



Education First

Educational Tours

Global Leadership Summit



[Big Ben and Houses of Parliament, London, England]

The Power of Communication

LONDON & LEADERSHIP CONFERENCE | 2019

London & Leadership Conference

July 6 – 15, 2019

The Power of Communication

Conversation is the cornerstone of society and education. Whether at home, in the workplace, or at school—it's how we build knowledge and understanding. But does living in a world where we're always communicating discourage us from really listening, or amplify all that's being said? This Global Leadership Summit will examine *The Power of Communication* and everything impacting it today: from the media and social media to science, language, and art. Because as society evolves, so do the ways in which we connect. How can we use all the choices and channels available to us to better express ourselves and relate to one another? In a time when everybody's talking, let's treat each conversation as an opportunity to learn.

Where is the Leadership Conference?

Davos, Switzerland is more than just an Alpine resort town known for its sky-high elevation and stunning views; it's also a hub for innovation. Home to our Global Leadership Summit and the World Economic Forum's annual meeting, it's where business, government, and civil society leaders from Bill Gates to Bono come together to discuss the world's most pressing issues.

Your experience includes:

IMMERSIVE TRAVEL

Touring Europe brings the *The Power of Communication* to life as you gain knowledge and hands-on experience through cultural activities.

THOUGHT LEADERSHIP

Experts on the Summit theme will lead discussions and workshops to inspire and educate you. Past speakers and partners include Al Gore, Anthony Bourdain, Jane Goodall, Sir Ken Robinson, Google, and the African Leadership Academy.

INNOVATIVE THINKING

Working on a small international team, you'll develop skills like collaboration and creativity as you use the design thinking process to propose solutions to global communication challenges.

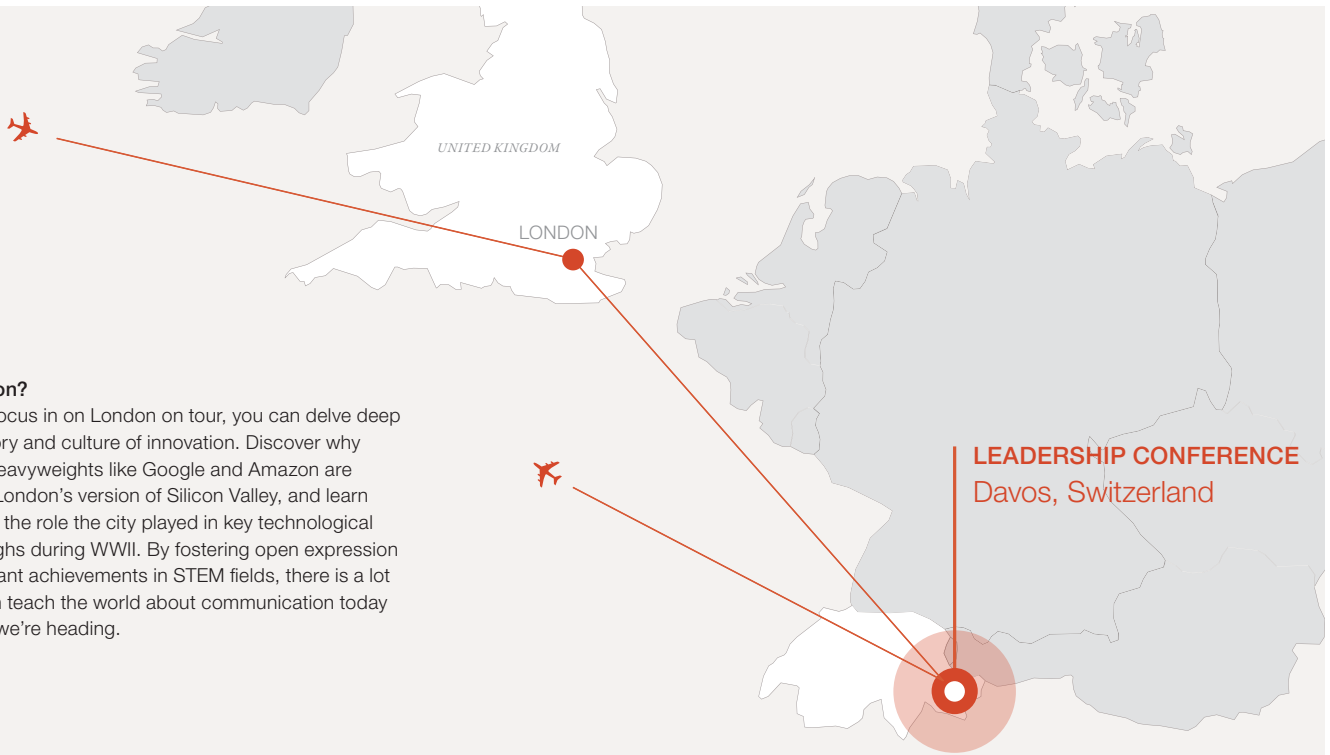
PERSONALIZED LEARNING

weShare, our personalized learning experience, engages you before, during, and after tour, with the option to create a final, reflective project for academic credit.



SPACE IS LIMITED

Please ask your teacher for your tour number and visit eftours.com or call 800-665-5364 to get started or sign up.



Why London?

When you focus in on London on tour, you can delve deep into its history and culture of innovation. Discover why high-tech heavyweights like Google and Amazon are flocking to London's version of Silicon Valley, and learn more about the role the city played in key technological breakthroughs during WWII. By fostering open expression and significant achievements in STEM fields, there is a lot London can teach the world about communication today and where we're heading.

Days 1–5: London

Fly overnight to London and meet your Tour Director—then begin your journey in a city of 8 million people, where you'll experience thriving technology and music scenes and see hundreds of years of history come to life. Admire the Baroque domes and spires of St. Paul's Cathedral, check out the lively five-way intersection of Piccadilly Circus, and snap a picture of Big Ben from the banks of the River Thames. You'll have the opportunity to explore either London's Science Museum or its Wellcome Collection: a museum founded by Sir Henry Wellcome, whose passion for medicine led him to collect over one million objects.

Of course, London is more than just museums and cathedrals. It's also home to groundbreaking innovation. Spend some time at Bletchley Park with an expert local guide. Once the top-secret home of the World War II Codebreakers, learn how their efforts to penetrate the secret communications of the Axis Powers impacted the outcome of the war. Visit the National Museum of Computing and hear the remarkable story of Colossus, the world's first electronic computer that helped decipher messages between Hitler and his generals.

You'll go to Speakers' Corner in the northeast corner of Hyde Park—known as the home of free speech—where public speaking, debate, and discussions happen daily. Watch how it's done before you and the members of your group are invited to make your voices heard. Take part in a cultural exchange activity with locals, and spend an evening at the theatre before continuing on to Switzerland.

Day 6: Zurich | Davos

Fly through Zurich on your way to Davos. Located in Graubünden, the innovative mountainside town is where your three-day leadership conference will take place.

Days 7–9: Leadership Conference

Enjoy a scenic cable car ride and a bit of free time to explore Davos before the conference kicks off on Friday night. You'll engage in some friendly competition with other Summit attendees, and be encouraged to step outside your comfort zone as you get to know the team you will work with over the next few days. On Saturday, the leadership conference continues as you collaborate with students from across North America and the world in this inspiring setting. Over the course of the entire weekend, you'll hear from world-renowned speakers, converse with local and global experts, and work in small international teams to harness *The Power of Communication*. The event will strengthen your creativity and critical thinking skills as you use design thinking to develop solutions that improve the way the world communicates.

Day 10: Depart for home

Head to the Zurich airport ready to address local challenges and initiate meaningful conversations back home.

EVERYTHING YOU GET

Full-time Tour Director; 1 sightseeing tour led by an expert, licensed local guide; 3 experiential learning activities; entrance fees for Science Museum/Wellcome Collection, Bletchley Park, National Museum of Computing, local theatre, and cable car ride; conference registration; weShare; round-trip flights on major carriers; comfortable motorcoach; hotels with private bathrooms; breakfast and dinner daily; lunch on days 8 & 9



Join a global community. Make a lasting impact.

When you join a Global Leadership Summit, you also join an innovative community of global citizens. These extraordinary events combine immersive travel with a weekend-long leadership conference—empowering students today to start becoming the leaders of tomorrow as they tackle significant global issues in eye-opening places.

Each Summit has a unique theme and itineraries that allow students to experience iconic destinations from a new perspective. They'll learn, grow, and compete to have their ideas featured in the Nobel Museum in Stockholm, Sweden. And when they return home, they're prepared to use their new skills to solve local challenges. Because if everyone who attends a Summit inspires change locally, together we can make a global impact.

Here are a few of the global issues students have tackled at past Summits:

SOCIAL RESPONSIBILITY

China | 2014

ENVIRONMENTAL SUSTAINABILITY

Costa Rica | 2015

HUMAN RIGHTS

The Netherlands | 2016

THE FUTURE OF FOOD

Italy | 2017

Visit eftours.com/summithighlights to see our past Summits in action.



Students develop leadership skills and gain new perspectives on global issues in workshops led by world-renowned thought leaders. In small international teams, they use design thinking to apply their learnings and propose new solutions.