

# EUROPEAN CHALLENGE

## A languages and marketing event

**25<sup>th</sup> March 2014 and 12<sup>th</sup> February 2015 at Nottingham Girls' High School  
and 3<sup>rd</sup> February 2015 at Stamford Welland Academy**

The European Challenge has proved to be our most popular event for GCSE students, so much so that we staged it twice in the 2015. Export continues to be the career direction of the majority of business people using languages, and the marketing/selling angle captures the imagination of young people.

Over these three events we have welcomed teams from the host schools of course - Nottingham Girls' High School and Stamford Welland Academy, as well as Repton School, Toot Hill School in Bingham, Trinity Catholic School in Nottingham, Long Eaton School, Moulton School in Northampton, St. George's Academy in Sleaford, Carlton Academy in Nottingham, Joseph Whitaker School in Mansfield, Nottingham High School for Boys, William Farr School in Lincoln, Lincoln Minster School, Groby College in Leicester, West Bridgford School, Catmose College Leicester High School and St. Saviour's and St. Olave's School all the way from London.



Whilst traditionally we have kept the teams within their school groups, we decided this year to mix them up, so each team had learners of 2 or more different languages. At Stamford Welland we had learners of Italian as well as French, German and Spanish.

The day kicked off with a keynote talk – we had either Jacqui Gray, who is the export marketing expert for Nottinghamshire and Derbyshire Chamber of Commerce, or Kathrine Western, who as an International Buying Consultant, gave an excellent insight into what an overseas buyer might be looking for in an English product.



The challenge centred around taking a very English product (Stilton cheese) and working on various activities to promote it at a European Trade Fair. The teams were given the choice of 3 Trade Fairs; in Paris, Cologne or Barcelona and their first task was to work out which would be the best fair to exhibit at. For this they had to look each fair up on the internet, and consider where the visitors came from and if it would be a good fair at which to promote a British cheese. They then had to construct a model of their trade stand, purchasing all their materials in one of the foreign languages. Additionally they had to produce a promotional brochure for Stilton to use at the trade fair, and a 30 second audio advert. The more language that was put into these the more they impressed the judges.



As usual, we also asked the teams to make a presentation in their target language. This centred around being invited into the Lidl European headquarters to make a pitch for Stilton to be sold in their chosen country. Naturally this had to be done in another language. To help them prepare, each team had to nominate one member to undergo extra training on selling techniques and one member to undergo extra training on presentations. The trained team members then had to lead their own team members.

As a fun activity whilst the presentations were being judged, the teams had to invent an upmarket pizza with special ingredients to go with Stilton from all around Europe. They then had to sell their idea to the others in the room.

At our 2014 event, the winners were Moulton School and runners up were Repton School. At both the 2015 events, the teams comprised students from various schools, so every school went away having had at least one student winning something.

**Student comments included:**

- "I learnt lots of new things about marketing."*
- "I enjoyed making the stand and designing the flyer."*
- "I enjoyed the business aspect to the languages."*
- "I understand now more about why we should learn languages."*
- "It improved my confidence in speaking."*
- "Thank you for a wonderful experience. I have learnt a lot."*

**Teacher comments included:**

- "Great communication and organisation."*
- "A really enjoyable, useful and well managed day."*
- "Engaging, practical and enjoyed by all."*
- "The students will have gained a love for languages and enthusiasm."*
- "The students learned how to use language in a real context."*

**We would like to thank the following Business Language Champions for supporting these events:**

- Jacqui Gray from NDCC
- Kathrine Western from Athena 8
- Cath Goff
- Jo Stonley from AST Languages
- Gerry Blacoe
- Helen Fagan – University of Leicester Postgraduate student
- Angela Kuhn
- Stefanie Sanchez – student at University of Nottingham
- Maria Febres-Cordero - student at University of Nottingham
- Tim Smith from the RAF
- Annachiara Foschi – University of Nottingham postgraduate student
- James Hewlett – University of Nottingham postgraduate student
- Brigitte Armstrong
- Patrizia Garcia – DNCC
- Polly George – Leeds Metropolitan University student
- Juliana Abell
- Abdul Aziz-Kouamé – Leeds Metropolitan University student



**We would particularly like to thank Louise Holmes and everyone at Nottingham Girls' High School for hosting two events and Jessica Thomas and everyone at Stamford Welland Academy for hosting the third event.**

**Contact**

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