



Media Pack for Businesses

We are thrilled your business is taking part in the Centre for Leadership Performance Bright Stars October 2023 programme. We want to ensure you have all you need to shout about your involvement, the activities and work taking place and the impact this has on the children and your local community. We have therefore put together some top tips, pointers, templates and ideas for the creation and collection of content for your own communication channels, social media, press releases and marketing.

Important: Please make sure you have signed and returned the consent form allowing all parties to use the content (written and images) to celebrate the programme.

Please contact Hazel.Duhy@cforlp.org.uk for more information.

Content Collection

- As most of you are aware, we will host a celebration event on Thursday 25 January 2024. We would love to share imagery and video content of you and the pupils you have been working with at this event.

Ideas:

- Record an interview near the end of the programme with you chatting to the pupils you have been working with about how they found Bright Stars. You can use a mobile phone or a Zoom/Teams recording
- Take photos on a regular basis to monitor progress of the pupils' work. This provides an invaluable record of their achievements and will also excite and inspire the children.

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- Get pupils involved in marketing by asking them to record each other on phones (including teachers!), perform mini-interviews sharing what they are working on, talking about leadership, the skills they developed and what being a leader means to them.

Social Media

Below are our social media tags and example texts to help with your social media promotion.

- Twitter (X): @CentreforLP
- Facebook: @CentreforLP
- LinkedIn: Centre for Leadership Performance
- Instagram: CentreforLP
- Hashtags: #BrightStarsOct23 #BrightStars #leadership #enterprise

Note: Below are several suggested social media posts to use during the competition. Please replace any highlighted sections in yellow with the relevant information.

General Copy

- We're thrilled to join the award-winning #BrightStars programme in partnership with **School Name**! ✨ This fantastic competition, developed by the Centre for Leadership Performance, is aimed at primary school children across Cumbria. Over 8 weeks, we'll guide **School Name** in crafting their very own mini social enterprise, fostering creativity, making a profit and a difference. We're igniting everyday leadership, teamwork, and social entrepreneurship in these young minds, sparking interest in the world of business. Stay tuned as we begin this October ✨

Learn more: <https://www.cforlp.org.uk/programmes/bright-stars-primary/>

#BrightStarsOct23 #BrightStars #leadership #socialenterprise #collaboration
#developingcumbriasfutureleaders



Live Social Enterprise Q&A (Online event)
Friday 13th October 1.15pm to 2.15pm

- **Your business name** will be taking part in the Bright Stars October Live Social Enterprise Q&A event today. The Q&A will be with Emma Porter Managing Director Story Contracting and founder of the Rebuild Site CIC, a social enterprise based in Carlisle and offer children the chance to ask questions to kick start their ideas. **We are taking part... We are looking forward to... insert your own comment here**

#BrightStarsOct23 #BrightStars #leadership #enterprise #BrightStarsQ&A

Please take photos or video in your school during this event and tag us on social media!



Week before Bright Stars Trading Begins
from Monday 9 to Friday 13 October 2023

- Starting next week we will join **School Name** for the award-winning Bright Stars programme, developed by the Centre for Leadership Performance. Together, we'll ignite creativity and everyday leadership in young minds through developing a mini social enterprise that makes a profit and makes a difference.

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Learn more: <https://www.cforlp.org.uk/programmes/bright-stars-primary/>

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Trading Competition

Starts: Monday 16 October 2023

Ends: Monday 11 December 2023

- The moment has arrived! Over the next 8 weeks we are participating in the award-winning Bright Stars programme, developed by the Centre for Leadership Performance. Teaming up with **School Name**, we're launching a mini social enterprise. Our goal: to drive profits and create a positive impact. This programme is designed to nurture everyday leadership, teamwork, and social entrepreneurship among primary pupils, sparking their interest in business. Stay tuned as we join the school and hear the pupils creative ideas.

Learn more: <https://www.cforlp.org.uk/programmes/bright-stars-primary/>

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Mid-way through Trading
Monday 13 to 17 November 2023

- Our Bright Stars pupils at **School Name** are halfway through their time working with us. So far, they have **give details here of some activities or tasks**. We are looking forward to celebrating their achievements.

The Bright Stars programme is developed by the Centre for Leadership Performance.

Learn more: <https://www.cforlp.org.uk/programmes/bright-stars-primary/>

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End of Trading
Monday 11 December 2023

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- Over the last 8 weeks we have been working with primary children at **School Name** to develop their very own mini social enterprises making a profit and most importantly making a difference. The children have developed an amazing social enterprise **explain the social enterprise your children have developed**. We are very much looking forward to hearing the winners and celebrating the pupils' achievements.

Learn more: <https://www.cforlp.org.uk/programmes/bright-stars-primary/>

#BrightStarsOct23 #BrightStars #leadership #enterprise#



Winners Announced *Monday 15 January 2024*

- **If you and your school have won a prize, please share this with your social media following Include, what you won & why you won it, business your children developed.**

Learn more: <https://www.cforlp.org.uk/programmes/bright-stars-primary/>

#BSOct2023 #BrightStars #leadership #socialenterprise #everydayleadership #collaboration #leadingchange

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Celebration Event
Thursday 25 January 2024

- **Share your experience of the event on social media, what was your favourite part? What have you yourself learnt from the children? What have you taken from your experience as a Bright Stars business? Share any further images you have taken along with awards you may have won. And please encourage local businesses to join Bright Stars April 2024.**

Learn more: <https://www.cforlp.org.uk/programmes/bright-stars-primary/>

#BrightStarsOct23 #BrightStars #leadership #enterprise



You can find all the social media graphics you will need here:

www.cforlp.org.uk

Email: info@cforlp.org.uk

Tel: 01900 824 822



[Media Pack Graphics](#)

www.cforip.org.uk

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Press Information Templates

[Click this link](#) to find a template from the CforLP for press material your business may wish to use either externally through your own channels and trade press, or as content for newsletters. It is an opportunity to celebrate your involvement in a unique and exciting initiative to engage young people with the workplace and future careers. Sharing stories and if possible, pictures with your publicity contacts promotes your business and your collaboration with your partner school and the CforLP.

We would also like to receive any of the material you generate – so that we can share it on our website, social media channels and Cumbria Future Leaders network, weaving it into the landscape of inspiration, success and achievement that we are creating with your help.

If your involvement is being sponsored by CCF, please refer to the CCF Template

If your involvement is being sponsored by NWS, please refer to the NWS Template

If your involvement is being sponsored by Allerdale GDF, please refer to the Allerdale GDF Template

Business Banner

[Click this link](#) to find the most up to date business banner.

Case Study

Could you complete a case study for us? Pupil, school and business case studies are beneficial for the CforLP when promoting Bright Stars to potential future applicants. We would be grateful if you and/or your pupils/school would be willing to produce a short piece (either written or video) detailing your experiences to use for marketing above and beyond the Showcase event.

If you have any questions or require further guidance on the above, please contact hazel.duhy@cforlp.org.uk

Good luck and we can't wait to see some of your posts and activity!

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