

MasterEnglish for Marketing & Communication

Organising events & Making a pitch



Inhoudsopgave

Studiewijzer	blz. 3
Study Planner	blz. 4
Step 1. Introduction	blz. 5
Step 2. Research - preparation	blz. 7
Step 3. The script	Blz. 8
Step 4. PR Tools - Promotion	Blz. 9
Step 5. Prepare & Record the pitch	Blz. 10
Step 6. Wordlist	Blz. 11
Step 7. Nedercom - Highfive	Blz. 12
Step 8. Reflection	Blz. 13

- Download de reader en sla hem op onder b.v. English_periode1.PDF
Werk alle opdrachten uit in Word en lever ze in op MS Teams.



- **Schrijf -en leesopdrachten**



- **Spreekopdrachten - maak een opname indien aangegeven 'record ●'**



- **Vocabulaire**

Woordenlijsten zijn te vinden in de reader en staan ook in de WRTS app of op de WRTS website. Download de lijsten en neem ze over. Je kunt ze vinden onder de publieke profiel naam: **engelsmarketingkw1c**



- **Grammar - Nedercom Highfive**

Elke student heeft toegang tot Nedercom. Dit programma behandelt de Engelse grammatica. Per hoofdstuk doe je 10 oefeningen; daarna de zelftoets. Alles moet minstens een zijn.

Studiewijzer Engels leerjaar 1

Studiewijzer Engels leerjaar 1																	
	<p>Onderwerp</p> <p>Vak: Engels Cohort 2021; Leerjaar 1: Periode 4 Contactpersonen: Gaby Holtappels</p>																
	<p>Context</p> <p>Kwalificatiedossier medewerker marketing en communicatie. Engels Generiek: Spreken en gesprekken voeren A2; Lezen en Luisteren B1; schrijven A2</p>																
	<p>Leerdoelen</p> <p>Uiteindelijk moet je aan het einde van leerjaar 2 B1 behaald hebben voor de vaardigheden Lezen, luisteren, en A2 voor Spreken, Gesprekken voeren en Schrijven. Worden er hogere niveaus behaald dan krijg je een extra taalverklaring.</p>																
	<p>Leeractiviteiten</p> <p>Schrijven, Spreken, Gesprekken voeren, Lezen en Luisteren De oefeningen variëren van dialogen, uitspraak oefeningen en woordtrainingen tot schrijfo opdrachten en presentaties. In de taallessen werk je aan je taalvaardigheid; dit doe je samen met je docent, zelfstandig en eventueel met de native speaker.</p>																
	<p>Tijd</p> <p>1 uur per week lesactiviteiten 1 periode van 10 weken</p>																
	<p>Leermiddelen</p> <ul style="list-style-type: none"> - Reader MasterEnglish - 'Organising an event' - Website: Masterenglish.nl - Nedercom.nl 																
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #4F81BD; color: white; text-align: left;">Voortgang en beoordeling</th> <th style="background-color: #FFD700; text-align: center;">Cijfer</th> </tr> </thead> <tbody> <tr> <td colspan="2">Te behalen periodecijfers: hele cijfers 1, 2, 3, 4, 5, 6, 7, 8, 9</td> </tr> <tr> <td>- Portfolio compleet en Nedercom t/m zelftoets voldoende/goed: cijfer 6/7/8/9</td> <td></td> </tr> <tr> <td>- Deadline 1^e maandag van de toetsweek niet gehaald: cijfer 1</td> <td></td> </tr> <tr> <td>- Nedercom hoofdstukken niet gedaan: cijfer 1</td> <td></td> </tr> <tr> <td>- Opdrachten in de reader ontbreken: per opdracht - 1 punt</td> <td></td> </tr> <tr> <td>- Zelftoetsen niet gedaan: - 2 punten</td> <td></td> </tr> <tr> <td colspan="2">Herkansing: Blog reader/ Nedercom: periode 3</td> </tr> </tbody> </table>	Voortgang en beoordeling	Cijfer	Te behalen periodecijfers: hele cijfers 1, 2, 3, 4, 5, 6, 7, 8, 9		- Portfolio compleet en Nedercom t/m zelftoets voldoende/goed: cijfer 6/7/8/9		- Deadline 1 ^e maandag van de toetsweek niet gehaald: cijfer 1		- Nedercom hoofdstukken niet gedaan: cijfer 1		- Opdrachten in de reader ontbreken: per opdracht - 1 punt		- Zelftoetsen niet gedaan: - 2 punten		Herkansing: Blog reader/ Nedercom: periode 3	
Voortgang en beoordeling	Cijfer																
Te behalen periodecijfers: hele cijfers 1, 2, 3, 4, 5, 6, 7, 8, 9																	
- Portfolio compleet en Nedercom t/m zelftoets voldoende/goed: cijfer 6/7/8/9																	
- Deadline 1 ^e maandag van de toetsweek niet gehaald: cijfer 1																	
- Nedercom hoofdstukken niet gedaan: cijfer 1																	
- Opdrachten in de reader ontbreken: per opdracht - 1 punt																	
- Zelftoetsen niet gedaan: - 2 punten																	
Herkansing: Blog reader/ Nedercom: periode 3																	

STUDY PLANNER				PERIOD 4
Class: 1st years M&C Department: Marketing & Communicatie				
Week	Writing	Speaking	Reading/ Listening	Vocabulary WRTS Grammar workshops
17 25-04-2022 27-04-2022 Koningsdag	Step 1. Choose an event from the options & motivate your choice		Step 1. Read intro	Step 7. www.nedercom.nl chapter 7 incl. zelftoets (moet voldoende zijn)
18 2-05-2022	meivakantie			
19 9-05-2022	Step 2. Doing research Werk alle onderdelen uit in Word.			www.nedercom.nl chapter 7 incl. zelftoets Step 6. Study wordlist N-E; E-N
20 16-05-2022	Step 3. Work on the script (draaiboek)		Step 3. Read text about The script	Herkansing periode 3 (Nedercom en readeropdrachten Blog)
21 23-05-2022 26-05-2022 Hemelvaart	Step 4. Read text PR. Maak promotieplannetje Make an opening leaflet			
22 30-05-2022		Step 5. Prepare pitch and record 📍		
23 6-06-2022 Ma 2 ^e Pinksterdag	Step 8. Reflection	Send recordings of pitches to your teacher; upload in MSTeams		
24 13-06-2022	Deadline reader en Nedercom			
25 20-06-2022	Toetsweek periode 4			
26 27-06-2022	Herkansingsweek			
27 4-07-2022	Eindejaarafsluiting			



STEP 1. INTRODUCTION - PITCHES TO CHOOSE FROM



This is a pairwork assignment, so choose a classmate to work with. In this last period of the year, we leave you the choice in organising your own favourite event.

Goal: learn how to make a good *pitch.

You may choose from the following events:

- **'Backstage'** - the organisation of the fanclubday of your favourite band/singer.
- **'Wedding bells are ringing'** - You have been selected by your teacher to pitch for the organisation of his/her fabulous wedding.
- **'Grand opening'** - You have been selected to pitch for the organisation of the opening of a new restaurant in town.
- **'PSV fanclubday'** - You have been selected by your favourite sportsclub to pitch for the organisation of the annual fanclubday.

'BACKSTAGE' You have been selected to pitch for the organisation of the fanclubday of your favourite band/singer.

Congratulations! You have been selected for the promotion of your favourite band at the National Fanclubday. The purpose of the Fanclubday is to bring the artist as close to his/her fans as possible and vice versa.

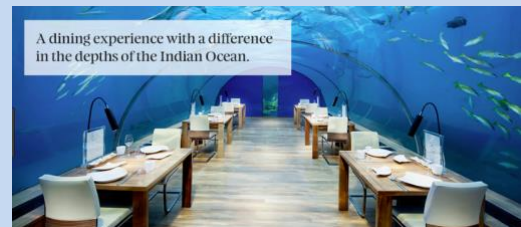
How will you organize this Fanclubday? The best pitch will get the job. So, brainstorm with your classmate about the best ways to make this day into a big success and make an excellent pitch. The Entertainment industry is known for its highprofile personalities and glamorous lifestyles. It is also one of the most financially lucrative, and competitive businesses in the world. Your client wants fame and fortune. Can you make it happen? Your career, and your clients depend on it. Get ready to go on tour!



'GRAND OPENING' You have been selected to pitch for the organisation of the opening of a new restaurant in town.

Congratulations! You have been selected to organise the grand opening of our new restaurant. By helping out to get the restaurant going, we hope to wet your appetite, give you an insight into what the art of good cooking (and eating) may be and provide you with food for thought.

By working with us you will have fun and exercise your creativity. Join the staff and clientele! Remember, "Laughter is brightest where food is best".



'WEDDING BELLS ARE RINGING' You have been selected by your teacher to pitch for the organisation of a big, fabulous wedding.

Congratulations! You have been selected to organise a complete wedding. Complete as in "everything is in your hands". Whether this wedding is going to be a success is up to you. You will plan what the program will be like and what is going to take place when and where.

A wedding is in many cases one of the most beautiful days in people's lives. A day to be remembered forever, a day that is mostly recorded from moment to moment. So, plan it well to make it an unforgettable day for the bridal couple and their families and friends.

Study all their wants and needs very carefully so you can prepare it according to their wishes. You do not only plan the reception, but also dinner, a party in the evening and hotel accommodation for the couple.



'PSV FANCLUBDAY'

Congratulations! You have been selected by your favourite sportsclub to pitch for the organisation of the annual fanclubday.

The purpose of the Fanclubday is to bring the athletes as close to their fans as possible and vice versa.

How will you organise this Fanclubday? Think of great activities that bring together athletes and fans. However, there are more things to consider. What about security, catering and sponsorship? Anyway, the best pitch will get the job. So brainstorm with your classmate about the best ways to make this day into a big success and make an excellent pitch.





STEP 2. RESEARCH - PREPARATION

The goal of your pitch is to convince your client to give you the contract deal of organising the event. First you need to gather all necessary information so you can put together the script (draaiboek). So, here's an outline again of the things you must research for each event.

To do: kijk bij jouw event en werk alle gegeven onderdelen uit in Word.

Backstage

- *what is the music style*
- *discograph; uitgebrachte albums*
- *personal appearance;*
- *tour data - venues*
- *staff - tasks & responsibilities*
- *activities/original ideas*
- *advertising*
- *guestlist*
- *meet & greet*



Wedding Bells are ringing

- *decide on the theme - motivate*
- *organise reception - dinner - party*
- *location/country - hotel/resort*
- *menus - wedding cake*
- *rooms*
- *staff - tasks & responsibilities - master of ceremony*
- *activities/original ideas*
- *guestlist*
- *invitations*



Grand opening

- *decide on theme/cuisine - motivate*
- *mission - vision*
- *menu; food experience*
- *target group*
- *interior & floorplan*
- *staff - tasks & responsibilities*
- *policy*
- *opening leaflet*



PSV Fanclubday

- *decide on club - motivate*
- *activities*
- *staff - tasks & responsibilities*
- *advertising*
- *meet & greet*
- *photosessions*
- *catering*
- *safety/security*





STEP 3. THE SCRIPT - HET DRAAIBOEK - THE BLUEPRINT FOR YOUR EVENT

a. To do: read the following text and translate the underlined words.

A script or a scenario for an event ensures that your event runs smoothly on the day itself. A scenario is a schedule for your event, with precise times when work must be performed and by whom. An event scenario is made up of the parts that will take place on the day of the event. The most important contact information is also included in a scenario and all actions per person. In addition, the scenario contains an overview of all materials to be taken along. Often it is also useful to add an attachment with floor plans of the location. For the latter you can of course refer to the program booklet, if you produce that. Here's a complete overview of what to consider when organizing an event?

1. script _____
2. smoothly _____
3. must be performed _____
4. by whom _____
5. in addition _____
6. an overview _____
7. attachment _____
8. floor plan _____
9. for the latter _____
10. refer to _____

b. To do: make the script.

1. Contact details
2. Information materials
3. Scenario opening
4. Scenario day activities
5. Roadmap closure
6. Appendix: location map
7. **When**: here the time of activities is set, in chronological order. Set important deadlines in bold / red
8. **Where**: this is where the location is placed where an activity takes place and / or where a person must be present
9. **What**: here is a detailed description of the activities that will take place during the day and important comments
10. **Who**: initials of the persons who must complete the task are placed here, with the initials from the contact details



STEP 4. PUBLIC RELATIONS

Read the text on PR tools. Then decide on what PR Tools you will use for your event. Motivate why. This is also an essential part of your pitch.

PR and PR tools

Public relations (PR) is the management of internal and external communication of an organisation or individual to create and maintain a positive image. Before choosing among the various tools, marketers should *begin by identifying their key targeted audiences and key messages* they wish to send.

The key tools available for PR include:

Media Relations

Media relations includes all efforts to publicize products of the company to members of the press — TV and Radio, newspaper, magazine, newsletter and Internet.

Media Tour

On a media tour a company spokesperson travels to key cities to introduce a new product by being booked on TV and radio talk shows and conducting interviews with print and Internet reporters or influencers (e.g., bloggers).

Newsletters

Marketers who have captured names and addresses of customers and potential customers can use a newsletter for regular contact with their targeted audience.

Special Events

These run from receptions to elegant dinners to stunts. Special events can be designed to reach a specific narrow target audience, such as individuals interested in college savings plans to major events like a strawberry festival designed to promote tourism and regional agriculture.

Sponsorships

Sponsorship is supporting an event, activity, artist, athlete, or organisation by providing money or other resources that is of value to the sponsored event. This is usually in return for advertising space at the event or as part of the publicity for the event. Sponsorships are used to help build goodwill and brand recognition.

Community Relations and Philanthropy

Companies implement programs supportive of the community ranging from supporting local organizations and institutions: conducting educational workshops; donating product for community events and charitable fundraisers. (benefietvoorstelling/concert; geldinzameling(sactie))

Promotionplan:

' To promote the event we have decided to

.....

.....

.....

.....

.....

.....

STEP 5. PREPARE & RECORD ● THE PITCH

Here's an idea of the pitch lay-out but you are of course free to use your own. Divide the pitch in who's going to say what. The length of your pitch should be approximately 3 to 4 minutes.

PITCH

Contents

- Who are we
- Our research - mindmap
- Present script
- Why choose us
- Question round



Tip 1. Zorg voor enthousiasme en energie

Tip 2. Bedenk een originele openingszin

Om je luisteraar te *hooken* en de kans op een positieve reactie te vergroten, is het belangrijk dat je deze al in de eerste zin weet te fascineren. Dat doe je door een originele openingszin of anekdote te bedenken voor in jouw pitch.

Tip 3. Lees de pitch hardop aan jezelf voor

Er is een groot verschil tussen schrijven en spreken. Soms ziet een pitch er op papier fantastisch uit, maar loopt deze niet lekker wanneer je 'm opleest.

Tip 4. Laat de pitch een dagje liggen

Heb jij een elevator pitch geschreven en heb je hier een goed gevoel over? Of heb je er eentje geschreven en wil het maar niet vlotten om er een goed lopend verhaal van te maken? Laat de elevator pitch dan een dagje met rust en kijk er morgen nog eens naar. Je hebt dan een frisse blik en ziet opeens dingen die je op de dag zelf over het hoofd zag.





STEP 6. WORDLIST

accessories: accessoires	sales: verkoop
advertising: reclame	specific: speciaal
advertising campaign: reclame campagne	a stand: een kraam
an advert(isement): een advertentie	a stage: een toneel/podium
assignment: taak	a survey: een enquête a venue: terrein/ toneel/ plaats van optreden
age category: leeftijdscategorie	profit and loss: winst en verlies
articles: artikelen	word of mouth advertising: mond tot mond reclame
available: beschikbaar	ticket sales: kaartverkoop
a band: een band	
a booking: reservering, boeking	to advertise: adverteren
a brand(name): een merknaam	to advise: adviseren
a brochure: een brochure	to appreciate: waarderen
	to check: nakijken
campaign: campagne	to choose - chose - chosen: kiezen
a cap: een petje	to compare with: vergelijken
catalogue: catalogus	to compete with: concurreren
charity: liefdadigheid	to conduct: uitvoeren
a commercial: een TV spotje	to consist of: bestaan uit
Community Activities: Vrijwilligerswerk	
detailed: gedetailleerd	to develop: ontwikkelen
a description: een beschrijving	to distribute: verspreiden
excellent: uitstekend	to estimate: schatten
expenses: uitgaven	to expand: uitbreiden
a flyer: een foldertje	to focus on: concentreren op
history: geschiedenis	to guarantee: garanderen
image: imago	to get down to business: zaken gaan doen
interesting: interessant	to hire: huren
	to be interested in: geïnteresseerd zijn in
material: materiaal	to introduce: introduceren
the media: de media	
merchandising: marktwerking, productstrategie	to order: bestellen
a musician: een muzikant	to organise: organiseren
an order: een bestelling	to perform: optreden
percent: procent	to prefer: liever hebben
percentage: percentage	to recommend: aanbevelen
a performer: artiest	to do research into: onderzoek doen in
a performance: een optreden	to show: laten zien
possibility: mogelijkheid	to sponsor: sponsor zijn voor
popular: populair	to present: presenteren
popularity: populariteit	
a pressrelease: een persbericht	
PR strategy: PR strategie	
promotion: promotie	
promotion tools: promotie middelen	
publicity: publiciteit	
quality: kwaliteit	
quantity: hoeveelheid	
questionnaire: enquête	



STEP 7. BY THE WAY, HOW'S YOUR ENGLISH GRAMMAR?

Open Nedercom - 'Highfive' on your computer and do chapter 7 and 8 incl. the 'zelftoets'.

Maak eerst de diagnose en breng je kennis in kaart. Het programma geeft je dan een individueel oefenadvies. Wat je al beheerst, hoef je niet te doen. Doe ook de zelftoets.

Diagnose resultaat: 🟢=OK, oefenen aanbevolen 🟡=oefenen noodzakelijk 🔴=oefenen zeer noodzakelijk

Alle oefeningen moeten minimaal voldoende zijn:

Resultaat oefeningen: 🟢+=uitstekend +=goed ✓=voldoende 🟡=bijna voldoende 🔴=onvoldoende

Maak een printscreen van jouw resultaten van hoofdstuk 7.

Nedercom hoofdstuk 7

Woordvolgorde

Ow en gezegde, lv, mv

Plaats en tijd

Bepalingen van onbepaalde tijd

Vragende en ontkennende zinnen

Samentrekkingen

Nedercom hoofdstuk 8

Meervouden, veel/ weinig

 **STEP 8. REFLECTION**

a. What have I learned this year?

b. What was difficult for me?

c. What went right? What went wrong?

d. What will I do differently next year?

e. What grade would you give yourself, on a scale of 1 to 10? Give 2 reasons why.

f. Do you have any tips for the teacher?

