



The Phoenix Partnership (East) Ltd

The Promotion Company

This activity satisfies a number of the elements of the QCA Economic wellbeing 11-19: career, work-related learning and enterprise framework.

- No. 1 Recognise, develop and apply their skills for enterprise and employability.
- No. 5 Learn from contact with people who work
- No. 6 Learn about how and why businesses operate.
- No. 7 Learn about working practices and environments.
- No. 8 Undertake tasks and activities set in work contexts.
- No. 9 Engage with ideas, challenges and applications from the business world.

The Promotion Company allows students to gain an insight into how the music promotions industry works. They look at advertising both in magazines and radio and financing of the campaigns and a band tour.



Objectives of the game:

1. To promote an enterprise culture amongst young people.
2. To give students the opportunity of learning about real business strategies.
3. To provide an opportunity for students to meet and work with people from a business background.
4. To develop skills in communication and team building.
5. To support learning in a fun way.

Suggested Year group: Years 7, 8, 9, 10, 11, 12 or 13
Number of students: Min 20, max 150
Suggested time needed: All day programme

For information about this and other programmes The Phoenix Partnership (East) can offer call 01268 249799 or email contactus@tpe.org