ACTIVITY 1: LAUNCH PARTY

ACTIVITY 2: INTERVIEWS

OVERVIEW

To announce your pressure group to the world, organise a launch party.

You can incorporate speeches, a presentation and interviews.

You'll be able to publicise the work you've done

You may get others interested in your chosen issue

TASK 8: LAUNCH PARTY

The group has decided to hold a launch party. During the party, several interviews have been scheduled.

ACTIVITY 1: In this activity, students decide who to invite to the launch party.

- **Who's going to be there? You could invite other students and teachers, for example.**
- **Presenting your ideas – you could have short speeches and a presentation.**
- **Will you give out copies of the press release you wrote in Task 6?**
- **Will you give out copies of your Task 7 report?**
- **Do you want to include PowerPoint slides (which could include extracts from your report)**

Decide on a sequence of events and roles for each member of the group. You'll need -
- **a speaker to introduce the event and participants.**
- **a main presentation speaker.**
- **group members to present their own contributions to the project.**

- **How will you open the event? Who is your key speaker?**
- **Can that key speaker hand over to other members of the group?**
- **Will each member of the group participate in presenting your group/slides etc?**
- **Are you able to put up publicity materials around the room/on the board?**
- **Have you got the resources to hand out leaflets/publicity materials to your audience?**

- **All the members of the group should help choose one person to be the introducer and speaker at the start of the launch party.**
- **The group should choose who will speak during the presentation.**
- **Decide which visual aids you have access to / will be using.**
- **Decide how long the opening presentation should be.**
- **Find out if you can have a regular party at the end of the presentation.**

EXPLICS

THE PRESENTATION (REFER BACK TO TASK 5 FOR USEFUL LANGUAGE)

Introduction

- **Try to make the introduction dynamic by 'hooking' the audience with an interesting topic sentence and setting out the main reasons for giving the presentation as well as what's coming up.**
- **The end of the introduction should include a 'reason for listening' – this is usually an indication of how the presentation will end (i.e. the conclusion).**
- **Link to the main part of the presentation.**

Visuals

Including PowerPoint slides will help illustrate the problem you're looking at but remember some key points about using slides –

Audiences respond well to presentation slides but be careful that the slides don't start to dominate – they should support what you're saying not the other way around.

- **Too many slides can be very distracting.**
- **Never include long sentences in slides.**
- **Never read out exactly what a slide says – the audience can read and will get bored.**
- **Instead, include short phrases and talk about the ideas they include.**
- **If you include sections of your report, the audience will be more interested in reading it after you finish.**

After the presentation

Once the presentation has finished, distribute leaflets, copies of your report or whatever else you've prepared and start the party. Or move on to interviews before the party begins.

ACTIVITY 2: INTERVIEWS

In this activity, the interviews which will take place at the launch party are decided and questions / answers are prepared.

Organise a running order for the interviews.

- **Invite particular people to ask questions (you could help them choose their question) - this will help get things started.**
- **Encourage people in the audience to ask questions.**

Make sure some questions have been prepared beforehand.

Think about what the questioner is most likely to ask you.

- **What motivates your passion for / interest in your issue?**
- **How successful you think you can be in changing things?**
- **Why should others be interested in the issue?**
- **What could be achieved if your group is successful?**

IF THE LAUNCH PARTY INCLUDES INVITED GUESTS
Arrange to have your group available for questions. If you can, gather at one end of the room - make an announcement that the interviews are about to begin.

IF THE LAUNCH PARTY DOES NOT INCLUDE INVITED GUESTS
The person who introduced you at the beginning could have a list of questions and act as a host, asking each member of the group to comment on various aspects of the project.

Close the interview session
The person who introduced you should have a short statement prepared to round things off and thank guests.