

QUEEN ELIZABETH'S GRAMMAR SCHOOL

The Green Road, Ashbourne, Derbyshire DE6 1EP

Tel: 01335 343 685 Email: enquiries@qegs.email Twitter: @qegs_ashbourne

Web: www.queenelizabeths.derbyshire.sch.uk

Headteacher: Mr S Garrity

Chair of Local Academy Committee: Mrs H Baker



19th March 2019

Dear Parent/Carer

Business Live Trip 2019

Trip Leader: Mrs A Briggs

The Business Studies and Economics Department is planning a trip to Disneyland Paris next year from Sunday 1st March to Wednesday 4th March 2020. The trip has been arranged with NST, a company we have used many times, who are fully accredited. Students will be attending a business conference where leading industry experts from high profile companies will deliver presentations providing relevant real-life experiences and case studies for exams. Some of the key themes covered will include:

Marketing Performance & Strategies

Understanding markets & customers - digital marketing, use of social media, market research

Segmentation, targeting, niche & mass marketing

Marketing mix – the value of digital & e-commerce

Branding - building & protection

Business Strategy, Decision Making & Direction

Growing a business & associated problems

Influences - corporate social responsibility, ethical & environmental issues, stakeholder influence, changes in technology

Difficulties in forecasting future trends

Feasibility & risk when making strategic decisions

Resource Management & Decisions

Leadership & management styles

Improving employee motivation & engagement

Improving employer/employee relations

External influences

Business Operations - Customer Service

Identifying customer needs

Good customer service – product knowledge, customer engagement, post sales services

Benefits – customer satisfaction levels, customer loyalty

Changes in customer service from technology

We have secured a price of £406.00 due to booking early. This price includes travel, insurance, 3 night's accommodation on a bed and breakfast basis, 2 day 2 Park tickets (Studios and Disneyland Park) and the student conference. Students will need money for lunch and dinners as well as any spending money they wish to take. Please note that your child will require a valid passport, a visa may be required if your child is a non-EU national.

Sunday: Morning departure for Disneyland® Paris, overnight at B&B Hotel Disneyland

Monday: LIVE! Conference, free time in the parks, overnight at B&B Hotel Disneyland

Tuesday: Research, case-study activities and free time in the parks, overnight at B&B Hotel Disneyland

Wednesday: Return coach and ferry travel

QEGS Academy Sponsors: The Woodroffe Benton Foundation - The Old Trust (founders 1585)

Proud to be part of the **QEGSMAT**

Registered Address: The Green Road, Ashbourne, Derbyshire DE6 1EP

A company limited by guarantee registered in England & Wales (company no: 07698914)

Places on this trip are limited so to secure a place, please make a non-refundable payment of £80.00 via the ParentPay system* by **Friday 5th April 2019**.

The remaining balance can then be paid in full, in one transaction or via instalments of £80.00 to be paid by 5th May 2019, £80.00 by 5th September 2019, £80.00 by 5th October and £86.00 by 5th December 2019.

If you require any further information, please do not hesitate to contact briggsa@queenelizabeths.sch.uk.

Yours faithfully

Andrea Briggs
Business Studies and Economics Department

**by clicking the "consent" button on ParentPay to confirm the payment detailed above, you are also confirming that the emergency contact and medical details we have on our system are correct for your child. Please inform me as a matter of urgency should there be any changes to the details we hold.*