



BUSINESS LIVE! EVENT FOR KEY STAGE 4 & 5 STUDENTS

Business Live! In New York gives your students the chance to experience a dynamic city at the heart of the global economy and attend our Business LIVE! event in New York. Home to Wall Street the world's largest stock market New York makes the perfect location. Our panel of business professionals will give an exclusive insight into business in an international context, helping students transfer the theory they learn in the classroom to real-world situations.

SPEAKERS

We carefully select relevant and high calibre speakers who are experts in their field to deliver their first hand industry experience at the event.



TOP OF THE ROCK®
OBSERVATION DECK
AT ROCKEFELLER CENTER®

KEY TOPICS COVERED

- ✓ **Business Strategy, Decision Making and Direction**
- ✓ **External Influence, Technology, Sustainability and Environment**
- ✓ **Digital Marketing, and E-commerce**
- ✓ **Marketing, Performance and Strategy**

MEETING EXAM BOARD SPECIFICATIONS

| AQA | OCR | EDEXCEL | WJEC | SQA |
|-----|-----|---------|------|-----|
| ✓ | ✓ | ✓ | ✓ | ✓ |


WHY CHOOSE OUR LIVE! EVENT?



- ✓ **New York City**
- ✓ **Inspirational industry speakers**
- ✓ **Ideal for exam preparation**
- ✓ **Advice on future career opportunities**
- ✓ **Linking the curriculum with the real world**
- ✓ **On site support throughout stay**
- ✓ **Student workbook & resource**



POPULAR ITINERARY

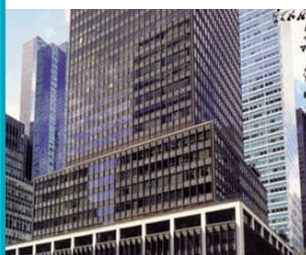
| DAY 1 | DAY 2 | DAY 3 | DAY 4 | DAY 5 |
|---|---|---|--|---|
| Fly to New York | Business LIVE! Conference | Business visit to Macy's Department Store | Business presentation at Madame Tussauds | Arrive UK Airport, onward return travel to school |
| Transfer to your accommodation and check-in | Guided Walking Tour of Financial District | Circle Line Sightseeing Cruise | Transfer to New York airport for return flight |  |
| Visit to Empire State Building | Tickets to see a Broadway Show | Evening meal in a local restaurant | Overnight flight back to UK | |

ACCOMMODATION & MEAL OPTIONS



Courtyard Midtown East

Centrally located on Eastside of Midtown Manhattan within walking distance of the Rockefeller Center, 5th Avenue shopping and Radio City Music Hall. There are a number of subway stations located within 1-2 blocks from the hotel.



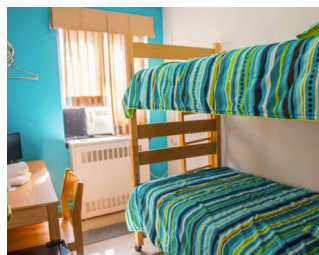
The Manhattan at Times Square Hotel

The Manhattan at Times Square is a comfortable hotel offering a good standard of accommodation in an excellent central location.



Vanderbilt YMCA

Youth hostel offering simple standard of accommodation but excellent value with the benefit of a central location single beds and recreational facilities on site.



Hotel Pennsylvania

A very large hotel in Manhattan, offering basic accommodation, some rooms are tired and worn however this is a great value hotel in a superb central location.



We also offer a variety of meal options for dinner, each offering a different dining experience. Take advantage of our fantastic group prices by pre-booking meals in advance.



The service we received was outstanding. The organisation and smooth running of the trip was exceptional. Taking 43 kids to NYC is no easy task but EST definitely helped to make the process smooth and ensured the students had the time of their life.

St Aidans CE High School

The whole process from the initial consultation to the final trip was outstanding. The trip was perfect for the students and provided them with a trip of a life time. The walking tour of the financial district was awesome and highly recommended we learnt so much.

Gateacre School

The walking tour of the financial district was really good. The tour guide was knowledgeable and was helpful to all the students

William Lovell Church of England Academy

