

The Business of LEGOLAND Windsor Resort

Workshop	The Business of LEGOLAND Windsor Resort
Key Stage	GCSE, A Level, NVQ, BTEC & Degree Level
Recommended Age Group	15+
PoS	Business, Leisure, Travel and Tourism
Course Description	Learn all about the business behind LLWR and Merlin Entertainments plc. Explore our vision, strategy, marketing campaigns and park operations. Students will then get hands on with our LEGO Bricks to design, build and present a brand new concept idea for the Resorts future development!
Duration	45 Minutes
Equipment	LEGO Bricks Business Activity Pack
Capacity	30 students
Lesson Objectives	<ul style="list-style-type: none"> ✓ Students will learn about the business of the park and the LEGO® brand, and be able to effectively demonstrate their understanding through verbal presentation. ✓ Through pre-work, students will present their proposition using communication and written skills. ✓ Be able to cover set criteria within the presentations.

