

LEARNING OBJECTIVES

- The participant can express herself/himself correctly in writing, using a reasonably precise and varied vocabulary that is appropriate for the purpose and the receiver.
- The participant has knowledge about simple argumentative means in English.
- The participant has knowledge about cultural differences and is able to navigate between these differences in an appropriate manner.

CASE: EF EDUCATION FIRST

EF Education First is a world leading organization specialized in language travels and cultural exchange, offering nine languages in 50 destinations around the world.

On a continuing basis, EF Education First is developing and rethinking their catalogue of language travels to young language enthusiasts. They offer theme camps, where youngsters can explore languages alongside fellow peers, who share their interests. Now they wish to expand with more theme camps and they need your help.

THE ASSIGNMENT CONSISTS OF TWO PARTS:

1. Develop your camp (10 points)
2. Make your camp work! (15 points)

NB: The judges will circulate and ask about your assignments!



”DRAGONS´ DEN” – BUY MY IDEA

ASSIGNMENT 1: DEVELOP YOUR CAMP

Develop a new theme camp for youngsters to be presented before the Advisory Board at EF. Your idea must differ from the camps already offered by EF. The existing camps are: Watersports Camp, Horse Camp and Football Camp. You can inform yourself about EF's existing camps via the following site:

<https://www.ef-danmark.dk/lt/courses/camps/>

Consider and describe your choice of the following:

- **Name of the camp**
- **Target group**
 - What is the target group's main interest? (E.g. role play, reading, chess etc.)
- **Destination**
 - Where will you host your camp? **Mark your destination on the world map.**
 - How does the destination correspond with the selected target group?
- **Content**
 - How/where are you accommodated?
 - What activities are central to the camp? How will the students participate in these activities?
 - How is language a part of the camp? (E.g. the way you are accommodated, the activities etc.)
 - Describe a typical day at this camp.
- **Duration**
 - For how long does the camp last? Consider how the duration corresponds with the target group, destination and content.
- **Practicalities and necessities**
 - What are the personal and professional skills you need for this camp?
 - Which things do you need to bring?

This assignment will give you a maximum of 10 points.

ASSESSMENT FOR ASSIGNMENT 1:

Your assignment will be assessed based on the following criteria:

- Is your idea innovative and new?
- Target group suitability: To what extent is the destination, the content and the duration of the camp suitable for the target group?
- Are your considerations concerning the practicalities and necessities relevant for your camp?



ASSIGNMENT 2: MAKE YOUR CAMP WORK!

- Why should the Advisory Board at EF buy your idea? Use convincing arguments.
- What are the pitfalls to your idea?
- What are the cultural differences that should be taken into consideration? (E.g. religious or age-related differences). What can be done to accommodate these differences?
- Marketing
 - How could EF market your camp idea? What platforms should be used? School noticeboards, social media platforms or something else?
 - Do you know any famous people or influencers that could be the right fit for promoting your camp?

This assignment will give you a maximum of 15 points.

ASSESSMENT FOR ASSIGNMENT 2:

Your assignment will be assessed based on the following criteria:

- Are your arguments for your camp idea clear and convincing?
- To what extent does your assignment consider the potential pitfalls and possible cultural differences?
- Are your considerations concerning the cultural differences relevant for your camp?
- Are the suggested marketing platforms suitable for the specific camp?

OVERALL ASSESSMENT

Your assignment will be assessed based on the following criteria:

To what extent you have expressed yourself correctly, using a reasonably precise and varied vocabulary.



SUBMIT

At 12.30 you must submit your assignment. You submit by saving your document as a PDF and upload it via the link www.dmifagene.dk/aflevering.

You can find more information in the document "Sådan afleverer du en digital besvarelse".

YOU MUST SUBMIT THE FOLLOWING PARTS:

1. Develop your camp (Assignment 1)
2. Make your camp work! (Assignment 2)

