

Did you know you're posh?!

by Kathryn Whelan

Posh, modern, big, stylish, impressive, clean, tidy, high-tech, impressive, welcoming, smart, friendly, grand & confusing, good place to work...these are all words used to describe Intel by sixty Year 10 (15-year old) students from Kingsdown School who came to Intel to "conduct business" in French or German in January.

As you can see from some of their quotes, they enjoyed themselves, while sowing the seeds of appreciation of how much languages have business value. Many thanks to all those who helped make the event go so well!

This is the third year that Intel has hosted this event for the language department at Kingsdown School. The event is now also used as part of the Bath University teacher training curriculum, demonstrating how language curriculum can be enhanced by working with local business and technology use. Activities during the days follow preparation of a group project at home and in the classroom, where students invent a product and a company, for which they produce a marketing presentation. In class, the students vote for the best 6 or 7 groups, who go on to visit Intel for the day. The students were encouraged to think of products using technology, and they came up with some fantastic ideas, such as, digital ice-hockey training boots, internet linked microwave ovens and translating sunglasses!



Once at the office, they are in 'France' or 'Germany' and the work day begins with an Intel overview presentation delivered in the language of the day. Then groups use laptops on a wireless network to send an email to a 'potential customer' inviting them to visit their company. The "customers" are Bath University trainee teachers and Intel linguists hidden away in a neighboring conference room.

The customer indicates their interest in the company by an email response, following which the students make a telephone call to finalise travel arrangements, part of the day which is often the most nerve-wracking and the most rewarding for everyone!

Once the 'visitor' arrives, they are offered tea or coffee and spend time in informal conversation over lunch (supported by additional Intel linguists performing the invaluable role of helping to keep the conversation going!), and finally after some tweaking of presentations and getting used to the conference room technology, each group delivers their presentation (one or two had even filmed an advertisement) and an overall winner for each day is selected.

"I was most proud of being able to stand up and talk in front of a large group of people."



Students also start, or finish, the visit by a tour of the Intel product demo rooms, which invariably make quite an impact! The day is good fun, a break from routine for students, teachers and Intel folk, and Intel Swindon should be proud of the ability to make available not only top class facilities, but individuals who are willing to use their skills to help widen teenage horizons, some of whom may never have held, or heard, a conversation in either language outside the classroom, or visited a "real" global business where different languages are used every day.

If you are a French or German speaker, or would be interested in joining the group providing other support for future events, please contact Kathryn.Whelan@Intel.com.

Student quotes:

"The people who work here are very friendly and nice."

"I was surprised how much German I understood."

"I think the venues were very impressive with the big screens and things."

"The day was really good fun."

"I was most proud of being able to stand up and talk in front of a large group of people."

"It was brilliant, I loved it!"

"The home of the future was cool!"

"It was hard having a conversation, as it was awkward, but it was good."

"Thank you for bringing me here to experience this once in a life-time trip."

"Thank you for a wonderful and enlightening day."

"I was most proud of talking some French to the French person. It was the thing I found hardest too."

"I am most proud of thinking about answering questions without using a dictionary."

"Smart, nice people, very accommodating, very clean and professional!"