

Unit 3 Edinburgh – the festival city

Teacher's notes

Preparation

Before you use this lesson plan:

- make one copy of each worksheet per student.
- visit the proposed websites to check they are operational.

Warmers

Short (5 minutes)

Ask the student what the last cultural event they attended was. Make a list on the board, e.g. opera, theatre performance, classical music, folk music, pop music concert, ballet.

Long (10 minutes)

Ask the students whether the company they work for sponsors any sort of cultural events or activities. Then ask them whether they think a company should sponsor an activity that closely matches its business. Write the following list of company types on the board: insurance company; luxury car manufacturer; construction company; internet service provider. Now write the following list of festival types: opera; film; comedy; theatre; modern art.

Divide the students into small groups and ask them to match the type of company to what they think is the most appropriate type of arts festival. The groups should then explain their choices. Emphasise that there is no correct answer to this and the students can add or substitute other types of arts if they wish.

Set the scene

(5 minutes)

Distribute the first page of the worksheet. Ask the students to read the Situation.

Emphasise that they may not be able to find information to fill all the boxes in the table but they can also collect any other information they think will reinforce their case in the meeting.

Present the tasks

(5 minutes)

Explain the procedure:

- 1 The group divides into small groups of three students.
2. Each student in each group uses one of the websites to research and collect information about a single festival and fill in the table.
3. The small groups reconvene to discuss the information and choose one festival to support at the meeting. They prepare a short presentation to explain their choice.
- 4 All the students meet to present their group's choice and make a final decision.

Do the tasks

Research (20 minutes)

- If sufficient computers are available, allocate one to each student for them to do their research.
- If computers are not available, set the research as homework to be performed at home or during free time at work. Emphasise to the students that they do not need to spend more than about 20 minutes collecting information.

Presentations (preparation: 10 minutes, meeting: 15 minutes)

After each group has discussed its findings and made a choice of festival, appoint a chairperson. The students hold a meeting to discuss and choose which festival the company should sponsor. A representative of each trio of students presents their choice of festival and their group's reasons for selecting it. After these short presentations, the entire group discusses in order to make a final choice. Encourage the students to make use of the phrases where appropriate during the meeting. Monitor and give language feedback after the meeting.

Unit 1 Working internationally – Relocating

Aims

- Talking about arts/cultural events
- Giving opinions

Tasks

- You are going to research a cultural festival on the Web.
- You are going to have a meeting to decide which festival the company should sponsor next year.

Situation

You work in the marketing department of a medium-sized oil company. The company has recently expanded by taking over a number of foreign competitors. As a result, the company's management have decided to change the marketing strategy and you are part of a team responsible for transforming the company's image. In the past you only sponsored local sports, especially motor sports teams and events. Next year, as part of this re-branding, the company is going to sponsor a major cultural festival. You need to select a festival which demonstrates the new, international character of the company.

Task 1 – the research

These websites will give you information about three different festivals. Your teacher will tell you which one to research. Record the information in the research data table. Do not worry if you cannot find all the information.

Edinburgh International Festival, Scotland

<http://www.eif.co.uk>

Click on *About the Festival* to find most of the information and on *Support Us* for information for sponsors.

Berlin International Film Festival, Germany

<http://www.berlinale.de/en/HomePage.html>

Select *Festival Profile* in the Festival menu. Also look at *Facts & Figures*.

Melbourne International Arts Festival

<http://www.melbournefestival.com.au/index.php>

Click on *Program* to find out about the performers and on *Our Supporters* for information about current sponsors.

Research data table

Event	
Type of event	
Location	
Dates	
Attendance figures or ticket sales	
Type of performances	
Examples of performers	
Existing sponsors	

Task 2 – presentation

Language box

In the meeting you will need to give your opinions and agree or disagree with the opinions of other people. Use some of the phrases in the box.

Giving opinions:

I think ...
In my opinion ...
My view is ...

Agreeing:

I agree (with you / that).
Absolutely.
That's true.

Disagreeing:

I'm afraid, I don't agree.
I see what you mean but ...
Yes but ...

AGENDA

Aim: to choose a cultural event for the company to sponsor

- Research findings
- Discussion
- Conclusion