

ALL DIRECTIONS LANGUAGE EVENTS



The need for pupils to be able to communicate in a modern foreign language is more important than ever before – whether for social, leisure or employment purposes.

Despite the obvious benefits to young people being able to speak a foreign language, there is growing concern that at the age of 14 many pupils are opting out of foreign language learning.

With that in mind EBC offers its programme 'All Directions' Language Events. 'All Directions' Events are branded according to the specific modern foreign language which is subject of the focus on the day. For example:

French – 'Toute Directions'

German – 'Alle Zender'

Spanish – 'Todas las Direcciones'

Developed in partnership with modern foreign language teachers and LEA specialist language advisers, the events provide vital practical experience of classroom learning through an exciting, stimulating range of activities while reinforcing the value of a modern foreign language in terms of business and industry, travel and tourism.

Pupils become members of a company team charged with the task of making a pitch for business to a foreign company. They must plan their marketing pitch, and organise all travel and accommodation arrangements, including currency and meal requirements, in French, German or Spanish.

Business supporters, who reinforce the importance of foreign languages to themselves and their companies, act as either group facilitators, or deliver activities including:

- Travel booking desk.
- Foreign exchange.
- Hotel and accommodation service.
- Restaurants.
- The potential customers.

Throughout the day pupils must speak in the language of the day and earn points for their team through the demonstration of their fluency. For example:

- Will their presentation capture the hearts, minds and money of their potential foreign customer?
- Will they book the right number of seats on the right flight to get them there in time?
- Will they get their accommodation right - or will the Managing Director end up sharing a room with the hotel's janitor or concierge?
- Will everyone get the food they want and will there even be a table at their chosen restaurant?

Education Business Connections provides:

- Pre-event discussions with schools to ensure that the focus of events builds upon pupils' classroom learning.
- Recruitment of businesses to deliver activities.
- Practical advice and guidance to companies on delivery of activities.
- An exciting and stimulating programme drawing out the importance of fluency in a modern foreign language in both a working and social/leisure context.
- Integration of key employability skills and enterprise education across all activities.
- Development of financial literacy and an awareness of the national and international economy.
- Full event organisation, including arrangements for venues, transport, and all related housekeeping aspects.
- Full post-event evaluation.

**'BUILDING CONFIDENCE IN YOUNG PEOPLE THROUGH A CREATIVE APPROACH
TO CURRICULUM NEEDS AND BUSINESS PARTNERSHIPS'**