

FEBRUARY HALF TERM

	VENUE	LOCATION	DATES
1	North Herts. College	Stevenage	Wed 15 th – Fri 17 th February
2	Oaklands College	St Albans (Smallford)	Mon 13 th – Wed 15 th February
3	West Herts. College	Watford	Tues 14 th – Thurs 16 th February

PROGRAMME OUTLINE

VENUE 1 - Theme Park Tycoon

DAY 1 – Communication, Team Work & Problem Solving

The first day is all about getting to know your new team mates. Fun and interactive team building activities such as 'The Egg Drop' or 'Hole in the postcard' will help you to learn about effective communication and team work as well as developing your problem solving skills.

The focus of the programme is "business", so in your team you'll set yourselves up as a company, come up with your business name, design a logo, mission statement and objectives, as well as creating your own branded work wear (T-Shirt).

You'll be given a business concept to help you get started and some ideas to help you get ahead of the competition.

DAY 2 – Team & Project Management, Product Design, Finance, Manufacture

Today you'll be looking at theme park rides. You'll be asked to create a concept for a new rollercoaster that will deliver against specific objectives for a new theme park soon to be opened in Hertfordshire. Your project brief will be to deliver your ride on time and to budget, whilst ensuring reliability and the excitement of the ride experience for the public.

This is not a project for the faint hearted - You'll be building a prototype for your roller coaster in competition with the other teams against specific criteria such as the ride experience, design, duration and you'll be pitching your ideas to the board of directors of the new theme park tomorrow!

DAY 3 – Presentation, Public Speaking, Pitching & The Final Showdown

Today you'll learn all about making successful presentations and how to pitch your ideas effectively. You'll have time to add the finishing touches to your rollercoaster prototype model ready for the afternoon when you will be pitching to the board of directors and your parents who will hopefully come along to see what you have achieved. - You'll also have to organise and plan the afternoon's event!! So there will be plenty to keep you busy.

One team will be hired, the others will be fired!- There will be an Awards Ceremony that will bring the programme to an end and recognise our most promising young business people.

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PROGRAMME OUTLINE

VENUE 2- Smooth & Shake Connoisseur

DAY 1 – Communication, Team Work & Problem Solving

The first day is all about getting to know your new team mates. Fun and interactive team building activities such as 'The Egg Drop' or 'Hole in the postcard' will help you to learn about effective communication and team work as well as developing your problem solving skills.

DAY 2 – Purchasing, Making and Marketing your Soft Drink

The focus of the programme is "business", so in your team you'll set yourselves up as a company, come up with your business name, design a logo, mission statement and objectives, as well as creating your own branded work wear (T-Shirt).

The fun then really begins as you develop a concept for a new soft drink- you'll be given the opportunity to purchase ingredients and experiment as much as you like to create the best soft drink. You will then use all of your creative talents to design your label and packaging and then take part in a tasting session to see how your drink compares to those of your competitors!

You may need to go back and do a bit of tweaking if you think that there is a product out there that is better than yours! This is a real chance to use and develop your business, marketing and design skills and have fun while you learn.

DAY 3 – Advertising, Performing, Pitching & The Final Showdown

The first session of this final day you will be taking part in a drama workshop to give you some ideas on how to 'act out' an advert for your soft drinks commercial. For those who love singing you can also design your own radio jingle to present during the final showdown. There will be an opportunity to learn all about storyboards and create your own for your teams soft drink. You'll have time to perfect your final product which will be pitched to a board of judges, your fellow competitors and family and friends during the afternoon presentations.

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PROGRAMME OUTLINE

VENUE 3 – Going for Gold, Olympic Product Designer Award 2012

DAY 1 – Communication, Team Work & Problem Solving

The first day is all about getting to know your new team mates. Fun and interactive team building activities such as 'The Egg Drop' or 'Hole in the postcard' will help you to learn about effective communication and team work as well as developing your problem solving skills. There may even be an opportunity for some action packed military scenarios to test your abilities.

The focus of the programme is "business", so in your team you'll set yourselves up as a company, come up with your business name, design a logo, mission statement and objectives, as well as creating your own branded work wear (T-Shirt).

You'll be given a business concept to help you get started and some ideas to help you get ahead of the competition.

DAY 2– Team & Project Management, Product Design, Market Research, Manufacture

Today you'll be looking at new and innovative products to be offered as merchandise for spectators at the forthcoming 2012 London Olympic Games. You'll be asked to come up with and create a new product for spectators that will deliver against specific objectives outlined by the Olympic Merchandising Committee. Your brief will be to deliver an innovative, fun and lasting product that will sell and has mass appeal whilst being eco friendly, cost effective to manufacture and with a range of options to attract a wider market.

You'll be making product prototypes, creating advertising and promotional materials and getting ready to pitch your ideas on the final day to the Merchandising Committee.

DAY 3 – Presentation, Public Speaking, Pitching & The Final Showdown

Today you'll learn all about making successful presentations and how to pitch your ideas effectively. You'll have time to add the finishing touches to your merchandise ready for the afternoon when you will be pitching to the Olympic Merchandising Committee and your parents who will hopefully come along to see what you have achieved. - You'll also have to organise and plan the afternoon's event!! So there will be plenty to keep you busy.

One team will be hired, the others will be fired! There will be an Awards Ceremony that will bring the programme to an end and recognise our most promising young business people.