**[Insert school]: [Insert Year Group and Language]**

**[Insert date of event]**

**[Insert names of delivery team and organisation]**

**Programme**

-------------------------------------------------------------------------------------------

10.15 – 10.30 Overview of the Day

10.30 – 10.45 The [insert] Market

10.45 – 11.00 Business Language

11.00 – 11.15 [insert] Business culture

11.15 – 11.30 More Language

11.30 – 11.45 Marketing Briefing / Rules of Dragon’s Den

11.45 – 12.00 Preparation and Planning

12.00 – 1.45 Making product, poster and presentation (+ lunch break).

Guide times:

* 12.00–12.15: In your groups decide who is:
  + Making product
  + Designing poster
  + Working on presentation
* 12.15–1.05: Doing the above
* **1.05 – 1.30 Lunch**
* 1.30–1.45: Rehearsal time

1.45 – 2.15: Showcase to Business Dragon

2.15 – 2.30 Evaluation and wrap up

---------------------------------------------------------------------------------------------------------------

**Presentations will be judged according to the following criteria:**

• Your use of the foreign language: fluency, accuracy, pronunciation and

intonation

• Your cultural awareness and market sensitivity

• Your design of a product that is “fit for purpose” in the specific market

• Your business-like delivery: animation, pace, confidence, style, humour

• Your evidence of good preparation: seamlessness, with the right people in the right roles.

-----------------------------------------------------------------------------------------------------------------