation is completed, the scorekeeper will summarize the decrypted scores of each participating team (player) into a final score sheet, which will be announced after being signed by the chief referee and the supervision team. Posted time is 2 hours. After there is no objection, the chief referee and the arbitration panel will sign the score sheet, and the results will be announced at the closing ceremony.

9 Competition Environment

1. The organizing committee of the competition shall organize a special person to inspect the competition site, accommodation place and traffic security before the competition, and make clear requirements for safety work. The layout of the race site, the equipment and devices in the race site shall comply with the relevant national safety regulations. If necessary, simulation tests of the competition site may also be conducted to detect possible problems.

The host institution shall remove the safety hazards before the competition in accordance with the requirements of the Organizing Committee of the competition.

2. A cordon should be set up around the competition venue, requiring all participants to enter the venue with a valid ID issued by the Organizing Committee to prevent accidents from occurring when unrelated people enter.

3. The competition environment is quiet and clean. Emergency evacuation routes and medical service stations must be set up.

4. The competition venue can accommodate 40 groups (players) at the same time.

5. One team will have one machine, and each machine will have 3 computers, 2 of which can be turned on during the competition, and 1 of which is a standby computer.

6. The competition venue is fully monitored to ensure openness and transparency.

7. Background boards, publicity banners and wall charts are set up in the competition venue to create a competition atmosphere.

8. Local area network. Adopt star network topology and install gigabit switches. Network cables and power cables are laid hidden.

9. Utilize UPS to prevent system data loss due to sudden power failure at the site, rated power: 3KVA, backup time: 4 hours, battery type: output voltage: 230V±5%V.

10. There are volunteer service personnel at the venue, as well as security personnel to maintain order and hygiene at the competition site.

10 Technical Specifications

The Live E-commerce Operation Competition is based on the Teaching Guidance Program for relevant majors in vocational schools (or institutions) issued by the Ministry of Education.

1. Ministry of Education of the People's Republic of China . Introduction to Secondary Vocational Education Specialties Electronic Commerce Specialization Live Streaming E-Commerce Service Specialization, 2022;

2. Ministry of Education of the People's Republic of China. Introduction to Specialized Majors in Higher Vocational Education Electronic Commerce Major, Internet Marketing and Live E-Commerce Major, 2022;

3. Ministry of Education of the People's Republic of China. National standards for teaching quality of undergraduate specialized categories in ordinary higher education institutions E-commerce major, 2018;

4.Ministry of Education of the People's Republic of China. Vocational education national teaching resource base, 2019;

5. Ministry of Education of the People's Republic of China, National Development and

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Reform Commission, Ministry of Finance, and General Administration of Market

Supervision jointly issued . Pilot Program on the Implementation of the System of "Academic

Certificate + Certain Vocational Skill Level Certificates" in Institutions ("1+X" Certificate

Pilot Program), 2019;

6.1+X E-Commerce Data Analysis Occupational Skill Level Standard, 2019;

7.1+X Vocational Skill Level Standard for Live E-Commerce (Intermediate), 2021;

8.1+X Occupational Skill Level Standard for Live Webcasting Operations (Intermediate),

2021;

9.4-01-02-07 National Occupational Skill Standard for Internet Marketer (Level 4).

11 Technology Platform

See table for list of equipment specifications for the live e-commerce operations

competition。

Equipment	Specification requirements
Desktop computer	1.Operating system: pre-installed Windows 10 and above operating system 2.CPU: i5 and above 3.Memory: 8G DDR4 and above 4.Hard drive: 500G and above 5.Monitor: 19-inch LCD screen (16:9) and above; 6.Configure standard USB interface. 7.Browser: pre-installed google chrome83.0 and above 8.Pre-installed software: Photoshop cc2020 and above; WinRAR-decompression software; FSCapture screenshot software; office 2016 version or above; 360 Quick Editing; Sogou input method; Best Wubi input method; Windows built-in fonts (including Microsoft Yahei font). None of the

	above software provides third-party plug-ins other than the original media package. 9.Other requirements: During the exam, the recovery card/protection card must be uninstalled or closed, the USB interface must be turned off, and the external network must be cut off.
Network-connected devices	Provide network cabling, gigabit switches
Servicer	1.Operating system: pre-installed Windows Server 2008 R2 operating system and IIS7.5; pre-installed Microsoft SQL Server 2008R2 database 2.CPU: 8 cores 2.0Ghz and above 3.Memory: 32G or above 4.Disk: 500G or above 5.Network card: Gigabit network card 6.Other requirements: Have a fixed IP address and must be able to connect to the external network (at least 100M or more).
Live mobile phone	1.CPU: Qualcomm or MediaTek high-performance CPU 2.Memory: 4G and above 3.Storage: 128G and above 4.Rear camera 10 million pixels or above 5.Front camera 8 million pixels or above 6.Display: screen size not less than 6.0 inches 7.Sound: The sound plays normally; 8.Touch screen: suitable for normal use; 9.Android 10.0 and above, ios and other systems are not supported
Live broadcast fill light	1.Dimming mode: stepless dimming

(ring light)	2.Power: about 20w
	3.Color temperature: 2700K-5500K
	4.Brightness: 1000-2000 lm
	5.Diameter: about 32cm
	6.including the lamp frame, mobile phone fixing frame
Tournament platform	Live E-commerce Practical Platform

12 Grading

12.1 Principles of scoring standards

This competition is based on the characteristics of education and teaching in vocational schools, set the knowledge and skill points of each link of the assessment and evaluation standards, focusing on skill assessment, organizing experts to formulate the competition regulations, implementation plans and scoring rules, inviting experts on e-commerce, live e-commerce and other education and teaching experts and business experts to form a judging committee to judge the skills of the contestants in an open, fair and impartial manner. The scoring criteria are identical to the competition content of the event.

12.2 Scoring Methods

1.Organizational division

(1) Organizational bodies involved in the management of scores of the competition events include the checking and recording group, referee group, supervision group and arbitration group.

(2) The checking and recording staff is responsible for the roll-call registration and identity verification of the participating teams (players). The checking work is undertaken by the staff of the host institution.

(3) The referee team will implement the "referee system", with one referee, who will be fully

responsible for the refereeing and management of the competition.

(4) The referees are divided into cryptographic referees and scoring referees according to the needs of the competition.

Encryption referee: responsible for organizing the drawing of lots by the participating teams (players) and encrypting and decrypting the information of the participating teams (players). The encryption referee shall not be involved in scoring. Scoring Judge: responsible for evaluating the competition works of the participating teams (contestants) according to the scoring standards of the competition.

(5) The Supervision Team is responsible for supervising the work of the referee team in the whole process and reviewing the results of the competition on a sampling basis.

(6) The Arbitration Team is responsible for accepting written complaints about the results of the judging made by the team leaders, organizing reconsideration and giving timely feedback on the results of the reconsideration.

2. Results Management Program

According to the requirements of the Organizing Committee, the evaluation and management of the results of the participating teams will be carried out in accordance with strict procedures, as shown in the Flow Chart of Results Management.

3.Scoring Method

The score of this competition is based on a 100-point system (rounded to two decimal places) consisting of two modules: theoretical assessment and live e-commerce operation skills; Module 1 is worth 100 points, accounting for 30% of the total score; Module 2 is worth 100 points, accounting for 70% of the total score.

4. Performance evaluation methods

(1) System scoring

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According to the results submitted by the contestants by the competition platform system automatic scoring. The scoring results will be confirmed by the signature of the referee and the head referee.

(2) On-site Judge Scoring

The results submitted by the contestants will be evaluated and scored according to the evaluation criteria of the competition. If there is any dispute among the members of the panel, the head referee will call a meeting of the scoring referee panel to decide according to the relevant documents of the competition. The referee presiding over the scoring work will review and double-check the results of each group.

5. Methods of Reviewing Results

The technical support party is responsible for completing the record of the results of each module under the supervision of the referee and filing the record in a timely manner with a USB flash drive. The original record sheet of the results of the system scoring module is signed by all referees. Manual scoring module scoring is completed and signed by the referee independently.

6. Declassification

After the head referee formally submits the scoring result of the competition position number (competition work number) and reviews it for accuracy, the encryption referee will decrypt the encryption result layer by layer under the supervision of the supervisors.

7. Review of Results

In order to ensure the accuracy of the results, the Supervision Team will review the results of all teams ranked in the top 30% of the total results of the competition; and review the remaining results on a sampling basis, with sampling coverage of not less than 15%. If errors are found in the results, the referee will be informed in writing in a timely manner, and the

referee will correct the results and sign to confirm. If the review and sampling error rate exceeds 5%, the referee team will review all the results. After the results are entered, under the supervision of the referee, the staff exchanges positions for checking, after the error, the final results of the statistical players and rankings, printed and handed over to the head referee to review and sign.

8. Results Announcement Method.

The results of this competition will be announced in a result-oriented way. After all the works have been judged and the results have been entered by the referee, the head referee will sign the results summary table and announce the results.

12.3 Scoring rules

The scoring of the competition will be a combination of manual scoring and system scoring.

Group competition score = Theory assessment score x 30% + Practical assessment score x 70%;

The final score of the group retains two decimal places.

Specific scoring rules are as follows:：

module	Assessment content	marking scheme	increment
Theoretical assessment	Single choice, multiple choice, and judgment, totaling 100 questions, of which 60 questions are single choice, 1 point each. Multiple choice 20 questions, each question 1.5 points. Judgment 20 questions, each question 0.5 points.		100
Live Streaming Planner	Live Streaming Product Management	Select the correct product category, determine inventory and product pricing based on the context of the task, out of 11 points for this item: 1. live product selection is reasonable, out of 1 point; 2. accurate positioning of commodity roles, out of 2 points; 3. Reasonable commodity procurement and pricing, out of 1 point;	11

		4. Reasonable development of commodity sales strategy, 1 point; 5. Reasonable design of commodity title, 1 point; 6. Accurate design of the main picture of the product, 2 points; 7. Accurate setting of product detail page, 3 points.	
	Live Streaming Promotion Management	Live interactive content is well-designed, out of 3 points	3
	Live Streaming Content Curation	Complete the live broadcast planning based on the context of the assignment, out of 12 points for this item: 1. live theme and time planning is reasonable, full marks 2; 2. The live process and the time of each link is reasonable, 2 points; 3. Live script logic is clear and creative, full marks 8 points.	12
	Live Streaming Promotion Planning	According to the background of the task, complete the live promotion, this item is full of 10 points: 1. analyze the data of age distribution, gender distribution, regional distribution, crowd distribution and other dimensions by precise targeting, and form a customer portrait, out of 5 points; 2. design marketing strategies and advertisements according to the analysis results to improve the values of indicators such as display volume, click volume, click rate, etc., out of 5 points.	10
Live streaming implementation	Live room decoration	1. Accurate welcome words in the live room, 1 point out of 1; 2. Accurate setting of shielding words in the live broadcast room, out of 1 point; 3. Live room shortcut phrases set up accurately. Full marks 1 point; 4. Reasonable layout of the scene in the live room, 2 points; 5. Reasonable setting of information in the live broadcast room, 1 point.	6
	Live Sales	1. the live opening warm-up elements are complete, out of 3 points;	29

		2. Reasonable merchandise introduction, 3 points; 3. Accurate explanation of product attributes and selling points, out of 4 points; 4. Sales promotion is attractive, 3 points; 5. Live closing elements of the explanation is complete, out of 3 points; 6. Anchor etiquette decent, good image, persona distinct, full marks 3 points; 7. Commodities on the shelf in a timely manner, 3 points; 8. Live broadcast to reach the required length of time, full marks 1 point; 9. Live fan recall, fan pull new expression reasonable, full marks 3 points; 10. Promote single reasonable, guide fans to order, full marks 3 points.	
	live interaction	1. Reasonable choice of interaction methods, out of 3 points; 2. The steps of interactive implementation are accurate, 3 marks out of 3; 3. Reasonable control of the interactive rhythm, out of 3 points.	9
Data Analysis	Data Analysis	Complete the live data review response for 20 points.	20

13 Award Setting

1. Gold, Silver, Bronze Medals and Winning Medals. Teams from BRICS countries will be ranked uniformly. Gold, silver and bronze medals and certificates will be awarded to the top 6 teams accordingly; winning medals and certificates will be awarded to the teams that do not win gold, silver and bronze medals but have outstanding performance (the maximum number of teams is 3 teams). The rules for awarding medals are as follows:

1.1 The national team of each participating country that ranks first in terms of results is eligible to enter the Gold Medal ranking. The team that ranks first in terms of results gets the Gold Medal, and individual online teams with outstanding results can tie for the Gold Medal

in this competition;

1.2 In addition to the Gold Medal Teams, the one National Team with the best result from each participating country is eligible to enter the Silver Medal Ranking, with the top two teams with the best results, i.e., the second and the third place, receiving the Silver Medal;

1.3 In addition to the Gold and Silver Medalist Teams, the one National Team from each Participating Country with the best results shall be eligible for the Bronze Medalist Ranking, with the top three teams with the best results, i.e. the fourth, fifth and sixth places, being awarded the Bronze Medal;

1.4 Winning medals will be awarded to offline teams that do not win gold, silver or bronze medals but have outstanding results (maximum of 3 teams);

1.5 No physical medals will be awarded to online international teams, only the corresponding medal certificates will be issued;

2. first, second and third prizes. According to the participating countries and the final benchmarking results, there will be 10% of the first prize, 20% of the second prize and 30% of the third prize for the teams participating in the international finals of this competition, and the corresponding certificates will be issued; and the others will be issued with certificates of excellence.

3. Other awards. Certificates of adjudication will be awarded to the members of the expert group who participate in adjudication; certificates of excellent adjudication experts will be awarded to the adjudication experts of the teams winning the first and second prizes; and "Outstanding Contribution Award" will be awarded to the units that have made outstanding contributions to the organization of the Competition.

14 Race Safety

14.1 Organizational structure

1. Set up a Race Safety and Security Group, headed by the Director of the Race Organizing Committee. The members shall be the persons responsible for the safety of each racecourse. Each racecourse designates a person responsible for safety, who is fully responsible for the safety of this racecourse, and is responsible for mobilizing rescue teams and professional rescuers and arranging for the evacuation of the field in case of accidents.

2. Establish a coordination mechanism with relevant departments such as public security, fire fighting, judicial administration, transportation, health, food, quality inspection, etc., to ensure the safety of the race, formulate contingency plans, and deal with emergencies in a timely manner. Set up a special line of contact for medical personnel, firefighters and security personnel, determine the contact person of the other party, and have the person in charge of venue security contact the counterpart. The layout of the competition venue and the use of equipment are carried out in strict accordance with the safety construction regulations. The venue layout is divided into areas and evacuation routes are set up according to safety requirements, and safety evacuation routes and diagrams of the routes are posted in prominent positions on the walls.

14.2 Race Safety Management

1. Race equipment and facilities are installed in strict accordance with safety construction standards, and power wiring and electrical installations are constructed according to specifications.

2. Fire extinguishers will be placed in accordance with fire safety requirements, and

the responsible person will be designated to use them in case of emergency.

3. The competition regulations of the race specify the national (or industry) norms, regulations and qualification certificate requirements for the safety of the relevant occupational positions.

4. The Organizing Committee conducts safety training for all referees and staff of the event before the competition. According to the Labor Law of the People's Republic of China and other laws and regulations, establish a perfect system for preventing safety accidents, and train the competitors before the competition to avoid personal injury accidents.

5. The Organizing Committee will establish a special program to ensure the safety of the process of proposing, storing, distributing, recovering and judging the competition.

14.3 Safety Management of Competition Environment

1. The Organizing Committee of the competition organizes a special person to inspect the competition site, accommodation place and traffic security before the competition, and puts forward clear requirements for safety work. The layout of the race site and the equipment and devices in the race site are in line with the relevant national safety regulations. A simulation test of the competition site is required before the competition to find out any possible problems. The host institution will remove potential safety hazards before the competition in accordance with the requirements of the Organizing Committee of the competition.

2. A cordon will be set up around the competition site to prevent unrelated people from entering and accidents from occurring. Necessary labor protection is provided to the contestants within the competition site with reference to the requirements of

relevant occupational positions. In the dangerous operation link, the referee should check and confirm the normal equipment before the competition, and prevent the players from wrong operation during the competition.

3. In order to ensure the smooth progress of the competition, the host institution establishes a corresponding safety and security system during the competition, which is also implemented by the safety and security, campus environment and health and medical support team:

(1) All vehicles and personnel entering the competition area during the competition need to enter with credentials and take the initiative to show them to the staff;

(2) Prior to the start of the competition, competitors are required to read carefully the Admission Notice and the Emergency Evacuation Chart posted in the venue;

(3) The venue will be supervised by the referee to complete the whole process of checking the electrical control system before energizing the system, and to remind and stop the operation hazards in time;

(4) Each piece of competition equipment uses an independent power supply to ensure safety. Contestants should save the disk in time during computer operation to avoid data loss caused by sudden power failure;

(5) In the course of the competition, the contestants should strictly abide by the safety operation regulations, and in case of emergency, they should immediately cut off the power supply and withdraw from the venue in an orderly manner under the arrangement of the staff;

(6) All kinds of personnel shall strictly abide by the rules of the venue, and are strictly prohibited to bring in items that are strictly prohibited in the competition;

(7) The security personnel will notify the person in charge of the competition venue of

any potential insecurity in a timely manner;

(8) Smoking is strictly prohibited in the competition venue, and security personnel are not allowed to lend their credentials to others;

(9) In case of security problems, under the command of security personnel, quickly evacuate the site according to the emergency evacuation route.

4. The organizing committee of the competition will work with the host institution in the environment of the competition venue in the presence of dense personnel, traffic and pedestrian flow in the area, in addition to setting up a full range of directional signs, increase the number of guidance personnel, and open up alternate channels.

5. During the competition period, the host institution will increase the strength of key positions in the management of the competition venue and establish a safety management log.

6. In the contestants into the race position, the race referee staff into the workplace, the race host institution must remind, urge the contestants, race referee staff strictly prohibit the carrying of communication, photo recording equipment, prohibit the carrying of unauthorized recording paraphernalia, and security check equipment, to enter the important areas of the race field personnel security checks.。

14.4 Guarantee of living conditions

1. During the competition period, the host institution will arrange food and accommodation for the participants and instructors (at their own expense). The host institution shall respect the religious beliefs and cultural customs of the ethnic minority participants, and arrange the food and accommodation of the ethnic minority participants and instructors in accordance with the relevant national ethnic and religious policies.

2. The accommodations arranged during the competition are required to have the

qualification of hotel and accommodation operation license.

3. The Organizing Committee of the competition is responsible for the traffic safety of the organized visits and observation activities during the competition. The organizing committee and the host institution shall ensure the traffic safety of the players, instructors and referees and staff during the competition.

4. In addition to the necessary safety isolation measures, strictly abide by the relevant national laws and regulations to protect personal privacy and personal freedom.

14.5 Responsibilities of Participating Teams

1. When organizing the participating teams, each institution shall arrange to purchase personal accident insurance for the participants during the competition.

2. After the formation of the participating teams, each institution shall formulate relevant management systems and provide safety education to all participants and instructors.

3. Each participating team shall strengthen the safety management of the personnel involved in the competition and dock with the security management of the venue.

4. If the participating teams have vehicles, they shall enter and leave the school gate with the documents issued by the Organizing Committee of the Competition, and drive on the designated routes and park at the designated places.

14.6 Emergency Response

In the event of an accident during the competition, the person who discovered it should report to the Organizing Committee of the competition at the first time and take measures at the same time to avoid the expansion of the situation. The Organizing Committee shall immediately activate the plan to solve the problem and report to the Organizing Committee of the race. The Organizing Committee shall decide whether to suspend the event if there is a major safety problem. Afterwards, the event organizing committee shall report the details to

the competition organizing committee.

14.7 Penalties

1. If a major safety incident occurs in the event, the host institution shall be suspended from hosting the event.

2. If a major safety incident occurs due to the participating team, its qualification for the award shall be canceled.

3. If the participating team has a major safety accident hidden danger, and the staff of the tournament prompts and warns ineffectively, the team will be disqualified from continuing the tournament.

4. If the event staff violates the rules, they will be held responsible in accordance with the corresponding system. If the situation is bad and causes a major safety accident, the judicial organs will investigate the corresponding legal responsibility.

15 Grievance and Arbitration

Teams may appeal to the Arbitration Panel for any non-compliance with the regulations of the competition and the competition rules, such as instruments, equipment, tooling, materials, objects, computer hardware and software, tools and supplies used in the competition, competition refereeing, management of the competition venue, as well as irregularities in the behavior of staff members, etc. The main body of the appeal shall be the team leader. The subject of the complaint is the team leader. The team leader may submit a written appeal to the Arbitration Panel within one hour after the end of the competition (when the competitor has finished all the competitions).

The written appeal shall contain a full and factual description of the incident, the time of its occurrence, the persons involved, and the basis of the appeal, and shall be signed by the team leader; non-written appeals will not be accepted. The Arbitration Committee will review the

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case within 2 hours after receiving the report and inform the complainant of the result of the review in writing in a timely manner. The decision of the Arbitration Panel shall be final. The appealing party may waive the appeal at any time, and the appealing party shall not disrupt the order of the competition by excessive behavior for any reason.

16 Contest Videos

This event uses video recording of the entire competition and simultaneous live broadcast on a large screen. During the competition, a dedicated person will be organized to take photos and record the entire competition process through video. After the game, the media will be invited to interview outstanding players, excellent instructors, referee experts or business people, and the files will be kept as one of the results of the game.

17 Competition Instructions

17.1 Notice to Participating Teams

1. The participating teams should carefully read all the documents issued by the Executive Committee of the competition, and understand exactly the time schedule and evaluation details of the competition, so as to ensure the smooth participation in the competition.

2. The team leader is responsible for the liaison between the participating organization and the competition, and attends the team leader's meeting on time; Contestants should consciously abide by the discipline of the field, obey the referee and obey the command.

3. The participating teams shall participate in the competition and related activities according to the schedule of the competition with the participation card and valid identity documents issued by the competition executive committee; The venue and order of the competition are determined by drawing lots.

4. Participating teams must purchase accident insurance for the duration of the competition.

17.2 Instructions for Instructors

1. The instructor should formulate a reasonable training plan according to the professional teaching plan and competition regulations, carefully guide the training of the players, and cultivate the comprehensive professional ability and good professionalism of the players.

2. The instructor should do a good job in handling the insurance of the contestants according to the requirements of the competition regulations, and actively do a good job in the safety education of the contestants.

3. Instructors participating in activities such as competition observation shall not enter the competition venue in violation of the regulations of the competition and interfere with the normal progress of the competition.

4. Instructors should consciously abide by the rules of the competition, and respect experts, referees, supervising arbitration and staff. It is necessary to guide and educate the contestants to fully communicate with the referees and staff in accordance with the provisions of the competition guidelines and the competition system or to lodge appeals after the competition for referee behaviors or equipment failures that they believe will affect their individual competition results, and shall not publish or disseminate information to be verified and excessive remarks in various media such as the Internet and WeChat groups. Disputes in the course of the competition shall be handled in accordance with the procedures stipulated in the competition system, and no radical behavior shall be taken.

17.3 Notice to Participants

1. Contestants should participate in the competition in a civilized manner, obey the unified command of the referee, respect the staff of the venue, and consciously maintain the order of the venue.

2. Contestants must strictly abide by the safety operation procedures stipulated in the

competition regulations to prevent safety accidents.

3. Contestants should take care of the equipment and instruments used in the competition, and shall not artificially damage the equipment used in the competition.

4. Contestants must enter the waiting area and competition venue in strict accordance with the specified time, and are not allowed to bring any electronic products and communication tools prohibited by the competition regulations, as well as other materials and books related to the competition, and shall not disclose the names of participating institutions and contestants in any way and other information that should be kept confidential on the competition venue.

5. Contestants should report to the instructor about the referee's behavior or equipment failure that affects their personal competition results, and the instructor shall appeal according to the regulations of the competition system. Contestants are not allowed to use the WeChat group and QQ group related to the competition to publish false information and inappropriate remarks.

17.4 Notice to Staff

1. The staff should obey the leadership of the competition executive committee, abide by professional ethics, adhere to principles, act according to regulations, and do a good job with a highly responsible spirit, a serious attitude and a rigorous and meticulous style, so as to provide orderly services for the competition.

2. Wear staff ID, neat appearance, loyal to duty, civilized and polite language and behavior.

3. Be familiar with the "Competition Regulations", conscientiously implement the rules of the competition, strictly follow the working procedures and relevant regulations, and organize the evacuation of personnel in accordance with the emergency plan in case of emergencies to ensure the safety of personnel.

4. Stick to your post, don't be late, don't leave early, and don't leave your post without permission.

5. The staff of the venue should actively maintain the order of the competition venue to facilitate the normal performance of the contestants.

6. The venue staff will not answer any technical questions raised by the contestants during the competition, and in case of disputes, they must be reported to the Executive Committee.