

# RADIO JINGLE BRIEF FOR FACILITATORS

<b>Key Themes</b>	Teamwork, Communication, Creative Thinking
<b>Participants</b>	Unlimited
<b>Timings</b>	Suggest 30-60 minutes + debrief time
<b>Materials Required</b>	Newspapers/magazines, scissors and glue Delegate brief – one per team

## Overview

This activity is aimed at different getting teams to identify what they do eg strengths and/or how they support each other/other parts of the business.

## Running the activity

- Decide on a time limit and allocate the materials to each group.
- Ask the teams to design a radio jingle/advertisement to promote their team.
- Only words cut from the newspapers/magazines can be used to create the script (ie no handwriting)
- The whole time should be involved in its presentation
- The timing of the jingle must be between 30 and 40 seconds long as prime time slots have been booked with radio Network Rail

## Suggested Review Questions

- How effective was the communication between your team?
- What creative ideas did you block and why?
- What surprised you about your creativity as a team?
- What have you learnt that you didn't know before?
- What similarities/differences did you identify?
- How can we use this information to support us in the future?

# RADIO JINGLE TEAM BRIEF

## Task

Your task is to create a radio jingle/advertisement to promote your team to the rest of Network Rail.

You can be as creative and innovative as you like. You want to “sell” the benefits and strengths of your team to the rest of the business and let them know what you do.

## Constraints:

- You can only use the materials issued
- The script for the jingle must be presented.
- Only words cut from the newspapers/magazines provided can be used to create the script (ie no handwriting)
- The whole team should be involved in its presentation
- The timing of the jingle must be between 30 and 40 seconds long as we have booked prime time slots with radio Network Rail