

IMAGE AND INSTAGRAM

Promotion and social media

COMPANY PARTNER: LANDMARK CREATIVE STUDIOS

A full service design and advertising studio

- The power of the image
- Global interconnectivity
- Branding and marketing

COURSE 1 - 2 WEEKS / STAGES 1 & 2 / FULL TIME

1-12 April 2019

STUDENT PROFILE: 9 students

2 x French, 1 x Swiss, 1 x Czech, 1 x Venezuelan, 1 x Omani, 3 x Saudi Arabian

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.

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

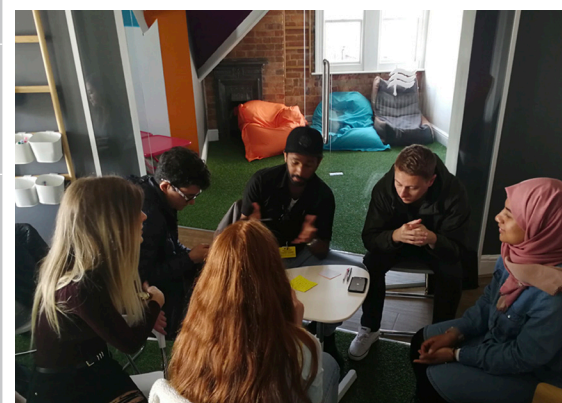
Language Gymnastics - Perfecting pronunciation - a workshop designed to develop more confidence and natural sounding speech.

Social Media Management - Learning how to craft attention grabbing posts, where and when to post them, and which tools are out there to assist in doing so.

STAGE 1 PROJECT

The Interactive App - to design and create a web-based social interaction project to inform, entertain or inspire the students of Capital School of English. Students researched similar web-based projects, interacted with current students of Capital School of English to find out their interests and trial ideas, and finally presented their research and project proposals to the Directors of the school.

Following the project at the end of the stage one week students fed-back that they had learned about *'time management , team building. How to present your project well , to relax'* (**Wefag - Saudi Arabia**), *'how to get new ideas and to apply them in short time.'* (**Yousef, Oman**) and in regard to giving a presentation in English *'Forget the fear'* (**Ammar, Saudia Arabia**).



STAGE 2 PROJECT with Landmark Creative Studios

The brief came from a live project that Landmark Creative have been involved in for a number of years and tasked the students with thinking of innovative and eye-catching ways to promote the Global Teacher Prize using social media. Students researched the competition itself, other successful social media publicity campaigns, and also surveyed members of the public and the Capital School of English student body about their experiences of teachers influencing their lives. They then worked together to create a series of imaginative campaigns and marketing strategies that they talked over with Landmark Creative's creative director, Adam Gritz before delivering their final presentation.

Adam commented on how impressed he was with the students' efforts and specifically how they had taken onboard his notes from the midweek meeting in shaping their final proposals. He even told them not to be surprised if they see their ideas shape future Global Teacher Prize publicity campaigns!

COURSE SUMMARY

The course resulted in huge accomplishments by the students and allowed them to tackle a real life brief from a unique perspective. The brief was challenging *'because you have to find something that is catchy for the people and also find something that landmark never tried.'* (Natalie - Switzerland) and *'we applied our skills in a real project'* (Yousef - Oman)

In addition to the tangible end product of a polished presentation and positive feedback from Landmark Creative, the students were able to enhance their existing soft skill sets and had the experience of working in a diverse, dynamic team, as well as confidently express their ideas in English.

STUDENT FEEDBACK

'I would definitely recommend the course to others. It has a different atmosphere to normal English classes, The Hub is very comfortable and I loved the opportunity to talk with so many different nationalities. I felt like I spoke English with more confidence than ever before!'

(Natalie - Switzerland)

'I improved my confidence and influence in team decisions using my language... (and) to improve my confidence to speak in front of the people and learn the soft skills.'

(Ammar - Saudi Arabia)

'I would recommend the course 'because you can improve yourself, it's not just about the language but also who you are.'

(Laure - France)

'I enjoyed working in a team and meeting new people', and I learned about 'cooperation, and finding the right position in a team. Brainstorming, self-value, understanding and listening to other people.'

(Lukas - Czech Republic)

