

Lesson 7 — Final Simulation

Session 7 of 8 | Duration: 60 min | Artifact: Unassisted 4-min recording + L7 score

Purpose

Unassisted final performance, same conditions as L1. This is the “after” measure that produces each learner’s grade.

Phases

Time	Phase	Trainer does
0:00–0:05	Frame	State this is the final run. Same conditions as Lesson 1. No help. Language bank hidden.
0:05–0:15	Read the brief	New brief (below). Silent reading, 10 minutes. No questions on language.
0:15–0:55	Silent prep + pitches	5 min prep, then each learner records 4 min. No interruptions, no help. Language bank not on screen.
0:55–1:00	Close	Thank learners. Save recordings for scoring. Mention the L8 format: scores revealed, capstone on a real brief.

Scripted teacher language

“Same rules as Lesson 1. 10 minutes to read, then 4 minutes to pitch.”

“Language bank is not on screen today. No language help. No structure reminders. You know the shape by now.”

“Stay on camera as the client side for each other. No interruptions.”

Client brief — shared by all learners

Client: Veridian Pharmaceuticals — MENA medical advisory board

Brief. Veridian Pharmaceuticals is convening their MENA medical advisory board at Park Hyatt Jeddah: 80 senior specialist physicians from 12 countries across the region. The program runs 4 days residential.

- Day 1 — arrival, welcome reception
- Day 2 — plenary sessions and three concurrent therapeutic-area workshops
- Day 3 — plenary, gala dinner in the evening
- Day 4 — closing session, departure

Decision-maker. Dr. Ahmed Mansour, Regional Medical Affairs Lead. He has run advisory boards at three other Jeddah and Riyadh properties. He is risk-averse — the advisory board is a high-visibility internal program and any operational failure reflects on him personally.

The vision (captured on the first call). “We need this to run perfectly. The physicians are senior, opinionated, and not impressed easily. I want them to feel taken seriously. We want one Saudi-

rooted moment at the gala dinner that they'll remember — but the rest needs to be invisible operational excellence.”

Compliance and operational requirements.

- No alcohol. Halal-certified F&B throughout.
- Separate seating considered for some plenary sessions; on-property prayer arrangements
- Pharmaceutical compliance: no branded promotional environments, no off-label discussion settings
- 12 nationalities, mixed dietary requirements, simultaneous interpretation in plenary

Budget. SAR 1.8M approved for venue, F&B, and accommodation. Travel handled separately.

The pitch: Present a 4-minute pitch to Dr. Mansour.

After the session

Score each learner's L7 recording using the scorecard. Calculate the L1 → L7 delta and the grade band. Do not share results with learners until L8.

Between-session work

Each learner brings their real upcoming brief to L8 — one they'll actually pitch in the next 30 days.

Artifact

Unassisted 4-min recording per learner + L7 score sheet. Save as **PHJ_[Department]_[LearnerID]_EventSales_L7_YYYY-MM-DD**.