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| **HOOK** | **EXPERT** | **PRODUCT** | **AUDIENCE** |
| Model building  | Academic | Video (draw my life/paper slide/minecraft screencast) | Principal/HT/teachers |
| Watching YouTube | Author | Documentary | Class within school |
| Drama activities | Director (film /theatre) | Film | Class in another school (face to face or online via skype)  |
| Taking students outside | Celebrity | Website (weebly, wix) | Whole school |
| Garden health assessment and revamp | Engineer | Picture book | Grandparents |
| Tasting foods | Journalist | Novel/novella | Local politician |
| Classroom cinema | Game designer | Book/iBook  | Nursing home |
| Guest expert talk | Artist/ Musician | Graphic novel | Preschool |
| 6 word story/memoir/play | Business person | Exhibition  | Online  |
| Twitter Q&A with expert | Community clubs/organisations | Food stall | Local/state library |
| Art - painting | Chef/Baker | Innovative design and prototype (loom band) | Local art gallery |
| Celebrity head/match the pictures | Fashion designer | Video game design | University campus  |
| Introductory video from expert | Politician | Poetry performance/reading | Youth workers |
| Skype call with expert | Sportsperson | Horrible Histories episode | Expert (see other column) |
| Playing video games | Gardener | Interpretive dance | Parents and friends |
| Scavenger hunt | NGO representative  | Stage performance  | Charity representatives  |