BUTTI STAGE 5 14-16 THE CLOCK IS TICKING!

OBJECTIVES AND OUTCOMES

By the end of Stage 5 students will:

- Have a final campaign draft to implement a real life campaign
- Have incorporated all the key research and creative elements needed for an effective campaign in the real world

For homework, students worked in their teams on their own campaigns. Now they really have to focus on linking what they have been learning about with the topic of litter or, rather, not littering.

STAGE 5 COMPRISES ONE ACTIVITY

Print off copies for each student of:

Plan a presentation

1. Final thoughts

PREPARATION

Remind them about the research they undertook into the attitudes towards littering by different audiences.

Now is the time to link ideas with outcomes.

ACTIVITY 1

FINAL THOUGHS

Timings: 50+ mins for all students

Each project group must review and agree all elements of their Campaign Brief, making sure that it addresses all the key elements:

- Littering problem which needs to be addressed
- How to encourage people to dispose of litter responsibly
- The message of the Campaign is it clear and concise?
- Does the Campaign have strong creative concepts?
- Has the budget been successfully managed?
- Will the Campaign prove memorable?

Monitor progress and provide suggestions, resources and support as individually required Get your stop watch out! Each group's Head of Digital has two minutes to beat the stopwatch and give a brief update (without giving away any secrets!) on the progress of the work on their group's campaign.

HOMEWORK

Prepare for presentations

Each group must meet to finalise details on their campaign ready for the great unveiling. The *Plan a Presentation* sheet will help with this process.

PLAN A PRESENTATION

Use the table below to help plan your team's presentation. Write your aims above each box and plan your major points in each box. Each member of your team should plan their own sections then come together to review your whole presentation. Don't forget to rehearse!

Name:		
Job Title:		
Team Name:		
Aims of presentation:		

Order of presentation:

Action	Action
[
Action	Action
Action	Action

Before anything else, preparation is the key to success.

Alexander Graham Bell