

THE APPRENTICE ENTERPRISE COMPETITION

Pupil Workbook



WIN

Enter now and your
school could see their
winning campaign
advertised across
Manchester Airport
and on the
radio!



COMPETITION MARKING CRITERIA

CATEGORY	4 - Excellent	3 - Good	2 – Improvement needed	1 – Not good
Coverage of the topic – Safety in the Sun	Details on the poster capture the important information about the topic and increase the audiences understanding.	Details on the poster include important information but the audience may need more information to understand fully.	Details on the poster relate to the topic but are too general or incomplete. The audience needs more information to understand.	Details on the poster have little or nothing to do with the main topic.
Use of images/graphics	All images are related to the topic and make it very easy to understand.	Most images are related to the topic and most make it easier to understand.	Some images relate to the topic.	Images do not relate to the topic.
Organization	Information is very organized with clear titles are subheadings.	Information is organized with titles and subheadings.	Information needs better structure.	The information appears to be disorganised.
Layout and design	All information on the poster is in focus and can be easily viewed and identified from 6ft away.	Most of the information on the poster is in focus and the content easily viewed and identified from 6ft away.	Some of the information on the poster is in focus and the content is easily viewed and identified from 4ft away.	The information on the poster is unclear or too small.
Sources	All sources (information and graphics) are accurately documented.	Most sources (information and graphics) are accurately documented, but there are a few errors in the format.	Some sources (information and graphics) are documented, but information is incomplete or many are not in the desired format.	Sources are not accurately documented.
Mechanics	No grammatical, spelling or punctuation errors.	Almost no grammatical, spelling or punctuation errors.	A few grammatical, spelling, or punctuation errors.	Many grammatical, spelling, or punctuation errors.
Radio Advert	Original idea and catches the attention of the listener. Key message is very clear. Expressive and creative voices and/or music are used throughout.	Good idea. Key message is clear. Some expressive and creative voices and/or music are used at times.	Idea is lacking originality and struggles to catch the attention of the listener. Key message is not very clear. No voices or music used.	Idea is not original. The key message is not clear at all. No voices or music used.
Presentation	The presentation was the appropriate length. It did not seem hurried or too slow. The group spoke clearly and distinctly and established eye contact with the audience.	The presentation was the appropriate length but seemed slightly hurried or too slow. The group spoke clearly most of the time and established eye contact with the audience.	The presentation was the appropriate length but seemed very hurried or too slow. The group spoke clearly and distinctly only some of the time and/or establishes little eye contact with the audience.	The presentation was too long or too short. The group did not speak clearly most of the time and established little eye contact with the audience.

COMPETITION MARKING CRITERIA

Shortlisted Group Submission Form (1 per school)

School Name: _____

Teacher Name: _____

Team Name: _____

Pupil Names: 1.

(max 6)

2.

3.

4.

5.

6.

Check List

Poster

☐

Radio Advert (on usb or sent in advance via email)

☐

Any other supporting material

☐

The shortlisted group must submit their entries and present it to the Airport Bosses on the 8th July 2019 at Manchester Airport.

WORKSHEET – MY SUN DIARY



What was the weather like this week?

What did you do to protect yourself today?

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

LESSON 1 – WELCOME & TEAMWORK

During this competition you will be working in teams. Teamwork is the key factor to success.
As a group decide what a great team mate...

IS...

DOES...

SAYS...

IS NOT...

LESSON 1 – WELCOME & TEAMWORK

Reliable

Good communicator

Listens to others

Participates

Shares openly and
willingly

Cooperative

LESSON 1 – WELCOME & TEAMWORK

Flexible
Committed
Problem Solver
Respectful
Helpful
Supportive
Creative

LESSON 1 – WELCOME & TEAMWORK

Agree a team name and logo.

OUR TEAM NAME:

.....

OUR TEAM LOGO:

LESSON 1 – **WELCOME & TEAMWORK**

Competition Contract

We are currently in Year 5 or 6 at school.

We are in a group of 6 or less, and have decided on a team name and logo.

We agree to work to the best of our ability, and to work together to design our advertising campaign.

We will design an advertising campaign to fit the theme, Safety in the sun.

We agree to enter our best work into the competition.

We agree to listen to our team mates and our teacher.

We understand that 1 advertising campaign will be selected by our teacher and will be sent to the airport to be judged.

Please sign below;

Team name; _____

LESSON 2 – STAYING SAFE IN THE SUN

ACTIVITY

Draw a picture, or take a photograph of you (or your team mates) being sun MAGnificent!



SUN SAFETY ADVICE

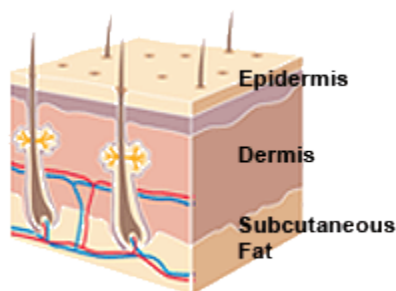
OUR SKIN

Our skin has two protective layers over our whole body.

The epidermis is the thin outer layer of the skin that we can see. This layer is constantly shedding skin cells which are replaced from below. The thickness of this layer can vary, for example it is thicker on the bottom of your foot, but thinner on our eyelid.

The dermis is the thicker inner layer connected to the blood and lymph supply. This layer also contains nerves, sweat glands and hair follicles.

Melanocytes, found in the lower epidermis, are cells that produce a pigment called melanin. Melanin production increases when skin is exposed to UV rays, giving the skin a darker colour.



the skin layers, causing changes in the skin that can lead to sunburn, skin damage and eye damage.

You can check the strength of the days UV ratings on the weather forecast. They are usually shown as a number in a triangle. The top number for high levels of UV is 10, which is uncommon in the UK. In the winter UV levels may be as low as 1 or 2. But remember the fairer you are, the higher your burn risk is.

SKIN CANCER

Skin cancer develops when skin cells are damaged by UV rays. Most skin cancers are caused by too much unprotected sun exposure. Many skin cancer can however be prevented.

You are more at risk of skin damage and skin cancer if you have fair skin, lots of moles or freckles, or a family history of skin cancer. But over exposure to UV can be damaging to everyone, which is why we need to take the necessary precautions.

Whilst skin cancer is usually diagnosed when you are older, damage that is caused whilst young can affect your risk of skin cancer in later life.

DID YOU KNOW?

You can still experience sunburn when it is cloudy, UV can travel through cloud.

UV RAYS

Sunlight gives off different types of rays:

- Visible light which we can see.
- Invisible infrared radiation which makes our skin feel warm.
- Ultraviolet radiation which cannot be felt or seen.

It is the ultraviolet radiation that can damage your skin. The UV rays will penetrate deep into

Be skin **MAG**nificent!

M Make sure you always wear **sun cream**, so you don't burn your skin.

A Always **cover up** with a t-shirt, hat and sunglasses.

G Give yourself sometime in the **shade** between 11 and 3, when the sun is at its strongest.



SUN SAFETY ADVICE

SUN CREAM

Sun cream is a vital ingredient to staying safe in the sun. We advise that sun cream is worn by both adults and children when they are outside in the sun, even when it is cloudy.


Children's skin is much more sensitive than adult skin. Children under six months should always be kept out of direct strong sunlight.



When buying sunscreen, the label should have:

- the letters "UVA" in a circle logo and / or at least four-star UVA protection
- a sun protection factor (SPF) of at least 30 to protect against UVB

You must **make sure the sunscreen is not past its expiry date**. (Most sunscreens have an average shelf life of 6 to 12 months so it's important to check this. Some sun protection have a use by date of 24 months so are a great choice for value. Always look for a small 'open pot' symbol on the back of products that will

tell you)  **24M** for example this one shows that the product will be fine to use for 24 months after it's been opened.

Sun cream should be applied to all areas not protected by clothing, such as the face, back of neck, ears, feet and backs of hands.

SWIMMING & SUNSCREEN

Water washes sunscreen off, and the cooling effect of the water can make you think you're not getting burned. Water also reflects ultraviolet (UV) rays, increasing your exposure.

Water-resistant sunscreen is needed if sweating or contact with water is likely.

Sunscreen should be reapplied straight after you've been in water – even if it's "water-resistant" – and after towel drying, sweating or when it may have rubbed off.



SUNGLASSES & PROTECTIVE CLOTHING



It is important to keep our eyes protected from the sun. A day at the beach without proper eye protection can cause a temporary but painful burn to the surface of the eye, similar to sunburn. It is also important to remember to avoid looking directly at the sun, as this can cause permanent eye damage.

Other clothing items can provide sun protection, such as:

- a wide-brimmed hat that shades the face, neck and ears.
- a long-sleeved top.
- trousers or long skirts in close-weave fabrics that do not allow sunlight through.

TIME OF DAY

The sun is at its strongest between 11am and 3pm. It is advised that you should stay out of the sun between these times, and try to play in the shade, for example under a tree, or under a sun umbrella.



WATER

Stay hydrated! It is important that you drink plenty of water when you spend time in the sun. Not drinking enough can cause dizziness, headaches and tiredness.



CAUTION

While every effort has been made to ensure this information is correct, we advise you to speak to your own doctor about any questions you may have regarding sun safety.

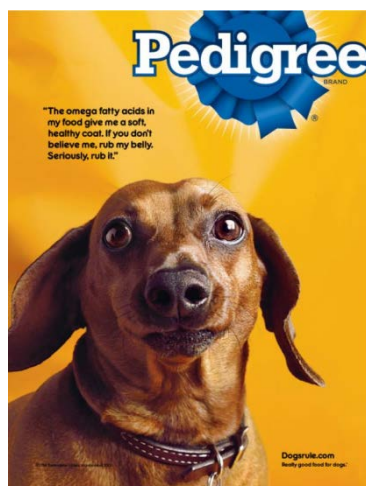
LESSON 3 – THE POWER OF ADVERTISING

INTRODUCTION

One of the ways that businesses get their message across is through advertising. You will see adverts every day in newspapers, magazines, on the internet, TV or radio. A good advert should persuade us to do something, or persuade us to buy a product.

ACTIVITY

1. In your groups, discuss how adverts make you want to buy different products or services.
 - What do you think makes a good advert?
 - How do good adverts make you feel?
 - Which kinds do you prefer (e.g. funny, cool, animated)? Why?
 - Do you like adverts that give you a lot of information?
 - What makes you trust a product or service in an advert?
2. Now look at the adverts below. Discuss in your group what you like/dislike about each.



LESSON 3 – THE POWER OF ADVERTISING

3. Write down how each advert makes you feel, what the advert is trying to tell you, what you like/dislike and identify the key features.
Would you listen to these adverts?

Pedigree.

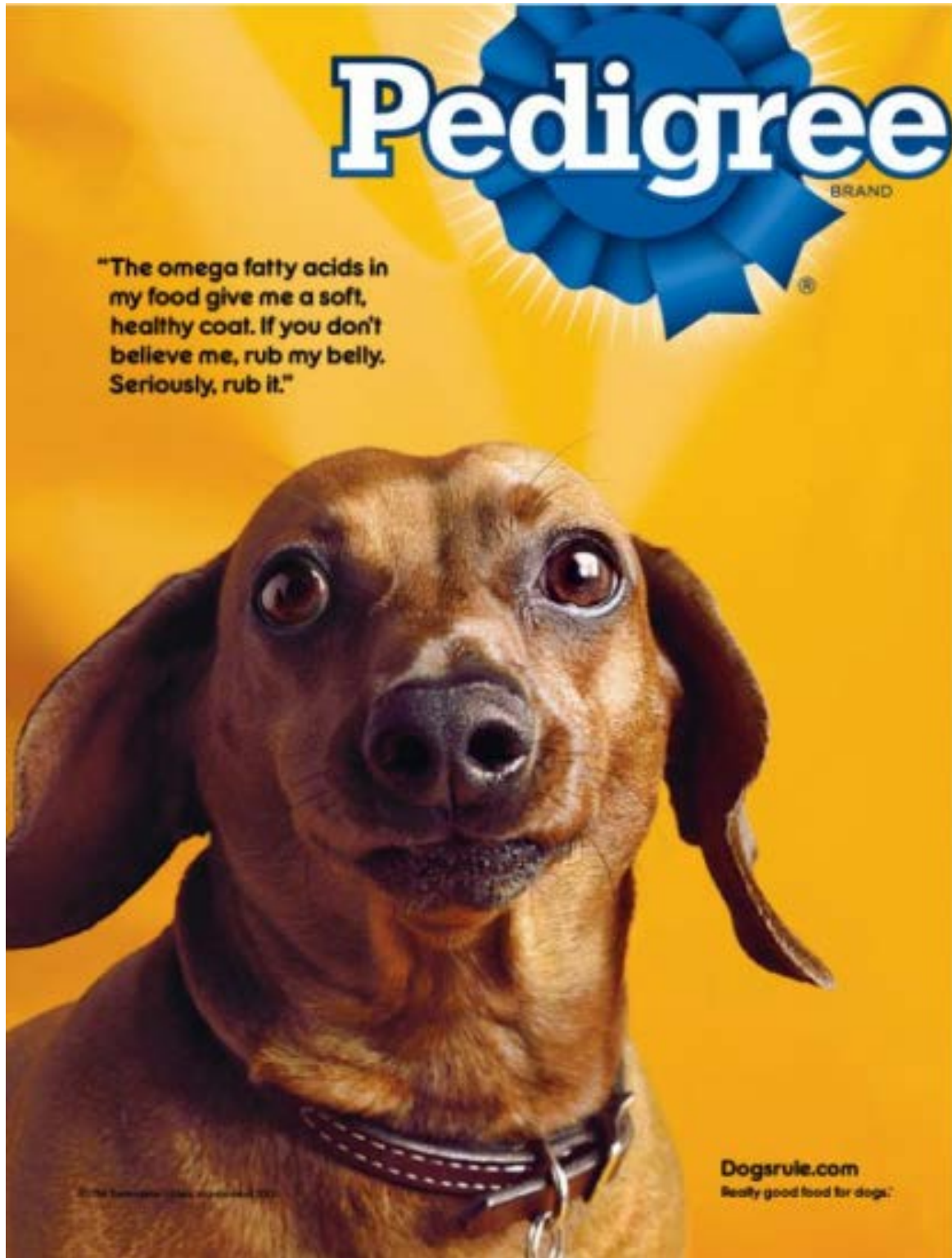
Cancer Research UK:

Aqua fresh toothpaste:

Dr Oetker.

All product names and adverts used are trademarks of their respective owners, which are in no way associated or affiliated with Manchester Airport Group. These trademarks are used solely to identify and observe adverts that are already part of the public domain.

LESSON 3 – THE POWER OF ADVERTISING



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LESSON 3 – THE POWER OF ADVERTISING



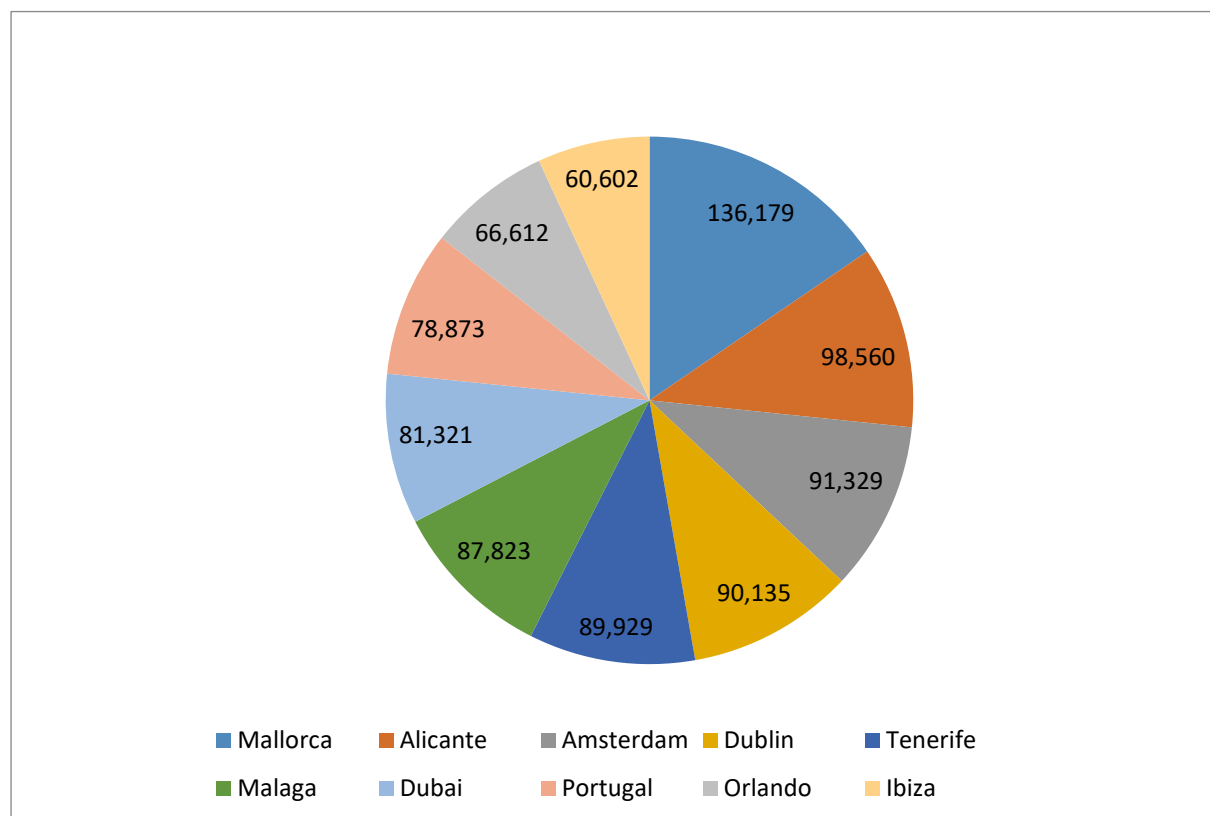
LESSON 4 – KNOW YOUR TARGET AUDIENCE

Your advertising campaign will be seen by the 28 million passengers that travel through Manchester Airport every year. Before you design your campaign, you need to find out what type of people travel through our airport and where they fly to in the summer. This is called market research.

Below is a graph showing 10 of our popular summer destinations.

Can you research how hot these countries are in the summer? Do the locals have any customs e.g siestas, covering up in the dessert, shaded buildings? Write your answers on the next worksheet.

TOP 10 SUMMER DESTINATIONS



LESSON 4 – KNOW YOUR TARGET AUDIENCE

Country name:

Country name:

Country name:

Country name:

Country name:

Country name:

WHAT MAKES A GOOD POSTER?

BE ORIGINAL

Something eye catching that makes the public want to stop and read it. (Colour, pictures, drawings, unusual shapes etc)

HEADLINE

Short

Eye catching

Large font

SUB HEADLINE

Explains more detail but is still brief and to the point

CALL TO ACTION

What do you want the audience to do after seeing the poster? Make the call to action stand out.

SIMPLE

Put one or two basic points on the poster.

ORGANISED

Make your points easy to read and follow.

EASY TO READ

If using more than 5-6 words, use capital and lower case letters rather than only capitals. Capital letters should be used for emphasis or to attract attention.

Plain, simple letters are more readable than fancy letters.

Think about your text and background color. Can you read the words easily from a distance?

SPACED

Space areas between letters adequately. Use 1 ½ letter width between words and 3 letter widths between sentences. Margins should be larger on the bottom and equal on the other 3 sides.

COLOURFUL

Use color for emphasis, variety, and to get and hold attention. But use colors sparingly.



IMAGERY

Clean

Related to the topic - show the key message

Eye catching

Bright and colourful

Less is more

LOGO

Every poster must include the Manchester Airport Logo. (jpg available on the competition website)

You may want to include your schools logo too.

ACCURATE

Spelling and all information should be correct.

PREPARE

Plan ahead and use the planning sheet.



WORK TOGETHER AND COMMUNICATE

USEFUL WEBSITES & RESOURCES

www.airportmedia.com/resources/

Visual examples of airport advertising



CAMPAIGN PLAN

Our message

Our target market

Information that needs to be really clear

Questions to hook reader in

Slogan

Font size/colour/image

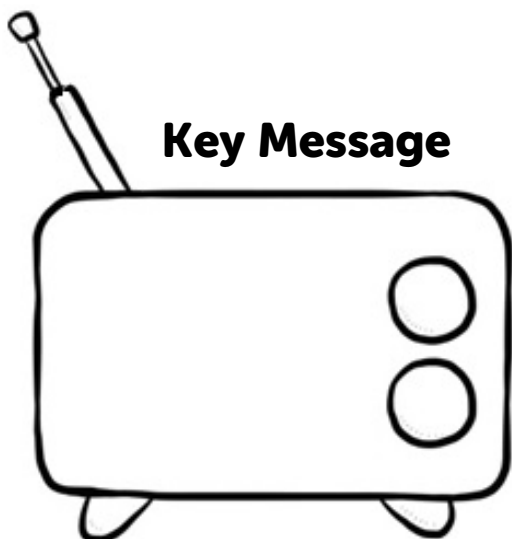
Images

Powerful adjectives I could use

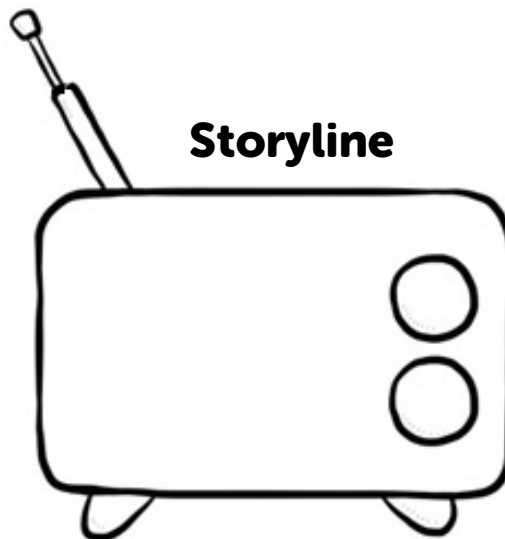
What other methods can you use to persuade your reader to stay safe?

LESSON PLAN 6 – CREATING THE PERFECT RADIO AD

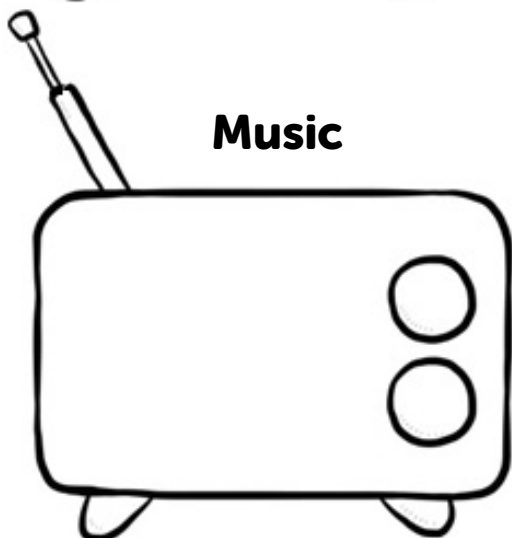
Key Message



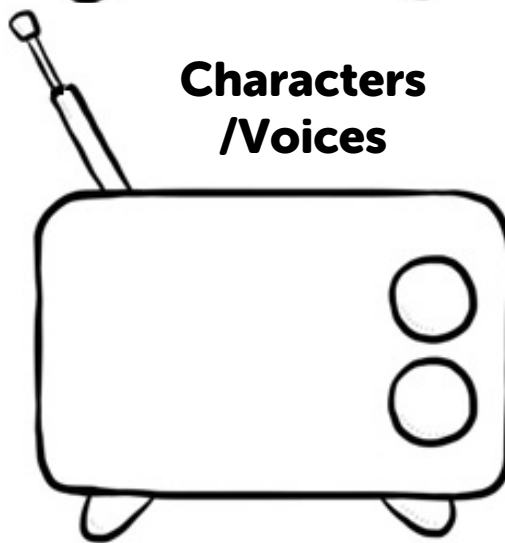
Storyline



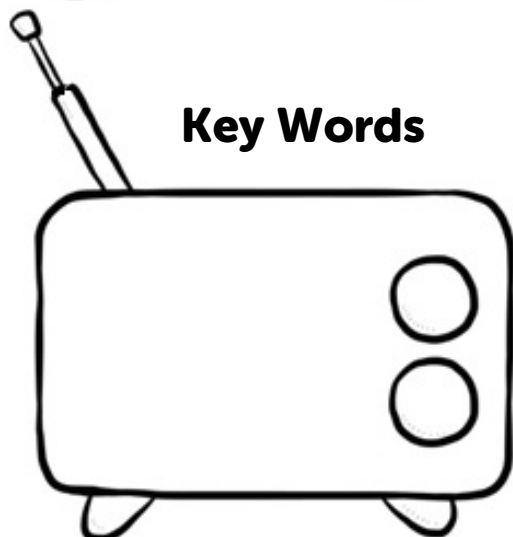
Music



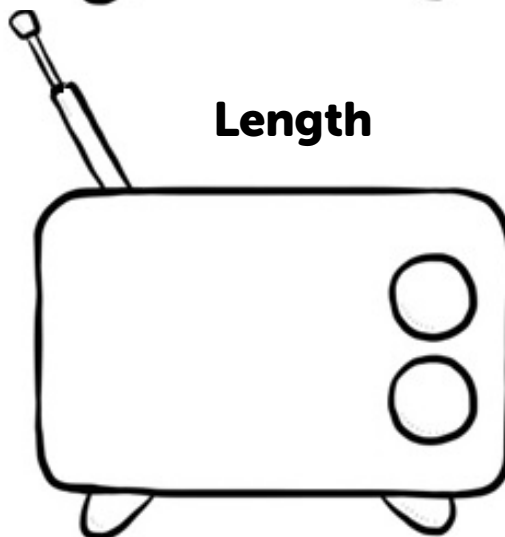
**Characters
/Voices**



Key Words



Length



LESSON PLAN 6 – CREATING THE PERFECT RADIO AD

CAST LIST:

Hint :

Include colons after characters names:

Use brackets () to advise your character how they must say their lines

Remember punctuation ... !!! ??? ,,,



SCRIPT:

Character	Dialogue

LESSON PLAN 6 – CREATING THE PERFECT RADIO AD

[illegible]

WHAT MAKES A GOOD RADIO ADVERT?

PREPARE

Plan ahead, using the planning sheet.



WORK TOGETHER AND COMMUNICATE

Ad – Mixture of voice and music that promotes a product, idea or event.

DID YOU KNOW?

The youngest radio presenter is Kimberley Perez (b. 20 February 1998) who hosts a radio show every Saturday in America. She started when she was 5 years old. She began radio presenting by accidentally broadcasting on the air, aged 4!

ORIGINAL

Something that will catch the public's attention when they hear it on the radio.

SIMPLE

What is your key message?

Make sure your script should be clear and simple.

GETTING YOUR AUDIENCE LISTENING

Funny, serious, musical, personal?

LENGTH

Think about length. Radio adverts should only be short. Your advert should run no longer than 30 seconds.

MUSIC

SFX (sound effects)

Do you need SFX? What pictures are you trying to paint in the listener's mind?

Do you need any music or instruments? How do you want the listener to feel? Does the music reflect that?

Make sure that your music is not copyrighted. For music that is not copyrighted you may want to visit websites like;
www.bensound.com/

VOICES

Do you have a storyline? If so what characters do you have? How do they speak?



PRACTISE, PRACTISE, PRACTISE!

EVALUATE

Ask your classmates to listen to your advert. Ask them for their honest advice. What do they like and what you can improve on?

DID YOU KNOW?

In 1922, New York's radio station, WEAJ broadcast the first, paid radio advert. It was to advertise a new block of apartments.

PITCHING YOUR CAMPAIGN

Watch Video 7

INTRODUCTIONS

Make sure you introduce yourselves; your school, your names, your team name and the role you played in the competition.

Give each boss a copy of your poster and any other materials that you have to support your competition entry.

You may use a power point presentation to help you.

DID YOU KNOW?

Steve Jobs (Founder of Apple) used to spend 2 days preparing for his presentations and product launches!

KEEP IT SIMPLE

As you prepare for your presentation, you need to bear in mind what the audience needs and wants to know.

- 1. How did you work as a team?**
Who played what role?
- 2. What is your key message?**
Why is this message important?
- 3. Did you do any research?**
- 4. Who is your target audience?**
- 5. How did you create your poster and radio advert, and why did you make these choices?**

START STRONG

The beginning of your presentation is crucial. Grab your audience's attention and hold it.

CONNECT WITH YOUR AUDIENCE

It is hard to be relaxed when you are nervous. The best way to connect with your audience is to.... **SHOW YOUR PASSION** Show the bosses that you are passionate about the project and that you are proud of your work.

BE HONEST

If something was difficult, tell us. If something went wrong, tell us. If you enjoyed something, tell us.

SMILE AND MAKE EYE CONTACT WITH YOUR AUDIENCE.

This builds rapport, which helps the audience to connect with you and your subject. It also helps you feel less nervous, because you are talking to individuals, not to a great mass of unknown people.

PRACTISE, PRACTISE, PRACTISE!

YOUR PRESENTATION MUST LAST NO MORE THAN 5 MINUTES.



AT THE END, ASK ANY QUESTIONS THAT THE BOSSES HAVE.

