



When the money talks

Scenario Conception and Setup

Items' index

Phase B: Internal communication breakdown

- A table or desk
- Annex 1 – Emails and notes
- Annex 2 – Planning sheet
- A locked box with a 4-digit combination lock
- A whiteboard or paper pages and markers or pens
- A set of drawers, folders and/or boxes
- A variety of unrelated documents (red herrings)

Phase C: External communication goals

- Annex 3 – Cards sets
- A whiteboard or paper pages and markers or pens

Phase D: Drafting a digital communication plan

- Annex 1 – Emails and notes
- Annex 2 – Planning sheet
- Annex 3 – Cards sets
- A whiteboard or paper pages and markers or pens



Detailed conception

Annex 1 – Emails and notes

Material needed

- The Annex 1 document titled “Emails and notes”
- A pair of scissors
- A variety of unrelated documents (red herrings)

Tutorial

Download and print all of the Annex documents. They can be in black and white.

Use scissors to cut the content by following the double lines around each part so that each email is separated from the rest. Cut around the bird and flame drawing and keep it for the locked box.

Place each of them in a hiding spot that's easily accessible by the participants, such as a drawer, folder or box anywhere in the room. They can be hidden under furniture or behind other elements, so participants have to search for them.

To complicate the task, depending on their level and focus, you can place a series of documents (related to entrepreneurship or advertising) as red herrings in the same hiding spots or other spots around the room, so that participants will have to identify the documents that are relevant to their mission.

Note: There is no need for those items to be closed or locked, as these documents need to be accessible as the first step without a prior code or enigma.



A locked box with a 4-digit combination lock

Material needed

- A box which can contain an A4 document and small cards
- A lock with a 4-digit combination
- The bird and flame drawing cut from Annex 1
- Glue or tape

Tutorial

Choose a box which would be big enough to contain a folded A4 document (Annex 2) and a series of small cards (Annex 3).

Use glue or tape to attach the bird and flame drawing that you previously cut from Annex 1 on the box (on top or on the side, clearly visible when manipulating it) so participants can identify the relevance of this specific item in the room.

Place Annex 2 and Annex 3 within the box before closing and locking it.

Place the box in an easily accessible spot in the room with the lock displaying random numbers or “0000” for example. The correct combination to unlock it needs to be set to **4157**.

Annex 2 – Planning sheet

Material needed

- The Annex 2 document titled “Planning sheet”



Tutorial

Download and print the Annex document in A4 format. It can be in black and white.

Place the document in the locked box. It can be folded or rolled to fit in the box.

Annex 3 – Cards sets

Material needed

- The Annex 3 document titled “Cards sets”
- A pair of scissors

Tutorial

Download and print the Annex document. Note that the colours aren’t necessary but if printed in black and white, ensure that they remain readable and identifiable.

Use scissors to cut each card.

Place them in the box after shuffling them so they are in a random order. They shouldn’t be organised by category (products, mediums and target), but they are easily identifiable due to different sizes and colours.

Optional: To ensure that the cards won’t be damaged and can be used multiple times, it may be pertinent to print them on thick paper or have them laminated so they are more durable.

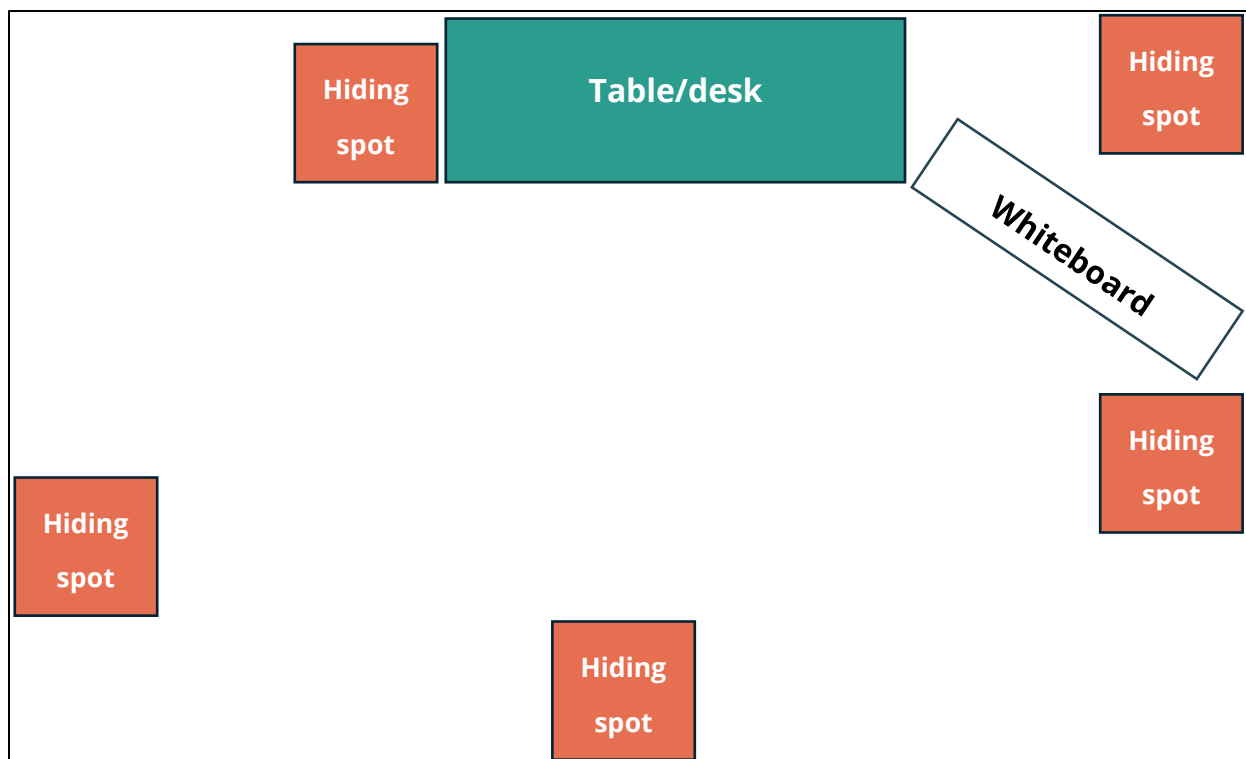


The installation of the room

The setup can be quite simple as it only involves a series of documents (Annex 1) disseminated in various hiding spots (drawers, folders or boxes), a locked box (which would be in any of the hiding spots) and a table or desk, with additional elements such as a whiteboard or red herrings. The following image will help you visualise where the necessary elements can be placed.

Note: The table or desk and the hiding spots (including the locked box) can be placed anywhere around the room as long as there is enough space for all the participants to analyse the documents together, discuss and take notes.

Setup suggestion:





For the next game

Follow the instructions to reset the game for another group of youngsters:

- Ensure that participants didn't write any annotations on the Annex 1 documents and erase any hints written on the whiteboard or paper pages.
- Place all the printed documents from Annex 1 back in random hidden spots.
- Print the Annex 2 planning sheet again so it displays no answers.
- Place the Annex 2 and Annex 3 documents back into the box.
- Lock the box and reset the lock back to random numbers or "0000".



**Co-funded by
the European Union**

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Project code: 2023-2-LT02-KA220-YOU-0001831156

This work is licensed under the Creative Commons. Attribution-NonCommercial-NoDerivatives 4.0 International License. To view a copy of this license, visit

<http://creativecommons.org/licenses/by-nc-nd/4.0/>