

Delivery notes

Main activity: Magic marketers

50–60 minutes

Introduction:

Pupils are asked to choose a client to promote, create a sales pitch for sponsorship and present their pitch to a 'Lion's lair' panel of their peers for approval.

Learning outcomes:

Pupils will be able to:

- plan, script and deliver an effective piece of persuasion in the form of a sales pitch
- use the language and features of persuasion
- confidently participate in and evaluate the effectiveness of a persuasive presentation.

Resources required:

- Hall or classroom set up for presentation to a panel
- Non-fiction books about other countries and about sports if available
- Video cameras (optional)
- A3 paper and pens
- Props such as flipchart/pointer
- Smart clothes (optional)
- A selection of art materials for mood board creation

Downloads:

- **Script planning grid activity sheet**

Delivery notes:**Step 1:**

Introduce pupils to their challenge. Perhaps set up the presentation area in advance and deliver their task as a TV-style challenge complete with a volunteer camera crew. Organise pupils into small groups of two or three.

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Main activity: Magic marketers**Step 2:**

Pupils are asked to invent and choose a client to promote (this could be a football or other sports team/music group/entertainment act etc.) Use A3 paper as a focus to encourage pupils to brainstorm a description of their clients and build a picture of their talents, skills and positive attributes.

Step 3:

Using the **Script planning grid activity sheet** as a guide, encourage the groups to script a sales pitch using persuasive language and techniques from the starter activities to present to a panel of peers (Lion's lair) to try to obtain sponsorship. Discuss with pupils what is meant by sponsorship and why their clients might need to be sponsored.

Step 4:

Pupils should use the script to practise and then present their pitch to a panel of their peers. For each group, a different panel of peers can be chosen from the class, each with a different persona (the scary lion/the friendly lion/the encouraging lion etc). Pupils could choose and discuss what these characteristics might be.

Step 5:

After each presentation, have a whole-class discussion. Encourage feedback. Pupils can consider the effectiveness of each presentation in the form of 3 x WWW (what worked wells...) and 1 x EBI (even better if...) as a framework for oral evaluation.

And of course, finally, decide whether the pitch was successful! Can they have that all important sponsorship?

Additional guidance:**Global community of sport display**

You may want to use this pack as a focus for whole class/school display about the global community of sport bringing together all the work completed and illustrating it with maps and images of the countries researched.

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As part of their task, pupils might like to plan and design brand ideas to promote their client – these can be presented as a mood board to aid their presentation (they may include styling/shirt design/logos/slogans etc.).

Written persuasion

As a follow on activity, pupils could redraft and edit their scripts to present in written form. Alternatively, they could transfer their ideas into a different form of persuasion such as a persuasive letter to a potential sponsor.