

Duchamp, Quine & Voss – FACT SHEET

Type of business – commercial activity	
Type of company – financial structure	
Location	
Turnover last year	
Gross profits	
Number of employees	
Date of foundation	
Company culture	



MEMO

From: Martine Duchamp
To: All departmental heads
Re: 50th anniversary celebrations

Dear All,

I've got a nice job for you to start the week: deciding how we're going to celebrate the tenth anniversary of the founding of the firm. This is an opportunity to do something for the staff which will show them we appreciate them, and at the same time get a little publicity in the local press. So try and come up with something that will be:

- popular with employees
- newsworthy and good for the image of the company

I'm willing to budget a large amount for this if the right idea comes along. There's also a cash bonus of £500 per member for the team that produces the best idea. So get brainstorming!

Best regards

A handwritten signature in cursive script that reads 'Martine' followed by a period.

Martine

Celebrations

Worksheet

4a

ACTIVITY

Groupwork: speaking

AIM

To brainstorm ideas for celebrating the tenth anniversary of a company and to give a presentation.

GRAMMAR AND FUNCTIONS

Making suggestions, responding

VOCABULARY

commercial activity, location, gross profit, turnover, foundation, company culture, publicity, press, to budget, cash bonus, brainstorm

And in the Teacher's Notes: *law firm, partnership, partner, conference, congress*

PREPARATION

Make one copy of the worksheet for each student.

TIME

25-35 minutes (depending on class size)

PROCEDURE

- 1 Tell the students that they are going to decide how to celebrate the tenth anniversary of a company.
- 2 Give out one worksheet to each student.
- 3 Tell the students they must complete the table at the top of the worksheet with information about the company Duchamp, Quine & Voss. They do this by asking you questions. A set of answers is given below but you could adapt it so that the company conforms more closely to the experiences and situations of the students.

Type of business - commercial activity: a law firm, specialising in company law, especially cross-border work with the rest of the EU.

Type of company - financial structure: a partnership, the partners being Duchamp, Quine & Voss

Location: The main office is in Bournemouth, a town of 154,000 people on the south coast of England. Bournemouth is a holiday and retirement centre and also one of Britain's premier venues for conferences and congresses. The company also has offices for meetings in central London.

Turnover last year: approximately £3.5m

Gross profits: confidential

Number of employees: 25 plus the partners

Date of foundation: 10 years ago this year

Company culture: young, aggressive

Alternatively, write the information above on cards and give the cards to different students. Students then circulate, completing the table by asking each other questions.

- 4 Ask the students to read the memo.
- 5 Ask them some comprehension checking questions: *Who is Martine? What does she want people to do? What qualities does she want the celebration to have? What's the budget? What bonus is she offering? How much is that in (pesetas)?*
- 6 Divide the students into groups of three or four.
- 7 Tell them that the groups are to compete with each other to come up with the best idea for the celebration. Allow about 10 minutes for discussion.
- 8 At the end of 10 minutes, remind the groups that they have to present their ideas. Write the following plan for the presentation on the board.

- | | |
|---|----------------------------|
| 1 | The problem |
| 2 | Our solution |
| 3 | Advantages of our solution |
| 4 | Summary |
| 5 | Question time |

- 9 Allow 5 minutes more for them to organise their presentations.
- 10 Ask the groups to present their solutions to the class.
- 11 If you have a large class, students can vote for the best solution: each person has one vote which they can cast for any solution other than their own. If you only have a couple of groups, you will have to decide who gets the £500.
- 12 Ask them about celebrations of different events - anniversaries, birthdays, Christmas - in their company/ies.

FOLLOW-UP 1

Students write a press release about the celebration - either the one that was selected as the winner or the suggestion their group made - for the local paper.

FOLLOW-UP 2

Students write a memo to a group which made an unsuccessful proposal, thanking them and explaining why their suggestion was rejected.