

Soccer/English Language Academy in Korea

In the summer of 2005, Critical Strategic Solutions, in conjunction with our sister company Geordiesport, designed, developed and rolled out a specialist two week soccer/English language academy specifically designed for the children of decision-makers and multipliers in South Korea to assist an inward development agency in the UK.

The objectives for the Academy were to consolidate the network of alumni or “old boys” who had studied in or had connections with that RDA and to use these as messengers for potential inward investors. Also to contact and become ‘friends’ of these potential investors through giving them and their families something dear to the parents hearts – the knowledge and use of the English Language for their children, and the children’s hearts, professional coaching in soccer. Remember how South Korea had reached the semi-finals of the world cup in 2004! i.e to leverage influence to enhance the image of inward investment in that special part of the UK and develop focused inward investment through publicity and RDA image raising.

The rationale for holding the English camp was the unrivaled enthusiasm of Korean parents for their children’s English education and the Korean parents’ apparent preference of domestic camps over overseas camps.

What happened??

- **We had**
 - **48 students:**
 - **51 media coverages: (including KBS-TV (prime-time news), SBS-TV, Yonhap News and three major daily newspapers)**
 - **PR value from media relations activities about the Academy is USD2,282,074 (more than a 45-fold rate of return based on the PR budget)**

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