



Mind to Market

B2+ English

Ages 15+

Stamford

Entry requirements
Min B2 English level required for electives.

WEEK 1:

Day 00
July 05



Pre-testing before arrival
Arrival Day

First day arrival, orientation and induction to your new home

Day 01
July 06

Induction Session:
Welcome induction, project brief & Team reveals.



Your new home tour!
Explore St Martins, Stamford and your "back garden" - Burghley House!

Secret Cinema Takeover!
Begin your stay in style! Classic cinema experience at **Stamford Arts Centre**.

Day 02
July 07



Stamford Scavenger Challenge!
Team orientation, research & item hunting!

Coffee & Chill:
Relax & socialise in the on site cafe

Mystery Excursion
Food & Social Experience

Day 03
July 08

esa > elective 1

Product Branding or Business Strategy
Lecture series and microcredential workshops

Social network!
esa social reps lead on-site & Stamford town-based activity options.

Day 04
July 09



esa > exam elective1 assessment

Coffee & Chill:
Relax & socialise in the on site cafe

Team Task A: conceptualise
Brand Name, Logo, Product business plan assisted by designer & business rep **PCs**

Team Time
Further time to finish up!

Deadline 1
9pm submission snacks & drinks

Day 05
July 10



Cambridge
With walking tour and punting

Sports or Night off to relax
Free time to rest and recuperate, spend with new friends or join a sport session.

Day 06
July 11

esa > elective 2

Supplier Relationships or Food Hygiene
Lecture series and microcredential workshops

Social network!
esa social reps lead on-site & Stamford town-based activity options.

Day 07
July 12



esa > exam elective 2 assessment

Coffee & Chill:
Relax & socialise in the on site cafe

Team Task B: partner & plan
Meet suppliers, barter for produce!, plan menu - assisted by caterer & buyer **PCs**

Team Time
Finalise menus and orders

Deadline 2
9pm submit order snacks & drinks

Day 08
July 13



Birmingham
Train to Birmingham with Art Gallery entrance & Shopping at the Bullring

Sports or Night off to relax
Free time to rest and recuperate, spend with new friends or join a sport session.

Day 09
July 14

Team Task C: Generate & prep for your launch event!
Project realisation asset prep, catering check-ins & planning...

Deadline 3
5pm Relax, you've done your best!

The "Bridgerton" Ball!
Dress to impress and practice your posh accent - Ball & photographer await!

Day 10
July 15



Teams 5-8: Sports / swim / unwind session
Teams 1-4: Set-up & food prep with caterers

Teams 1-4 live launch event
All attend and support

Social network!
esa social reps lead on-site & Stamford town-based activity options.

Day 11
July 16



Teams 1-4: Sports / swim / unwind session
Teams 5-8: Set-up & food prep with caterers

Teams 5-8 live launch event
All attend and support

Sports or Night off to relax
Free time to rest and recuperate, spend with new friends or join a sport session.

Day 12
July 17

Morning off
Shop Stamford, back to Burghley or reflect in your room. This time is yours!

Closing Ceremony
Awards and recognitions marking your time and achievements.

The Farewell Social
Mocktails, Music and Many shared memories at the esa Farewell Social.

Day 13
July 18



London with overnight stay
Extended Full day with Walking tour, London Eye and dinner at Hard Rock Cafe

Day 14
July 19



London continued
Walking tour & Shopping

Departures

Onward transfers provided for non-London departures/returns.

WEEK 2:



STAMFORD

Turn dates

Turn 1: July 05 - July 19

Reset day July 20th

Turn 2: July 21 - Aug 04

For the individuals, the credit seekers, the rising stars & the future founders. We exist to inspire your progress.

esa > programmes