

TRAINER'S MATERIALS

MODULE: COMMUNICATION KIT

TOPIC 1: ASSES THE IMPACT OF COMMUNICATION

THE SET OF EXERCISES FOR THE TRAINING SESSION

DURATION OF THE SESSION: 120 MINUTES

Time	Table of content	Exercises
10'	Introduction to the training	<i>No exercises for this part</i>
20'	Topic presentation	<i>Presentation of the topic to be displayed in ppt – (attachment) / or video /</i>
45'	Role Play Game	<i>Case study for group 1 Case study for group 2 Case study for group 3</i>
40'	Creating a poster for the project	<i>Table to be completed</i>
5'	Summary of the session	<i>No exercises for this part</i>

ACTIVITY 1 - ROLE PLAY

Create three groups to optimize the activity and select the next characters:

- Speakers (2 people)
- Evaluators (the other members of the group)

Speakers should have to prepare a plan to convince the evaluators about supporting a project. Remember to analyse the case before starting your speech (Who is the target group? Which impact are we looking for? Why are partners important for the project? ...?). You can have a look at the participant's book to prepare a perfect speech.

Evaluators will be given a table to provide a mark to the speakers. At the end they will reach an agreement to decide if they want (or not) to support the project.

Each group has an specific case:

- GROUP 1

PROJECT NAME: USING A NEW SOFTWARE TO HELP STUDENTS IN MATHEMATICS AND SCIENCE.

Speakers: You can decide what's the software about (creating visual content, helping to make difficult calculations,...). Then decide the target group and choose different ways and channels to communicate the message. Prepare a 7 minute speech to convince the evaluators.

Evaluators: Fill the gaps of the table given

- GROUP 2

PROJECT NAME: USE ROBOTS TO HELP PEOPLE FOUND WHERE THEY SHOULD GO ON HOSPITALS. (SHOWING A MAP, SCANNING A CODE TO DISCOVER WHERE IS THE DEPARTMENT THEY NEED TO GO,...)

Speakers: Decide the target group and choose different ways and channels to communicate the message. Prepare a 7 minute speech to convince the evaluators.

Evaluators: Fill the gaps of the table given

- GROUP 3

PROJECT NAME: USE INTERACTIVE SPECIAL TOYS IN KINDERGARTEN

Speakers: You can choose why these toys are special (material, technology,...). Decide the target group and choose different ways and channels to communicate the message. Prepare a 7 minute speech to convince the evaluators.

Evaluators: Fill the gaps of the table given

EVALUATORS TABLE

Give a mark from 1 to 10 in each part

They have identified the target group	
They have been talking about the objectives	
They have been talking about the project	
They have a good posture	
They have a good tone voice	
They are going to use social media to share the project	
They are convinced about their own idea	
They explain it clearly	
They convinced the evaluators	
Will you support the project	YES/NO

Now talk with the other evaluators to reach an agreement and decide if you want to support the project shown.

ACTIVITY 2 - A POSTER FOR MY PROJECT

In the same groups, design a Poster to share on social networks about your poster. Take into account who will look at it and where you will post it. Then you will have to explain it to the other groups.

You can use any tool to do it. Canva is a free online platform where you can find many resources to do it.