**The Business of LEGOLAND Windsor Resort**

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| Workshop | The Business of LEGOLAND Windsor Resort |
| Key Stage | GCSE, A Level, NVW, 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 vison, 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!  Included with the Workshop is a free Business Activity Pack, please contact [active.learning@legoland.co.uk](mailto:active.learning@legoland.co.uk) for more information. |
| Duration | 45 Minutes |
| Equipment | LEGO Bricks  Business Activity Pack |
| Capacity | 30 students |
| Lesson Objectives | * 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. |