

05/09/2018

Dear Parents,

**Y12 Communications Conference**  
**Thursday 27 September (all day) / Friday 28 September (evening)**

We are delighted to inform you of a joint Year 12 Communications Conference which we have organised with Wycombe Abbey School. The Conference will take place on Thursday 27<sup>th</sup> September and the evening of Friday 28<sup>th</sup> September at Wycombe Abbey. The event includes lunch on Thursday and an evening meal on Friday.

Its aim is to make students better consumers of the media, developing their understanding of how news media are produced, their personal presentation skills and their awareness of e-safety. The event will also develop transferable skills such as leadership, teamwork, self-reliance, communication, organisation, creative problem-solving, initiative, adaptability and analytical thinking.

Participants will receive training on media skills including social media, presentation skills, PR, e-safety, communicating with the press, writing press releases, and radio and television interview techniques. They will then work in small teams with the Year 12 students from Wycombe Abbey on solving a media crisis simulation. This will be fast-paced and exciting, requiring the teams to work under pressure developing media strategies, drafting press releases, managing social media posts and conducting television interviews. A temporary media centre will then be setup including a simulated radio and television studio. The teams will also have access to a simulated live social media feed and will receive news stories in the press through a simulated website.

The boys and girls will return the following evening for a meal and debrief including watching their edited films and radio appearances.

The conference runs from 0900-1700 on Thursday 27<sup>th</sup> September 2018, and the debrief and final dinner will run from 1800-2030 on the evening of Friday 28<sup>th</sup> September 2018. **Participants are required to attend all sessions.** I am sure that you will agree that this Conference will equip your son with very valuable skills which will be of great benefit to him.

There are a limited number of places available on the Conference and the cost for participation and all meals is £18.00 per student. If you would like your son to attend could you log onto ParentPay and pay the amount of £18.00 by **Wednesday 12 September** please. If you feel that the cost involved is prohibitive, please do contact me immediately ([st@rgshw.com](mailto:st@rgshw.com)) in strictest confidence and I will see if there is any funding available to assist you. Please note, where the School is required to make non-refundable payments to the event provider, we will not be able to make any refunds should you withdraw your son from the event.

We look forward to your son's participation on the Conference.

Yours faithfully,

Mrs Tan  
Assistant Director of Sixth Form