

## ACTIVITY 3 – GROUP PLANNING EXERCISE

### Tutor Guidance

#### Learning Outcomes

By the end of the activity students will be able to:

- Identify and undertake a team planning activity
- Work with their team to undertake a peer review survey
- Identify how their group's performance could have been improved
- Identify and evaluate their own contribution to the team-work

#### Skills being used

##### THEME 1 - PERSONAL GROWTH AND DEVELOPMENT

1.1 Self awareness

##### THEME 2 - COMMUNICATION

2.1 Verbal communication

##### THEME 3 - PLANNING AND ORGANISING

3.1 Planning and organising

3.2 Teamwork

3.4 Developing professionalism

3.6 Time management

##### THEME 4 - PROBLEM SOLVING

4.3 Decision-making

4.4 Negotiating and persuading

4.5 Creativity

4.6 Flexibility

#### How long does it take?

**Option A** can be undertaken within a single session and we suggest you give students, say, 30 minutes to complete their planning so that they have a sense of working to a deadline. The rest of the tutorial hour can then be used for pitching and reviewing.

**Option B** can also be undertaken within a single session although it is more challenging because it requires more research and a more detailed response. The hour could be split as 40 minutes for planning and 20 minutes for review.

Option A invites students to work in small groups to plan, pitch a campaign and get feedback from the rest of the class. Option B presents a more significant challenge for the students as it invites them to work in small groups to plan an event – **although not one that needs to take place!** A template is provided to help them think about the order in which they do things before, during and after the event. For both options students should complete the review form and be prepared to discuss how things went.

**Starting Points Record:** Ideally you would ask students who have started the **audit in Activity 1** to return to it at the end of this activity and add some more skills and examples as part of their Starting Points Record.

## STUDENT RESOURCE (3.A.1) - OPTION A – Planning and Pitching a Campaign

### Part 1 – planning your campaign

Your group has been asked to design a campaign to promote Brighton as a place to live and work for young people. The people commissioning the campaign have asked a number of groups to present their initial ideas so it's an open competition. Each group has been asked to do the same thing: -

1. Select an image that conveys Brighton and appeals to the target audience.
2. Choose a piece of music to go with the image.
3. Decide on a slogan for the campaign.

### Hints and tips

- Think about other campaigns that you know that are successful for this audience. What makes them a success?
- Keep it simple and focus everything around your audience.
- Think about Brighton as a city. What makes it distinctive as a place to live and work?
- Try to ensure that the different elements of your campaign, image, music and slogan work together.

### Part 2 - Pitching your campaign

Once you have completed this you need to agree a simple presentation or pitch to explain your campaign to the judges (the rest of the people on your course) who will score your proposal and decide on the winner. Your presentation is to be very short and last no more than 2 minutes.

### Hints and tips

- Good ideas and campaigns also need to be clearly presented. You don't want to undo all the creative work by presenting badly.
- Who in the group should do the presentation?
- What is innovative about your campaign?
- How does it appeal to the target audience?
- Why should they choose your group to do the work?

## STUDENT RESOURCE (3.A.2) - OPTION A – Planning and Pitching a Campaign

### Scorecard

Campaign to promote Brighton as a place to live and work for young people

You are part of the judging panel who will hear a series of pitches from groups who want to work on this new campaign. They will present their ideas for just two minutes and you have to score them on the table below. They have been asked to provide an image, some music and a slogan for the campaign. You are scoring each of these as well as judging how well you thought they presented their ideas to you.

Mark each area from 1 to 5 with 5 being great and 1 being no good at all. 3 is therefore an average score which means you think it is alright.

Your name .....

|              | Group 1 | Group 2 | Group 3 | Group 4 | Group 5 | Group 6 |
|--------------|---------|---------|---------|---------|---------|---------|
| Image        |         |         |         |         |         |         |
| Music        |         |         |         |         |         |         |
| Slogan       |         |         |         |         |         |         |
| Presentation |         |         |         |         |         |         |
| Total        |         |         |         |         |         |         |

Remember you are deciding whether or not they get the work.

## STUDENT RESOURCE (3.B.1) - OPTION B – Planning an event

Your tutor has suggested that it might be a good to invite a local employer to talk about what they look for when recruiting new staff. But they have gone one step further and suggested it is your job to plan the event! They have suggested that Phil Jones CEO of Wired Sussex would be a good candidate to talk about this. His organisation represents the digital industries in Brighton. The event that will last for one hour will be held in three months time.

You are doing this in a small group of 4 or 5.

### Your task

Your task is to draw up a plan of things you have to do *before, during and after the event*. This can take the form of a list but must cover everything – use the **template provided** if that's helpful. You must use the Action Planning template to enter the finished version of your plan. **You have 45 minutes to complete this task.**

You might want to consider the following: -

- What are the most important things you need to decide?
- Will what you do in the different stages **before, during** and **after** the event?
- How can you make sure you are on track to deliver the event?

You will be exchanging your action plan with another group and you will be given a chance to review and comment on their plan using the feedback sheet.

## STUDENT RESOURCE (3.B.2) – OPTION B – Planning an Event



## STUDENT RESOURCE (3.1) - OPTIONS A & B – Review Form

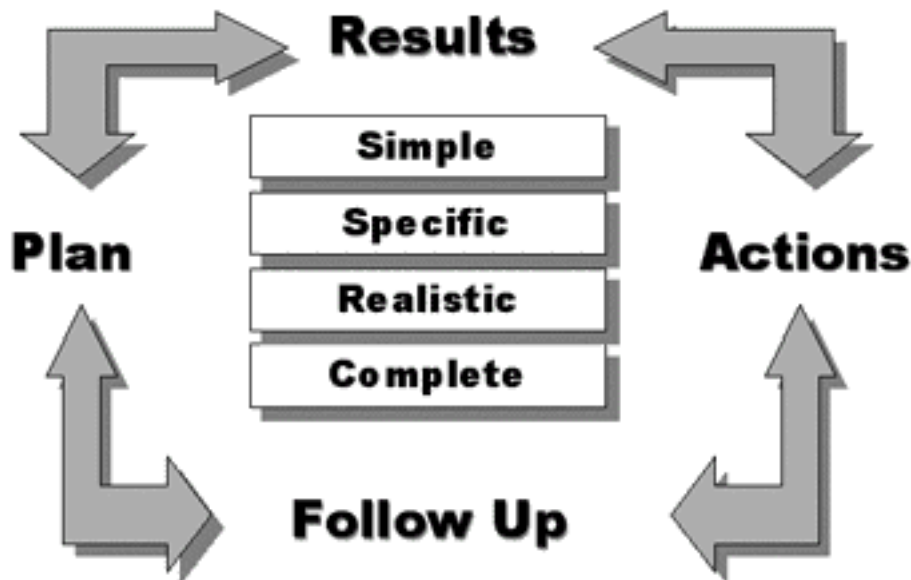
### Review form

Complete this review in your groups of 4 or 5

You have completed a task that asked you to plan a campaign or an event. Planning is key to most of the things we do in college, work and everyday life.

Yet is a skill that many of us find difficult to learn. Often it is easier to simply rush ahead and get things done. That might be easy if we are doing simple things on our own but in many cases we are working with others and the task is more difficult. Developing a good plan is more than just doing a list. Sometimes it is about how you present your ideas verbally or in writing. It is also about how you organise yourselves. So the important thing to remember is.....

Planning is a process, not just a plan



In your group just list 5 things that will help you become better at planning:-

- 1.
- 2.
- 3.
- 4.
- 5.