

5



Promoting
our innovation

5.1. WE MAKE THE PROMOTION WORKSHOP

You have to spread your idea to as many people as possible. Make a stop to the promotion workshop with your teacher.

5.2. OUR INNOVATION ENTERPRISE IN FACEBOOK AND SOCIAL NETWORKS

The first thing you should know is that the law does not allow the use of internet accounts, email accounts and social networking accounts at your age. To carry out the opening of your online store in social networks like Facebook, it is necessary the teacher to have your parents' signatures and consents. Take this book to your fathers, and create with them an account, give them the URL access data, the username and the password.

We, the parents of the Enterprise member whose name has been below written, will help and monitor the enterprise member in the works in relation with the promotion of an online store through Facebook and other social networks.	Parents or legal tutors' signature
Enterprise member:	
Enterprise member:	
Enterprise member:	
Enterprise member:	
Enterprise member:	

Write here the data for the Access to your Facebook or social network space online store and your ideas to make an attractive aspect for the store.

The social network we have selected for our online store is:

Our ideas of the elements we want to include in our online store are:

5.3. WE WORK IN THE DESIGN OF OUR ADVERTISING POSTER

What ideas do we want to emphasize in our poster?

What colours do we want to predominate?

Who is the target group the advertising poster is addressed to? What is the profile of our potential customer? What features and elements does our poster have in order to be attractive to our potential customers?

The design of our poster is: *[Take a picture or scan the poster and upload it to your virtual space in the digital platform]*

5.4. CREATING OUR PROMOTIONAL PODCAST

Describe the media you will use to record the podcast (computer, sound recorder, etc.) If you use a computer, what software will you use to mix voices and sounds?

What the speech elements? Identify and describe the duration, the characters to appear the sound effects you will use, etc.

Write the script. Ask to your teacher for help and make some previous rehearsals before recording the podcast.

5.5. LAUNCHING A PROMOTIONAL TV SPOT

Describe the media you will use to record the spot (a mobile phone, a digital camera, etc.) If you will use a computer to edit the images and sounds, what software will you use?

Who will the spot actors and actresses be? Identify the characters, the duration of the spot and a brief summary of the story you want to tell in the spot.

Write the script. Use different colours to describe different scenes and dialogues. Ask to your teacher for help when doing the script and the edition of your spot. Rehearse intensely before recording the video.

Title of the spot: _____

The elements used in the spot are:

The actors and actresses will be:

This is our script