



**presents a regional video marketing challenge for
Year 10 – 11 language students**

MARKETING IN THE MAKING

**Wednesday 13th February, 2019
Oundle School, nr Peterborough**

Overview

It is impossible to say how many companies are now trading internationally, as a simple website makes companies globally visible.

During our regular use of the internet we are bombarded with videos – they have become part of our everyday life, particularly for marketing purposes.



During the day, your students will be teamed up with a business. They must find out all they can about this business and produce a marketing video in French, German or Spanish. This is an opportunity for your students to put their languages into a business context in a fun environment, learning about what it takes to make a good marketing video and improving their employability skills along the way.

Outline of the day

The day will include:

- A video production challenge for which there will be a prize for the winning team
- Keynote talk by a business on what it takes to be a successful exporter
- An introduction to good film-making techniques
- An introduction to marketing concepts

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 a group of **4 - 6 language students** to take part in our Marketing in the Making Challenge. The students may be from either **Year 10 or Year 11** and may be of mixed ages. Each team must have a common language to work in of **French, German or Spanish**.



Application details

Registration deadline: Register your interest as early as possible by clicking on this [link](#)
PLEASE NOTE THAT REGISTRATION DOES NOT GUARANTEE YOUR PLACE.

Full Applications: Shortly following registration, you will receive a link to a Survey Monkey, which will ask you for participant details (see below). Please ensure you have completed this by Wednesday 16th January to secure your place. An invoice will then be raised for you.

If we have not received participant details by the above date, we will assume you are no longer interested in attending the event and will release your place to a school on the wait list.

Cost: This challenge is £165 plus VAT per team of 4 - 6 + 1 teacher and will include lunch and refreshments. (The cost for additional teachers is £10 per head except in special educational circumstances.)

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 invoice has been issued, there will be a charge for cancellation of the full £165 unless the place can be filled by another school.

Preparation: Your team will be required to do some research work before the event and the details of this will be sent out once your place has been confirmed.

Checklist for full applications:

- Year group(s)
- Student names
- Special needs and dietary requirements
- Students with any advantage in language (e.g. native born parent)
- Accompanying staff and mobile contact number on the day
- Transport details and parking requirements including vehicle registration number



We realise that some details may change near the event. Please advise any late changes directly to sally@blicevents.co.uk or 01949 860167 / 07967 699614

We would like to thank Oundle School for hosting this event!