

BUSINESS LANGUAGE CHAMPIONS

a project supported by the DCSF through CILT



Business Language Champions:

- Frederic Limousin, General Manager, Novotel Leeds
- Richard Dunn, Partner, Identity Creation for Business
- Andrea Brayford, ex-Fashion Designer, John Leggott College



Business Language Champion Education Partners:

- Selby High School - The Snaith School - Brayton College
- Sherburn High School - Barlby High School



Eurofest Trade Show to become annual event

Following the resounding success of this year's Eurofest 2008, the event is to become an annual fixture. The simulated International Trade Fair was hosted at Selby College in June 2008. Students from five schools designed and created more than twenty international trade stalls selling a variety of wares and services ranging from wooden products to food to specialist dress hire and tourism information.



Buyers were represented by Business Language Champion company personnel, governors and parents and friends of Selby College and the Town Twinning Committee.

Staff and students from Hull University, 'Routes Into Languages' programme provided additional input with a presentation and student mentors.

North Yorkshire Business Education Partnership was responsible for coordinating and managing the event on the day and the RLNYH helped with engaging Business Language Champion employers as guest speakers and as experienced business negotiators to try out the student's international selling skills.

Jennifer Shaw-Wright, mayor of Selby officially opened the trading after 120 local students listened attentively to key business messages about the value of language skills for employment, enterprise and international competitiveness.

Business Language Champion, Frederic Limousin, General Manager of Novotel Leeds told students that *"languages give candidates a competitive*

advantage in the hospitality industry and are as essential as a PC or a mobile telephone for communications." Richard Dunn, Partner at Identity Creation for Business and a new Business Language Champion for 2008 urged students to be aware of the increasingly competitive trading environment students can look forward to in an enlarged Europe and the need to be conversant in other languages.

Andrea Brayford from John Leggott College inspired students with stories about her international experience in the fashion industry and emphasized how crucial languages had been for her career in opening up opportunities.

Trading at Eurofest was fast and busy as students competed for a range of prizes including 'best use of language', 'customer care excellence', 'creativity' and 'selling techniques'.

Overall winners of the day across categories were Brayton College students but after the frenetic half hour of trading had ceased it was agreed that all students had performed exceptionally well with some startling examples of innovation, effort and language competence.

Students reflecting on their Eurofest experience said, *"It was really good to actually speak in another language outside school. It was hard and complicated and challenging but that's how you get better at speaking and get rewarded."*