

Peninsula Group Confucius Classroom

Local press:

- ❖ Hosting visits from Chinese partner school;
- ❖ Taking part in SSAT/IOE Summer Study Camp to China
- ❖ HSBC/British Council Mandarin speaking;
- ❖ Chinese New Year celebrations – primary and secondary schools; local Universities; Lord Mayor;
- ❖ Contact, support and advertising from local City Council International Coordinator;



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School/Local community:

- ❖ Set workshops, easy booking and administration.
- ❖ Chinese New Year celebrations;
- ❖ Conference and teaching support by Hanban teachers – circulate the four schools plus their Spoke Schools;
- ❖ Support of government departments;
- ❖ International Business course with Mandarin coming soon to City College Plymouth!;



Me

School/Local community:

- ❖ Showcase event with local secondaries;
- ❖ Support at Open Evenings, Parents Evenings – Chinese buffet, Chinese tea, Chinese workshops;
- ❖ Traditional Chinese Medicine workshops;
- ❖ Support at Christmas fairs;
- ❖ China days, assemblies, taster sessions, dancing dragon workshops;



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Me

Local press:

- ❖ PR and Marketing company;
- ❖ Invite local news paper in – Chinese festivals, school trips, GCSE successes, mentoring of trainee teachers;



Nottingham Evening Press



Me

Hanban teachers/language assistants:

- ❖ Excellent marketing opportunity;
- ❖ Co-ordinate workshops and timetables for maximum impact;



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Me

Marketing:

- ❖ Termly newsletters;
- ❖ Internal emails – Chinese word of the week? New photos, competitions, internal workshops;
- ❖ Assemblies;
- ❖ Local Council - international links;
- ❖ Local university;
- ❖ Blogs, Twitter, Facebook, Weibo, Keek, Instagram;
- ❖ Marketing flyers for local primaries and secondary schools;

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Your turn – think, pair, share

Using the calendar outline, think about a simple but effective activity you could do for each term:

- ❖ What have you been inspired to do?
- ❖ What do you need to plan?
- ❖ How you could market it?
- ❖ Who do you need to contact?
- ❖ Who could help you?


Market yourself

- ❖ Facebook - <https://www.facebook.com/ChineseWithMissJ>;
- ❖ Twitter – @chinesewitmissj, following, retweets, #...;
- ❖ Keek.com;
- ❖ Blogs – wordpress, blogger, blogspot, etc;
- ❖ Weibo;

<https://www.facebook.com/ChineseWithMissJ>



A screenshot of a Facebook post from the user 'Miss J'. The post is titled 'Mobile Booking' and contains text about a service. The interface shows the standard Facebook layout with a navigation bar at the top and a sidebar on the left.



A screenshot of the Facebook 'About' page for the page 'Chinese with Miss J'. The page is set to 'Public' and shows various settings and information. The cover photo features a colorful, festive scene with people in traditional Chinese attire.



A screenshot of the Facebook 'Create New Page' wizard. The page name is 'Chinese with Miss J'. The wizard is showing options for 'Develop your page' and 'Connect with people'. The cover photo is the same festive scene as seen in the previous screenshot.



A screenshot of the Facebook profile page for 'Chinese with Miss J'. The page has 16 likes and shows a post from the user. The cover photo is the festive scene. The page is set to 'Public' and has a bio that reads 'To connect with Chinese with Miss J, sign up for Facebook today!'.

