

present a regional languages and marketing event for all state schools

EUROPEAN CHALLENGE

Thursday 19th April 2018
University of Surrey



Our European Challenge is specially aimed at Year 9 and 10 students who are studying **languages** and who are also interested in **international marketing and selling**.

Overview

70% of UK companies are now trading internationally and for most this means marketing and selling their products in other countries. We export more to France than to the Commonwealth countries, we export more to Germany than the USA and eight of our top export countries are European, including Spain. We are therefore focusing our challenge on the European countries and targeting the languages of French, German, and Spanish. The main challenge will encompass tasks and activities associated with taking a typical English food product to an international trade fair.

Outline of the day

The day will include:

- A marketing and selling challenge for which there will be a prize for the winning team
- A keynote talk from Alex Pickering of the Goethe Institut
- A presentation by the students using their target language(s)
- An introduction to some marketing techniques
- An opportunity to talk to international business people



During the day, Business Language Champions will be on hand to advise the students and help with language issues.

Who can take part?

You are invited to send up to 10 **language students** to take part in our European Challenge. We are aiming this primarily at Years 9 and 10. The group may be of mixed ages. The students must all be learning **French, German or Spanish** and may be a mixture of learners of **different languages**. *They will be allocated to teams working with students from other schools.*



Application details

- Registration deadline:** Up to Wednesday 28th February on a first come, first served basis for STATE SCHOOLS ONLY. Thereafter, any places remaining will be open to both State and Independent Schools. As many of our regional events are over-subscribed, we do recommend that you register as soon as possible to avoid disappointment as we have a limited number of spaces.
- Applications:** Please submit the names of the students, their year group, and the language(s) they are studying. Each group should also send 200 words on what they would like to get out of the day (this can be sent later). Remember to include contact details for your school. Note that we will only reserve places against receipt of names, but you are welcome to advise us of your intention to take part so that we can keep you informed.
- Cost:** This challenge FREE OF CHARGE to state school students and will include lunch and refreshments.
- Timing:** The day will run from 9.00a.m. (registration) for a 9.20 start to 3.30p.m.
- Terms:** Please note that once the places have been confirmed, there will be a cancellation charge of £100 unless the places can be filled by another school.

Please send your application electronically to:

Sally Fagan, Business Language Champions

Email: sally@blcevents.co.uk

Checklist for applications:

- Names, year group and language(s) studied for each student
- 200 word application from the group in English (note this is 200 words from the whole group and can be sent later)
- Name and address of your school
- Name and email for the main contact
- Telephone and mobile number for the main contact



If you have any queries about this challenge please ring Sally Fagan on 01949 860167 or 07967 699614 or email sally@blcevents.co.uk

We would like to thank the University of Surrey for hosting this event!