

Media Press Release for (Paper/Radio station etc)
from (Your name, your school)

“Let’s SELL-ebrate at (Your school’s name)” !

The Student Enterprise Learning Link (SELL) Programme is a three-day practical business education workshop which involves secondary school students forming ‘virtual’ companies, researching and deciding on a product or service, writing up a business plan and then launching it in an oral presentation competition. This week at (your school name) the Young Enterprise Trust brings it’s presenters and resource roadshow to (your town) to present to (how many students) from (your students’ year level/s).

National Director for SELL, Ewan McLeod says “there’s a great amount of goodwill still out there in the business communities, and also in our secondary schools. We are dependent on the generosity of sponsors who have donated \$440,000 to ensure that this programme is able to be delivered to 65 NZ schools from Invercargill to Whangarei in 2010! We also rely on Principals with the vision to see the benefits of this workshop for their students’ learning and engagement, and the teaching staff to co-ordinate and arrange our visit to their school. Then it’s all up to the kids – who, unlike most adults, have “no boundaries’ to their innovative thinking and brainstorming!”

(Your school name) host SELL co-ordinator, (Your name)...your comment e.g. Fred Bloggs , is really looking forward to the return of the SELL workshop. “We’ve been privileged to have this programme in our school for the lastetc

The workshop is delivered by two Young Enterprise Trust staff, both of whom have had practical business experience and high level secondary school management experience. Students are divided into up to ten teams of eight, and using the latest business theories they create a hypothetical product, set up a company and prepare a business strategy to produce and sell the product or service.

On the final day, each team’s business ideas, creations and discoveries go on display at a Dragon’s Den Business Planning Expo. Judges who are local business people, celebrities and Members of Parliament evaluate each team’s presentation and mark them on a range of criteria. An overall winner in the BusinessNZ Planning Experience is identified by the judges with category winners in Innovation, Teamwork, Sustainability, Finance and Marketing also recognised.

“Many of the kids just don’t want it to end!” says Ewan. “It really is a youth business SELL-ebation!!”

For any more info about this programme/media release material:
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