



**presents a regional languages and marketing event
for Year 10 and 11 language students**

EUROPEAN CHALLENGE

**Wednesday 13th March, 2019
North Birmingham Academy**



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 10 and 11. 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: 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 Friday 8th February 2019 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 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.

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 North Birmingham Academy for hosting this event!