

Aim

To hold a meeting to present and discuss a new technological product with a view to a) convincing your Managing Director to give the go-ahead for the project and b) attracting potential investors to provide financial backing for the project.

Situation

Your company develops and manufactures cutting-edge technology products*. The Research and Development team has come up with an idea for a new product. The Marketing team has worked out a marketing strategy for the product. It is now time for them to meet with the Managing Director to present their ideas and get his/her approval. As a young company, you are also going to need extra financial backing, so the MD has invited a potential investor to the meeting.

** Your group can decide what sort of products your company makes. The products can be something real or products you and your group have invented (e.g., a new virtual-reality game, a new type of renewable energy, an app, a vehicle...). Be creative!!!!*

Task (for 2nd December)

Form 5 groups of 4 students. Each member of the group must play one of the 4 roles below:

Research & Development manager: You must present the product that your team has developed. What is it? How does it work? What is it made of? What are its features and benefits? Be prepared to answer your MD's and the investor's questions on technical aspects of your product.

Marketing manager: You must present the marketing strategy that your team has decided on. Have you done any market research? What are your target consumer groups? How and where will you advertise? What will your slogan be? Be prepared to answer your MD's and the investor's questions on the marketing strategy for the product.

Managing Director: You are keen to establish your company's reputation as a leader in innovative hi-tech products and therefore welcome creative suggestions. However, in this highly competitive market it is crucial to ensure that the new product really is viable, as mistakes can be costly. You will need to question your R & D and Marketing managers carefully to make sure there are no defects in their product or strategy. You are also dependent on support from the investor, so make sure that his/her opinions are heard by your Development and Marketing teams.

Investor: You are passionate about the hi-tech industry and are constantly looking for new ideas to back. However, not all products you have invested in have been worthwhile. Several ideas have flopped, owing to technical drawbacks or inappropriate marketing strategy. Express any doubts you may have about the product and its marketing strategy and offer creative suggestions. Are you prepared to invest in this idea?

Role-play the meeting. Your meeting must last 17-20 mins maximum, with speaking time shared equally between participants. At the end of the meeting, the MD must decide whether or not to give the go-ahead to the project and must allocate tasks to the different teams according to this decision.

Assessment

Students will be given an individual mark for their performance, according to the following criteria:

Task management: Do you fulfil the requirements of the task and your role? (5 points)

Language: Do you demonstrate a wide range of vocabulary specific to the subject and your role? Are you grammatically accurate? Do you speak fluently? Is your pronunciation correct? (10 points)

Interaction: Do you react to other participants' questions and comments effectively (or do you just recite your role and then keep quiet!)? (5 points)