

GLOBAL STARS – PRE & POST VISIT LESSON PLANS

Your workshop at Madame Tussauds . . .

Students will be asked to empathise and connect with other cultures around the world as well as to 'Think Big' at Madame Tussauds, considering the scope and impact of the brand across the globe. They will be encouraged to develop communication and collaboration skills while increasing knowledge of how a world brand is successful across a variety of audiences in different continents, countries and cultures; finally thinking about how we can accept, embrace, overcome and make the most of difference – sending postcards to pen pals across the world!

The core objectives of these corresponding lessons include but are not limited to:

1. Identifying different cultures around the world
2. Exploring the differences as well as the connections between cultures
3. Identifying different audiences of the MT brand across the globe
4. Exploring how MT adapts to appeal to its different audiences
5. Understanding the importance of empathy in accepting, embracing and making the most of differences between audiences
6. Developing creative thinking and communication skills
7. Understanding the importance of collaboration and communication to make connections across different cultures
8. Creating a postcard for a Madame Tussauds pen pal across the world

Subject links: Citizenship, Geography, Art & Design, and Literacy.



PRE- AND POST-VISIT LESSONS

OBJECTIVES & OUTCOMES

This pack provides material for at least two, hour-long lessons; the first should be delivered *before* visiting Madame Tussauds, and the second should be delivered *after* visiting, to consolidate learning.

Pre-visit Lesson: Be Inspired!

Objectives:

- To understand what we mean by the terms: 'entrepreneur' and 'entrepreneurial spirit'
- To research the history, challenges, successes and qualities of Marie Tussaud
- To develop team-building skills by completing a group challenge task

Outcomes: A completed 'Famous Entrepreneur Research Sheet' for Marie Tussaud; a 'newspaper tower' built together in groups.

Post-visit Lesson: Goal Setting Stars

Objectives:

- To research another city or country across the globe
- To compare and contrast the human and physical geography of two places
- To write a postcard from one Madame Tussauds attraction to another

Outcomes: A case study of another city or country in which a Madame Tussauds attraction is located; a comparison between two places; a postcard designed for an imaginary pen pal at another Madame Tussauds attraction.

PRE-VISIT LESSON

ENTREPRENEURIAL (AND) TEAM SPIRIT!

Lead-in questions:

- What do we mean by the terms: 'entrepreneur' and 'entrepreneurial spirit'?
- Do you know of any famous entrepreneurs?
- What qualities do you think you need to have to be an entrepreneur?

Task 1:

In pairs, carry out research into Marie Tussaud: the pioneering woman and famous entrepreneur behind the Madame Tussauds brand. Use your findings to complete the Famous Entrepreneur Research Sheet provided below:

BUSINESS:

MADAME TUSSAUDS

ENTREPRENEUR:

MARIE TUSSAUD



A brief history of how she started her business:

Challenges she faced when starting her business:

The main successes of her businesses:

Task 2:

Share what you have found out about Marie Tussaud by presenting your Research Sheet to someone else in your class – or, better still, present it to the whole class! Swap notes and add anything to your own sheet that you might have missed.

Extension:

Can you think of another famous entrepreneur and carry out similar research for him or her? What similarities does this other entrepreneur share with Marie Tussaud? Were their challenges the same or different?

Task 3:

Judging from your research, what do you think about the following statement?

**ENTREPRENEURS DO EVERYTHING ALONE.
THEY ACHIEVE THEIR SUCCESS ALL BY THEMSELVES.**

Discuss with a partner and share your ideas with the class.

Task 4: CHALLENGE TASK!

Most entrepreneurs are very skilled at working with others and getting the best out of a team of people.

When you come to your Madame Tussauds workshop you will be asked to work together in groups and to test your teamwork skills. Develop them before you arrive by completing the following team-building task: The Newspaper Tower Challenge!

- Organise yourselves into groups of four.
- The task is to build the highest possible newspaper tower in twenty minutes.
- The equipment is: only newspaper (and your brains)!
- The highest free-standing tower after twenty minutes is the winner.

Remember to work calmly and to listen to your peers: collaboration is the key to good teamwork – and to success!

POST-VISIT LESSON

POSTCARDS ACROSS THE GLOBE

Recap questions:

- Think back to your visit to Madame Tussauds. What did you learn?
- What have you learned about Madame Tussauds as a global brand?

Task 1:

In pairs, see if you can remember some of the locations of Madame Tussauds across the globe. How many of the 24 can you recall?

Task 2:

Choose one of the Madame Tussauds sites that you'd most like to visit. Carry out research and complete a Case Study on the city or country where that particular site is located.

COUNTRY:

CITY:

Madame
Tussauds

MAP:

POPULATION SIZE:

LANGUAGE:

FAMOUS LANDMARKS:

PHYSICAL GEOGRAPHY (Including mountains, Rivers, etc.)

HUMAN GEOGRAPHY (Including politics, culture, history)

Task 3:

Compare the place that you have chosen for your case study in Task 2 with the place in which you live. Use the table below to record your ideas.

I am comparing and

| | SIMILARITIES | DIFFERENCES |
|--------------------|--------------|-------------|
| HUMAN GEOGRAPHY | | |
| PHYSICAL GEOGRAPHY | | |

Task 4:

Finally, imagine that you are writing a postcard from your local Madame Tussauds site to an imaginary pen pal at your chosen location across the globe.

On the front of the postcard, draw an image that persuades people to visit your local Madame Tussauds site.

On the other side of the postcard, write about what you've learned throughout your Madame Tussauds experience, and include information about which Madame Tussauds site you'd like to visit in the future and why.



Madame
Tussauds


