

SHOWING THE WORLD WHAT WE DO

- Video in social media marketing
- Promotion and image
- Global updates

COURSE 7 - 2 WEEKS / STAGE 1 / PART TIME

1-12 October 2018

STUDENT PROFILE: 16 students

2 x Japanese, 1 x French, 1 x Brazilian, 11 x Swiss, 1x German

STAGE 1 WORKSHOPS

Young People's Index - Identifying and developing 21st Century skills and learning how to use your own unique skill set to complement others' as a part of a team.

Design Thinking - Learning how to improve creative and critical thinking, as well as how to conduct research, develop prototypes and articulate ideas.

Time Management and Project Planning - Undertaking a series of activities that highlight the importance of thorough planning and working to deadlines.

Presentation Skills - Enhancing ability to organise content and engage an audience when giving a presentation.

G Suite - An introduction to all elements of Google Drive, including the basics of Google Slides and Google Sites.

STAGE 1 PROJECT

Showing The World What We Do - Create a framework, ideas for content and a running order that could be used for a 10 minute weekly Capital School TV video, based on research of existing projects and information and opinions gathered from current Capital students about the best platforms to use and what they would like to see. The brief was presented to the students by the school's director, Spencer, and support was given throughout the project by the social activities organiser, Polly, who is responsible for the school's existing social media posts.



COURSE SUMMARY

The course worked very well, with the students putting into practise what they had learned in the workshops to develop innovative yet feasible ideas in their project, elements of which Capital School has already adopted as part of its social media presence. Highlights of the course for the students were the opportunities it provided to work in mixed nationality teams, to share and link ideas and to fully realise and take advantage of their own skill sets to complement a team.

STUDENT FEEDBACK

'I learned how important it is to 'exchange information and to talk with each other in a group project, my teamwork improved the most, because we did the project together. I would recommend FUTURE SUCCESS because it focuses on soft skills.'

(Alexander - Germany)

'From doing the presentation 'I have learned how to make a good presentation. And I've learnt what I should do to attract the audience, talk slowly. My communication has improved, I think it's the biggest improvement for me, because if I hadn't said something, my opinion wouldn't have been heard. It is really difficult, thinking in English and talking in English, but I managed to do it!'

(Daijiro - Japan)

'The three most important things I take away from FUTURE SUCCESS are 'Everything from the first workshop (team and leadership), that I can do a presentation without much practice, that there are people who believe in our generation and see us working in big international companies.'

(Alissa - Switzerland)

