

4.15

Business Builder
Teacher Resource Series

A public relations problem

Teacher's Notes

AIM

To practise chairing and participating in meetings in the context of a meeting about dealing with a public relations crisis.

TIME

40–50 minutes

PREPARATION

Make one copy of the worksheet for each student in the class.

PROCEDURE

- 1 Read out from the worksheet the first paragraph in the box. Let the students react and elicit a few issues that they might have to discuss (e.g. see role notes on worksheet).
- 2 (Option) Consider whether you need to re-elicite any language that you have recently worked on in class. Consider also whether you need to re-elicite any language for the chairperson (see stage 1 of Teachers Notes for worksheet 4.12). Leave these phrases on the board for the students to refer to in the meeting.
- 3 Give out a copy of the worksheet to every student. Read the information in the box again and refer to **section A**. Ask students to choose their roles (see box below if you do not have six students). Allow a few minutes for students to read their own role-notes and think about what they are going to say. Circulate, helping with vocabulary.
- 4 Refer to **section B**. If necessary, explain that you are 'invisible' and they should deal with anything that happens in the meeting on their own, as they would in real life. You might occasionally supply a word but apart from that they should ignore you. Start the activity, sit away from the students, and make a note of good/bad language use.
- 5 Hold a short feedback slot.

Using the role-play with different numbers of students

- 7+ students: Divide the class into more than one group. Students with the same role should prepare together first.
- 6 students: Use the roles as given on the worksheet.
- 5 students: Combine the two marketing roles.
- 4 students: Combine the two marketing roles. Also, the President represents the views of the Finance Director.
- 3 students: Do not divide roles, instead all three students can comment on anything. The role-notes are 'memos' from people in the various departments and can be read by everyone. Do still choose a President to chair the meeting.
- 2 students: As for 3 students, but without a chair.
- 1:1 lesson: Follow stages 1 and 2 above as normal. Then give the student a few minutes to read the worksheet and prepare some ideas. Ask them to introduce the meeting as chairperson and go through the agenda. Come in yourself as another participant. Record the discussion onto cassette for later feedback and reformulation.