

FOCUS AREAS:

- You can express yourself in clear, varied, and relevant English
- You can write in a style that fits the target audience
- You clearly describe what the tour offers and why it is exciting and unique
- You use creative and engaging language that fits a presentation or a SoMe advertisement

WHO IS EDUCATION FIRST?

Education First (EF) is a world leading organization specialized in language travels and cultural exchange, offering ten languages in 50 destinations around the world. Every year, EF sends students from around the world on a high school exchange year. As an exchange student, you live with a host family, and during the exchange year, you develop your linguistic skills as well as your personality.

During their stay, students can buy additional vacation trips with EF, called discovery tours. There are now four different locations students can visit either alone or with their host family. On these trips, students can discover more about American culture and stunning landscapes.

The currently available discovery tours are 1) Los Angeles, 2) Florida, 3) Hawaii, 4) LA and the Grand Canyon.

To get students interested in more travel experience, EF needs your thoughts!

EF wants to know what young people think are important and exciting travel experiences to use as inspiration for their program. Choose one of the suggested four new destinations as a base for your ideas.

- Give your thoughts to EF on why this is exciting.
- Give some suggestions for what you as a young person would like to do on this new discovery tour, were you to book this as part of an exchange year.
- Look to the tours currently offered by EF for inspiration on what a tour might include.

You can familiarize yourself with the Discovery Tours currently offered by EF. This can give you an idea of the scope of such trips and hopefully serve as inspiration for your own idea. You can read more about the tours by entering these links into your browser:

- Los Angeles Weekend: kortlink.dk/2rqu5
- LA and the Great Canyon: www.efdiscoverytours.com/tour/la
- Florida: kortlink.dk/2rqu6
- Hawaii: kortlink.dk/2rqu7

PART ONE

To get more students interested in discovery tours, EF needs your thoughts on what young people would find important and exciting travel experiences.

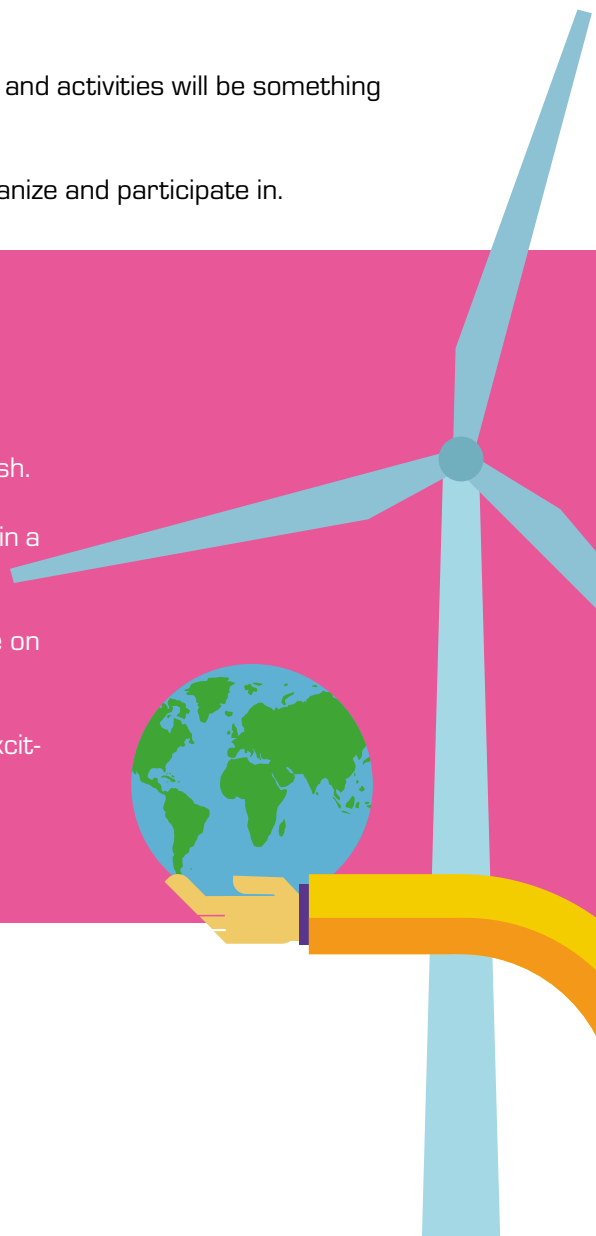
- First choose one of the suggested four new destinations as a starting point for your ideas. (See Appendix)
- Then write a presentation for your boss at EF with your thoughts on why this is exciting.
- In your presentation give some suggestions for what you would like to see and do on a discovery tour to your chosen location, if you were to book this as part of an exchange year.

Your presentation must include the following explanation about your new discovery destination:

- The discovery tour must last between three days and a week.
- You must present and describe 1 to 3 activities that will take place during the tour you have designed.
- You must describe why you think your chosen destination and activities will be something young people would love to do.
- Your suggested travel activities should be realistic to organize and participate in.

ASSESSMENT CRITERIA FOR PART 1.

1. You must write a presentation in 200-300 words
2. You can express yourself in a varied and relevant English.
3. It is clear who your text is meant for: You need to write in a language suitable for a presentation for a boss at EF.
4. You have clearly described what people will experience on the tour.
5. It is a clear bonus if you have thought of something excitingly creative and new.



PART TWO

Draw up a small, creative advertisement consisting of a short text aimed at young people aged 15 to 18. Your ad also needs to include pictures, and the main goal is to sell your tour idea to young people via social media. The text is to be shared on a social media platform of your choice. It is clear from the text and pictures of the advertisement what people will experience on the tour.

- You must find pictures online and use them in your advertising.
- Choose pictures that you think will appeal to young people.

ASSESSMENT CRITERIA FOR PART 2.

1. You must write an advertising text for your discovery tour with 80-200 words.
2. You can express yourself in a varied and relevant English.
3. It is clear who your text is meant for: Your text must be written in a language that is aimed at young people aged 15 to 18.
4. Your writing is fitting for an advertisement text on SoMe.
5. Your advertising text must pitch how exciting and uniquely American this tour is.
6. You have written the advertisement in a creative way.

