

Teacher guide

Skills/attitudes/attributes

Team working/communicating/planning and organising/problem solving/financial understanding/negotiating/creating and designing/decision making/leadership.

Method

The students work together in mixed gender teams to plan a Rock Festival. This simulation can be delivered as a class size exercise or a whole year exercise. The final Rock Festival presentation event could form an entertaining learning experience for other years in the school or invited primary feeder schools. They could be further involved by being invited to vote for their favourite team at the final presentation.

Ice breaker/Start-up activity

This activity is designed to get the students enthusing about the activity and thinking about the popular music industry. If there is to be a final presentation from each group this activity provides a live presentation by the group when they showcase their Rock Festival plans to make it a lively and fun event.

Task

- Create a living pop idol using the dressing up materials provided
- Agree a name for your pop idol
- Design a web page to promote your pop idol's image and CD's

Rock Festival

This activity is a group planning exercise in which the students plan a Rock Festival to be held in a local open space.

Task 1 – Festival planning

- Decide when and where the festival will take place
- Agree what activities there will be in order to keep everyone happy and entertained
- Agree roles and responsibilities for the group
- Plan the layout of the site and the facilities that will be provided
- Agree the type of music that will be performed
- Agree the acts who will be invited to perform
- Plan the catering arrangements

Task 2 – Budgeting

- Consider how the start up capital (£100,000) could be allocated
- Agree the facilities that can be provided with the marketing and planning personnel
- Agree the pricing for the event with the planning personnel
- Work out the estimated sales targets required from all contributors in order to make a profit
- Make sure that Health and Safety requirements for customers, staff and performers have been adequately covered
- Agree the budget with the planning personnel

Task 3 – Marketing

- Discuss and agree the facilities that can be provided with the budgeting and planning personnel
- Discuss and agree the pricing for the event with the budgeting and planning personnel
- Decide how the festival will be promoted to meet the agreed targets for sales and achieve the desired profit

Task 4 – Final presentation

- Discuss what form the final presentation will take and how it will showcase your creativity, innovation and planning skills
- Consider how you will influence the judges
- Agree who will do what during the presentation
- Agree what resources you will need for your presentation and where you will find them