

# Stop the Commercial Exploitation of Children

## Marketing plan promotion material

4 persons Higher Professional Education



***ECPAT for the worldwide protection of children against sexual exploitation***

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## 1. Description assignment

One of the most sensitive issues that the tourism industry faces concerns the commercial sexual exploitation of children. This occurs in less developed as well as in more developed countries involving tourists from developed 'rich' countries. The travel and tourism industry are active in preventing and reducing the commercial sexual exploitation of children by implementing the ECPAT Code of Conduct for the Protection of Children from Sexual Commercial Exploitation in Travel and Tourism.

You work for a tour operator which has signed this Code of Conduct. Providers of tourism products and services adopting the Code of Conduct commit themselves to implement the following six criteria:

1. To establish an ethical policy regarding commercial sexual exploitation of children.
2. To train the personnel in the country of origin and travel destinations.
3. To introduce a clause in contracts with suppliers, stating a common repudiation of commercial sexual exploitation of children.
4. To provide information to travellers by means of catalogues, brochures, in-flight films, ticket-slips, home pages, etc.
5. To provide information to local "key persons" at the destinations.
6. To report annually.

Your department is asked to work on the fourth element of the Code of Conduct by developing promotion material that brings the attention of travellers on the problem of child sex tourism. There is a budget of 1.800 euro. Conditions for the promotion material are that as many travellers as possible are reached, that it is original, that the logo of ECPAT is on the promotion material, and that the production and distribution remain within the budget.

Beside the promotion material, you also develop a distribution plan and an instruction for staff of the distributing agencies so they know what to say when they hand over the promotion material to travellers. How do you communicate such a heavy subject to people who go on a holiday?

The department always starts the day with a meeting to discuss the proceedings and to make a plan for the day. In advance of the meeting the director receives the agenda and after the meeting the minutes. The marketing plan is presented to the director and ECPAT by means of a written report and an oral presentation.

## 2. Learning goals

- The student understands the problem of child sex tourism. The student knows about risk areas, destination countries, causes of the problem, the impact on children and the possible solutions.
- The student can work in a structured way by means of a Plan of Action.
- The student can write a marketing plan including a description of the promotion material to be used, target group, budget and distribution plan.
- The student can present the marketing plan and persuade potential financiers to invest in the plan.
- The student can chair a meeting and can make minutes of a meeting.

## 3. End Products

- Plan of Action
- Marketing plan
- Presentation
- Agendas + minutes of the meetings

## 4. Working method

Follow a general working method. By using a fixed structure you get insight in:

- What you must do;
- What you will learn;

- Who has which responsibilities;
- Which material you need;
- Which preparations are necessary;
- How you plan to conduct the assignment;
- When you need to do something;
- When things must be finished;
- What you have to provide exactly.

You follow these five steps:

### **1. Objective**

Formulate the goal of the assignment. This is also to verify if you understand the assignment correctly and to see what you will learn. You develop yourself further in regards of:

- Expertise;
- Skills;
- Personal characteristics.

### **2. Analyse**

Reflect the assignment. In this stage you consider how you want to conduct the assignment. Important questions to answer are:

- What do I already know?
- Which working method is suitable?
- Which sources do I need to consult?
- How much time do I have for this assignment?

### **3. Planning**

You make a clear division of work and a time schedule. Also incorporate scheme moments for consultation or appraisal of your work in the time schedule. The assignment is a group task. That means that you are responsible as a group for the quality of the assignment!

### **4. Action**

Everyone knows what he or she must do and is ready to start. Tasks that need to be done:

- List all activities;
- Collect information;
- Select information and make it suitable for your assignment;
- Make adaptations on the basis of comments of co-readers;
- make the end products (lay-out, table of contents, cover, etc);
- Present the end products.

### **5. Evaluation**

This point concerns the appraisal and the evaluation of your work. You are assessed on the process and the content. Evaluation provides the following elements:

- Appraisal of end products and group process by the teacher;
- Points for improvement.

## **4.1 Groups**

This assignment is designed for groups of approximately four students.

## **4.2 Plan of Action**

The Plan of Action contains a description of the objective of the task, a list of activities and responsibilities and a time schedule. It must be clear from the Plan of Action who does what, when, where and how. It is important that it is clear for both members what is expected and for which part he or she is responsible.

### 4.3 Time Table

The duration of this assignment is two weeks (56 hours).

Wk	Day	Activity	Description	Hours
1	1	Literature research	Understanding of the assignment and the topic of child sex tourism	3
		Meeting	Brainstorm Plan of Action	2
		Work on Plan of Action	Who does what, when, where and how?	1 p.p.
		Make minutes of meeting	Minutes + agenda next meeting	1
1	2	Meeting	Discuss minutes, Plan of Action, describe the target group, brainstorm about promotion material, make a plan for the day	3
		Final Plan of Action	Final Plan of Action to tutor	2
		Make minutes of meeting	Minutes + agenda next meeting	1
1	3	Meeting	Discuss minutes, make a plan for the day	1
		Internet research	Search for useful promotion material	2
		Ask for price offers	By means of internet or phone	1
		Make minutes of meeting	Minutes + agenda next meeting	1
1	4	Meeting	Discuss minutes and which price offers are requested, make a plan for the day	2
		Work on marketing plan	Description of the assignment, goal and target group	2 p.p.
		Make minutes of meeting	Minutes + agenda next meeting	1
1	5	Meeting	Discuss minutes, marketing plan and make a plan for the day	2
		Work on marketing plan	Promotion material illustration + motivation for chosen material	2 p.p.
		Make minutes of meeting	Minutes + agenda next meeting	1
2	1	Meeting	Discuss minutes, marketing plan and make a plan for the day	2
		Work on marketing plan	Distribution plan + instruction for distribution + budget	3 p.p.
		Make minutes of meeting	Minutes + agenda next meeting	1
2	2	Meeting	Discuss minutes, marketing plan and make a plan for the day	2
		Work on marketing plan	Final marketing plan to teacher and <a href="mailto:info@ecpat.nl">info@ecpat.nl</a>	3 p.p.
		Make minutes of meeting	Minutes + agenda next meeting	1
2	3	Meeting	Discuss minutes, marketing plan, presentation and make a plan for the day	2
		Work on presentation		3
		Make minutes of meeting	Minutes + agenda next meeting	1
2	4	Meeting	Discuss minutes, check if everything is finished, make a plan for the day	1
		Prepare presentation	Speakers study their texts	1
		Practise presentation		1
		Adapt presentation		2
		Make minutes of meeting	Minutes + agenda next meeting	1
2	5	Meeting	Discuss minutes, check if everything is finished, make a plan for the day	2
		Presentation		1
		Final meeting tutor		2

### 4.4 Tutor

Each group starts the day with a meeting. The chairman circulates with every meeting as well as the secretary. The tutor (teacher) will attend a meeting at an unexpected moment. After each meeting the tutor receives the minutes of the meeting. The minutes contain a description of the progress, task division and group cooperation. The assignment is finished with a group meeting in which the tutor evaluates the end products and the cooperation of the group. The group also receives a final grade in this meeting. If there are problems, the group can plan a meeting with the tutor.

## 5. Appraisal

- Plan of Action counts for 20%
- Marketing plan counts for 40%
- Presentation counts for 20%
- Agendas + minutes count for 10%
- Cooperation of the group counts for 10%

Final grade: 0,20 x Plan of Action + 0,40 x marketing plan + 0,20 x presentation + 0,10 x minutes and agendas + 0,10 cooperation

## 6. Criteria

### Plan of Action

<i>Criteria</i>	<i>Appraisal (++ of + of +/- of – of --)</i>
The structure of the plan is clear and logical	
The Plan of Action is repeatable	
The plan is feasible	
The Plan of Action is written in correct English	

### Marketing plan

<i>Criteria</i>	<i>Appraisal (++ of + of +/- of – of --)</i>
The objective of the promotion material is described	
The target group is described	
There is a design of the promotion material	
Chosen promotion material is original	
Chosen promotion material is sustainable	
Promotion material reaches many people	
Promotion material carries the ECPAT logo	
There is a distribution plan	
There is a clear instruction for distributors of the material	
The budget is realistic and included price offers	
The plan is written in correct English	

### Presentation

<i>Criteria</i>	<i>Appraisal (++ of + of +/- of – of --)</i>
Speakers are convincing	
Speakers speak clear and calm	
The structure of the presentation is clear and logical	
Good use of visual material	
Speakers answer the questions with expertise	
Speakers repeat the questions and check if the question is answered	

### Meetings and minutes

<i>Criteria</i>	<i>Appraisal (++ of + of +/- of – of --)</i>
Chairman summarizes what people say	
Chairman gives everybody the opportunity to speak	
Chairman interrupts long lasting discussions	
Chairman sticks to the agenda	
Everyone is active in the meeting	
Everyone is present every time	
The meeting starts on time	
Agendas are spread on time	
Agenda is complete (incl. opening, any further business, question round and closure)	
The minutes are clear and complete	

### Cooperation

<i>Criteria</i>	<i>Appraisal (++ of + of +/- of – of --)</i>

Everyone have done the same amount of work	
Everyone is actively involved in the project	
Everyone gets the opportunity to speak	
Everyone listens to one an other	
Critics are given in a constructive way	
Problems are solved quickly and in a professional way	

## 7. Literature

The most important sources are:

- Internet: [www.ecpat.net](http://www.ecpat.net) en [www.thecode.org](http://www.thecode.org)
- ECPAT Nederland, Post box 75297, 1070 AG Amsterdam, phone: 020-4203771, e-mail: [info@ecpat.nl](mailto:info@ecpat.nl), website [www.ecpat.nl](http://www.ecpat.nl)