

present a regional languages and marketing event for Year 9 –
10 language students

EUROPEAN CHALLENGE

Friday 26th April 2019
University of Surrey



Overview

In the world of business, what is it like to try and sell your product to countries that are unfamiliar with it and that don't speak your language? Selling goods overseas is very important for many UK businesses requiring skills such as excellent communication, cultural awareness and a dash of entrepreneurial flair. Many school students will go on to join companies that export, so this is an ideal opportunity for them to find out how helpful their language skills will be in the global marketplace.

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 about languages in export
- 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 a group of 6 **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

Application procedure:

Register your interest by Friday 20th December by clicking on this [link](#). **Please note, registration of interest does not guarantee your place.** The University of Surrey will then allocate places against their priority list.

If you have been allocated a place, you will be sent a link to a Survey Monkey form asking for participant details (see below). To confirm your place, this will need to be filled in by Friday 15th February. Remaining schools will be placed on a waiting list and we will advise you as soon as possible if a place becomes available.

Cost:

This challenge is **FREE OF CHARGE** to STATE SCHOOL students and will include lunch and refreshments. The fee for other schools is £165 plus VAT per group of 6 students.

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 £165 unless the places can be filled by another school.

Checklist for full applications (by 15th February 2019):

- 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@blcevents.co.uk or 01949 860167 / 07967 699614

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