

Sample Activities

- **Open Question:** Ask students to describe what they believe your job involves? What a typical day might be like for you? What is the first thing they think of when they hear the word _____ (your job title)?
- **Case Study:** Prepare a case situation that is directly relevant to your presentation topic, including two to four questions that the students must answer based on the case given. Break the students into small groups or pairs and allow them the appropriate amount of time to read over the case (if not done beforehand). Have the students quickly prepare their answers on a large sheet of paper and present them to the class. Be sure to link their answers to the topic you are covering.

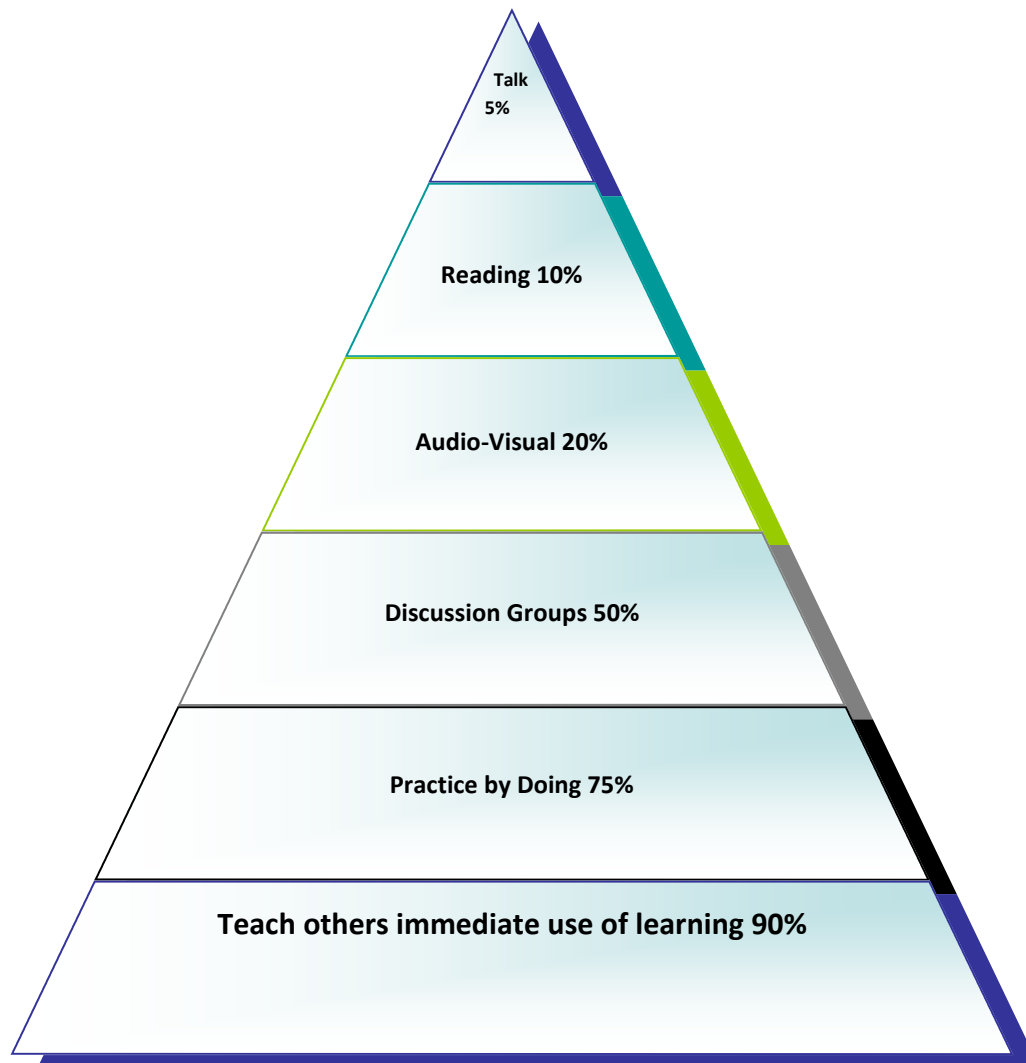
Example: For a presentation on marketing/advertising, prepare a case study about individuals who prepared a successful or unsuccessful advertising campaign. Ask the students to identify and record the factors that contributed to the success or failure of the individual in the case.

- **Invent a Logo:** Give each student a blank index card. Explain to the group that corporations are recognized by a specific logo or symbol. To provide an example, try to point out examples among the students (ex. Nike shoes). Tell the students your job title and company name (you may have to explain what it is you / the company do if it is not apparent). Give the students five minutes to draw a logo they think would represent you / your company, and then have them explain their logo to the class.
- **Word Tree:** Ask students to generate a list of words that they believe are related to your career. Write all the words on the board, clustering them if possible. Draw conclusions based on clusters regarding personality, education, training, etc.
- **True/False Quiz:** Make some statements that may or may not be true about your career. Have the students either shout out (or hold up cards) that say True or False. This will help to enforce true facts, while discarding any misconceptions about your job.
- **What's My Career Game:** Students ask 20 yes or no questions regarding your career and once complete must guess your career.

Example:
Do you work outside?
Do you work with people?
Did you go to university?

NOTE: The accompanying page is a diagram that explains why different activities and variety are important not only for maintaining students' attention, but to help them learn from your presentation.

How We Learn



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