






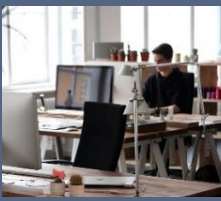
















	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	<p>Guest Speaker: Fraser Doherty – <i>What makes a successful entrepreneur?</i></p> 	<p>How to run a business: The CANVAS model</p> <p>Language to describe and promote products</p>		<p>Calculating and predicting the various costs involved in running a business. Projections & profit and loss</p>	<p>End of week challenge: Presenting prepared business pitches to invited guest panel of investors</p>
	<p>Introduction to the course, class & Weekly Challenge: Pitching a new business</p>  <p>Private guided tour of the City of London financial district</p>	<p>Target Markets and Sales Channels: What to promote to who, and how?</p> 	<p>Conducting market research: Interviewing the public in Russell Square</p> <p>The Pitch: How to be persuasive to potential investors</p> <p>Designing a Questionnaire: What do customers want?</p>	<p>The Pitch: dealing with questions & business pitch preparation</p> 	<p>Feedback and awards</p> 
Week 2	<p>Introduction to Weekly Challenge: A Trade Fair at our adult school at Holland Park to showcase your business</p> <p>Branding: designing your logo</p>	<p>What is company culture? How can positive company culture be identified and encouraged by managers and business owners?</p>	<p>Marketing Strategies and Methods: How does your product fit in the market? How should it be promoted?</p>		<p>Present your business at a trade fair at Holland Park, showcasing your business ideas to our adult business students</p>
	<p>How to use artificial intelligence to better market your product</p> 	<p>Private guided walking tour of Canary Wharf and London Docklands financial districts by official Blue Badge street guide</p> 	<p>Trade Fair: Language and techniques for face-to-face sales. Create a social media page or website for your trade fair presentation</p> 	<p>Business Cultures around the world; how do they differ? Attracting a wider audience: How do things go viral?</p> 	 <p>Closing plenary speech: Charlie Walker – <i>How can you develop perseverance and resilience?</i></p> <p>Graduation ceremony</p>
	<p>Company visit: Visit a real-life company and speak to its Director</p> 				

Young Adults Summer Programme 2024: Global Leaders

This programme is indicative and subject to change

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	<p>Guest Speaker: David Saddington <i>How can young people become agents for positive change in the world?</i></p> 	<p>Environmental Sustainability: How can we combat climate change, protect biodiversity and ensure sustainable development?</p>		<p>Educational Disparities: What is the influence of education on income and opportunities? Case study on girls' access to education in Ghana</p>	<p>Weekly Review Active Citizenship Challenge: Project presentations in front of an invited guest panel Feedback and awards</p>
	<p>Introduction to the Active Citizenship Challenge</p>  <p>Introduction to the UN Sustainability Goals</p>	<p>Guided tour of the Houses of Parliament</p> 	<p>Income: Why and how does income disparity exist?</p> <p>Economic Growth: How can we reduce inequality?</p> <p>Presentations: Openings, hooks and actions</p>	<p>Education: Promoting quality education for all</p> 	
Week 2	<p>Introduction to week 2, and to the Model United Nations and MUN simulation.</p> <p>The structure and language of an MUN simulation: What to prepare and how to do it</p> 	<p>Private guided tour of political street art in Shoreditch, East London: How protest is made through graffiti and other forms of street art.</p> 	<p>Model United Nations: How to write a position paper, opening speech and reach resolutions as a group of international United Nations delegates.</p> <p>Artificial intelligence and the future: How can AI be used to benefit society and make things more equal? What are some of the risks and dangers of AI?</p>	<p>Youth and Unemployment: What are the challenges and societal impacts of youth unemployment, and how can they be overcome locally and globally?</p> 	<p>Model United Nations simulation & role play Closing & feedback from guest panel of invited judges, student reflections, and ending resolution</p> <p>End of Course Graduation Ceremony Closing plenary speech: Lucy Shepherd: <i>What are the secrets of good leadership and teamwork?</i></p>
	 <p>Company visit: Visit a real-life company and speak to its Director</p>	<p>Art as expression: How do people use different art forms as mediums for social commentary? How effective are they?</p>	<p>Task: How can we use technology to rewrite the future?</p> 	<p>Artificial intelligence and jobs: How will robots replace us in the future, and what will be the societal implications?</p>	

Young Adults Summer Programme 2024: Digital Media Innovators

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1 1	<p>Guest Speaker: Nick Corston – About <i>digital media and emerging forms of creative expression</i></p> 	<p>At the British Film Institute</p>			<p>Metaverse, Augmented & Virtual Reality now and in the future: What will be 'real'?</p> <p>Interactive Content: How to make it more effective</p>
	<p>Introduction to the course, study skills & overview of three days at the British Film Institute.</p>  <p>Getting to know the class, the teacher and each other.</p>	<p>Introduction to film & storyboarding. Producing a film on a limited budget, casting and location</p> 	<p>The Shoot: Lighting, set up and framing your shot. Shooting your video in London.</p> 	<p>Post-production techniques for editing sound and picture. Screenings at the British Film Institute and awards</p> 	
Week 2 2	<p>Introduction to Week 2, and to the weekly theme of digital citizenship. Understanding your digital footprint: Does it really matter?</p> 	<p>User-generated content: What's the appeal of user-generated content on apps like TikTok?</p> 	<p>Artificial Intelligence & Content Creation: What are the implications for digital creators?</p> <p>Streaming wars: What is the future of commercial content delivery, and how can it be leveraged?</p> <p>Digital Media Challenge preparation</p> 	 <p>Regulation of Big Tech: How can we regulate social media without censorship? What responsibilities does 'Big Tech' have?</p> <p>Social Media & Mental Health: Is social media good for you? Task: Creating a code of conduct about online use</p>	<p>End of week challenge: Debate on digital media and responsible citizenship</p>  <p>Closing plenary speech: David Hyner – <i>Raising aspirations & motivational goal setting</i></p> <p>Graduation ceremony</p>
	<p>How to be a good digital citizen. What is your digital footprint, and how to manage it?</p>  <p>Premier movie screening at London IMAX or Odeon Leicester Square cinema</p>	<p>The Disinformation age: What is fake news and how to spot it? Task: Fact-checking a news story; what's true?</p>			