



KA2 ERASMUS+ PROJECT „ENGLISH THROUGH ENTREPRENEURSHIP“

2ND MOBILITY – 11. – 15. 4. 2016.

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INSTRUCTIONS TO COACHES

Dear Coaches,

We are very pleased to welcome you as our guests in April. As you already know, we will be working in 4 different working groups:

Working group 1 – Entrepreneurs

Working group 2 – Newsletter agency

Working group 3 – Tourist guide

Working group 4 – Music, art and humor

In order to achieve our project goals, we feel it is very important for all of us to cooperate and prepare activities, guidelines and instructions for students that will be clear and focused. That is why I would like for all of you to check the notes below for your own working group, but also to familiarize yourself with the work/goals of other groups. This should help you to guide your group as a coach towards our common goal.

We would like for all coach teams to prepare clear and written instructions and guidelines. These will be shared and communicated with all coaches, and once confirmed, will be printed out and given to students in an envelope on Monday morning. We also believe it would be helpful to choose 2 activities for students for each day – to help them out if they feel stuck or lost. Students should then decide if they want to do only one of these activities or both. Activities should help them to evolve as a working group and they should guide them towards their output, but it should also encourage communication with members of other group. These will be also printed and given to them at the beginning of each day.

The instructions/guidelines/activities should include the following:

- Clear goal – of this mobility week and of the project
- Expected outcome/output (Croatian mobility week only)
- Suggested tools to be used (links and short descriptions included) – need to be FREE
- Any useful teaching content
- 2 Suggested activities for each day – to help them out
- Explanation of Roadmap to Falticeni deadlines (still to be discussed – what will students be working on and in what way, what will be the deadlines for this... Please have in mind that this is for period between 15th April and October, and we all know there are summer holidays in between, some students are leaving for college and university, some will be changed for October, etc. – for each group, discuss in what way students involved in April mobility will leave the inheritance for future students – groups of students in October)

As mentioned before, our mission for this mobility is to promote communication between students not only inside their own working group, but also to members of other groups.

As seen in our draft programme, each working group will also have a chance to work with professionals chosen specifically according to their areas of work. This means that they will visit organisations, talk to them, etc. This should also be considered when planning the activities for Tuesday.

Also, it needs to be clear to all working groups that all outputs should also be posted on Twinspace, including Roadmap to Falticeni document. Not only that, but it is very important that they collaborate closely with Working group 4 (who are preparing the final show) – by sending them the info on selected outputs they will share with them - by Thursday morning (in writing) and then by delivering those by Thursday noon. They also need to work with working group 4 if some of them will be invited as guests at the show.

Here are some ideas on how to do that for each group (please have in mind I am more familiar with some groups than with others ☺ so these are just ideas, and you as coaches will update and develop this further)

WORKING GROUP 1 – ENTREPRENEURS

Project goal: To create a business plan

Mobility week goal: To prepare marketing plan

Expected outcome/output: promotional content for their product in the form of a video (promotional video, or „the making of“ a guerilla campaign video, or focus group video, or „how this works“ video, etc.)

Suggested tools to be used:

Powtoon – www.powtoon.com - PowToon is Web-based animation software that allows users to create animated presentations by manipulating pre-created objects, imported images, provided music and user created voice-overs.

Windows movie maker - <http://windows.microsoft.com/hr-hr/windows/movie-maker> is a video editing software by Microsoft. It is a part of Windows Essentials software suite and offers the ability to create and edit videos as well as to publish them on OneDrive, Facebook, Vimeo, YouTube, and Flickr.

Renderforest – www.renderforest.com - Renderforest is free online slideshow maker and animated video maker. Create slideshows, promotional and explainer business videos, logo animations etc.

Useful teaching info – Promotional techniques info, marketing plan instructions

Suggested activities:

- Find three people that use smart phones, have travelled to at least 3 countries and are 18 years old or older and organise focus group with them (suggested: make a video)

- Find 1 guerilla marketing campaign online for a mobile app, find 2 people from other groups (but your target group) and find out what they like about it and what they don't like about it.
- etc.

Roadmap to Falticeni: instructions on setting the tasks and delegate responsibilities

WORKING GROUP 2 – NEWSLETTER AGENCY

Project goal: To publish newsletter with articles that follow the project

Mobility week goal: To decide on the media, publish articles for the first time and promote it

Expected outcome/output: published first issue in the chosen form + developed content (various content type encouraged – articles, video of interviews, etc.)

Suggested tools to be used:

Atavist – www.atavist.com - Atavist is the tool built to produce stories. Now you can use it to create and publish your own digital story, book, or magazine.

Windows movie maker - <http://windows.microsoft.com/hr-hr/windows/movie-maker> is a video editing software by Microsoft. It is a part of Windows Essentials software suite and offers the ability to create and edit videos as well as to publish them on OneDrive, Facebook, Vimeo, YouTube, and Flickr.

Social media page?

Various blog sites?

Useful teaching info – Creative writing, effective interviewing, etc.

Suggested activities:

- Find two people from other groups and interview her about his/her experience in the scavenger hunt (video/article)
- Find one person from each group and interview him/her about experience in the organisation they visited (video/article)
- Interview one person from the organisation you are visiting as a group (video/article)
- Select one working group and make a reportage/story about their work this week (article)
- Choose a touristical/ cultural topic from the area you are visiting and write an article on it
- etc.

Roadmap to Falticeni: instructions on setting the tasks and delegate responsibilities

WORKING GROUP 3 – TOURIST GUIDES

Project goal: To publish online innovative/creative tourist guide

Mobility week goal: To decide on the media for publishing and content + publish

Expected outcome/output: published online tourist guide (to be further developed and content added after mobility) with first main pieces of information in various content type (video, facts, stories, suggested hotspots, info, etc.)

Suggested tools to be used:

Atavist – www.atavist.com - Atavist is the tool built to produce stories. Now you can use it to create and publish your own digital story, book, or magazine.

Booktango – www.booktango.com - With Booktango, there's really nothing standing between you and a published e-book. It's free, it's easy, and it works. At your own pace and under your own control, you can get your ideas out of your laptop and into the world where they belong.

Windows movie maker - <http://windows.microsoft.com/hr-hr/windows/movie-maker> is a video editing software by Microsoft. It is a part of Windows Essentials software suite and offers the ability to create and edit videos as well as to publish them on OneDrive, Facebook, Vimeo, YouTube, and Flickr.

Social media page?

Various travel blog sites?

Useful teaching info – Info on writing, using technology, etc.

Suggested activities:

- Find two Belgian students from other group and two students that were in Antwerp, and interview them about their impressions of the city (article – info)
- Find out about the legend from each partner country from other students (from other groups) and teachers, if necessary, and write about it in your tourist guide
- Set a meeting with group 1 and find out about the results of their market research
- Find 5 people from other group (one from each country) who can suggest an unusual tour/sightseeing/tourist experience in their own city/region/country (article – publish)
- etc.

Roadmap to Falticeni: instructions on setting the tasks and delegate responsibilities

WORKING GROUP 4 – ART, MUSIC AND HUMOR

Project goal: To connect all students and teachers, to educate them about each culture and to entertain them

Mobility week goal: To prepare a programme for a show and host and present it at the Final ceremony on Friday afternoon – it needs to include all the elements – something artistic, some music some humor (anecdotes, etc.), including presenting the work of the first three groups and their outputs

Expected outcome/output: Host and present a show including something artistic, a music piece, and humor in the final ceremony programme (the programme should be fully prepared by Thursday afternoon, in writing) + various presenting types can be used except powerpoint presentation or

prezi (video, sketch, group members as hosts of the „show“, theatre, music performances, dance performances, anecdotes told, videos shown, outputs shown and presented orally, etc.) + social media page?

Suggested tools to be used:

Renderforest – www.renderforest.com - Renderforest is free online slideshow maker and animated video maker. Create slideshows, promotional and explainer business videos, logo animations etc.

Windows movie maker - <http://windows.microsoft.com/hr-hr/windows/movie-maker> is a video editing software by Microsoft. It is a part of Windows Essentials software suite and offers the ability to create and edit videos as well as to publish them on OneDrive, Facebook, Vimeo, YouTube, and Flickr.

Social media page?

Useful teaching info – Info on hosting the show, how to use technology, etc.

Suggested activities:

- Find one person from each country from other groups and try to find out what is the most common word used in their folklore songs
- Find two people from other groups that like to draw/paint or express themselves in some kind of art, and ask them to draw something that they think is a symbol of the Erasmus+ mobilities
- Find three people that play an instrument and interview them about their favorite national composer/music artist
- Find out which students among all the different working groups play an instrument and/or sing/and or dance, and plan and rehearse a performance for the show at the Final ceremony
- Find one person from each country and ask them about common jokes in their own culture
- Find three people from other groups that had an anecdote this week, where something funny happened to them / or watch out for anecdotes and record them 😊
- Among other group members, try to find out about the stereotype of each country included in this project (you need to ask people who are not from this country) (video)
- Make a project song
- etc.

Roadmap to Falticeni: make a plan with deadlines for what must be done before the next mobility in Falticeni and delegate responsibilities to new students participating in the next mobility.