

present a regional languages and marketing event for all schools

EUROPEAN CHALLENGE

Friday 26th April 2019
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, and eight of our top ten 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 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 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

Application procedure:

Please register your interest by Friday 15th February via this link on Eventbrite 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. **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 SurveyMonkey form asking for participant details (see below). To confirm your places, this will need to be filled in by Friday 8th March. 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 FREE OF CHARGE to STATE SCHOOL students and will include lunch and refreshments. The fee for other schools is £27.50 plus VAT per student.

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 registration (15th February 2019):

- School and contact details
- Number of students you wish to bring

Checklist for full applications (8th March 2019):

- Student names
- Language(s) that they are learning
- Year group(s)
- Special needs and dietary requirements
- Confirmation of school permission to participate
- Confirmation of parental permission
- Photographic permission
- 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

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!

Business Language Champions Ltd is a company limited by guarantee.
www.business-language-champions.co.uk Registration no. 07636416

