

GLASTONBURY GOES GLOBAL

A languages and music industry event

18th January 2016 at Gartree High School, Oadby, Leicester

Glastonbury Goes Global was a new event for 2016 aimed particularly at Year 9 students in the run up to choosing their options. It took as its background the organisation and promotion of an international music festival in the country of their target language.

We welcomed 3 teams from the host school Gartree High School, as well as one from nearby Manor High School. Other teams came from Trinity Catholic School in Nottingham, St. George's Academy in Sleaford, Toot Hill School in Bingham, Leicester High School, Oakham School and Repton School.

The day started with a key note talk from Robin Carlisle of Mobile Promotions, talking about his career in the event industry. He was accompanied by Shuko-Charlotte Rose from Robert Bosch plc, a client of Robin's but also a multi-linguist who shared her experiences in a multilingual business world.

The students were asked to think about where in their target country they would stage a music festival, what sort of music would be played, and when they would hold it. On a large piece of green card they were asked to make a 3D model of their site, involving side attractions as well as the main arena, labelling everything in their target language. They had to think about where their visitors would sleep and where they would



eat. Promotion of an event is of course vital, so with this in mind, they had to decide on a star attraction and weave that person into a radio advert and printed programme.

Each team was visited by members of the 'local council' who asked searching questions in their target language. Whilst marks were received from this activity, the main challenge was judged by a selling activity in which all the teams had to 'sell' their festival to all the others in the room. The students were then asked to nominate their favourite festival from all the ones they had seen, much the same way as the Eurovision Song Contest is judged.

We had a great range of designs with some unusual and creative ideas. The overall winners of the main challenge was one of the host teams from Gartree High School with a special language prize going to Toot Hill School.

Student comments included:

"The most useful part of the day was talking in French to other people."

"Team work was a useful part!"

"Learning that respecting different cultures is good."



"It was useful listening to the university students talk about how they felt moving to a new country"

"I really enjoyed the day – thank you!"

"It was a brilliant day!"

"A really fun experience"

"I enjoyed meeting other people."

"I enjoyed presenting our own festival to the other groups"

Teacher comments included:

"Really good keynote speakers."

"All went very smoothly - wonderful."

"A huge thank you for organising the day. Students appear to have had a good time. Really appreciate the effort and hard work that goes into a day like this".

"I really enjoyed it and think it was a great opportunity for the kids."

"Really beneficial in terms of confidence building and team spirit. All left very proud of themselves and each other."



We would like to thank the following Business Language Champions for supporting this event:

- Robin Carlisle from Mobile Promotions
- Shuko-Charlotte Rose from Robert Bosch plc
- Roger and Pauline Haycock
- Thibault Curé from the University of Nottingham
- Nataly Salinas from the University of Nottingham



We would particularly like to thank Tamara Waddington and everyone at Gartree High School for hosting.

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