The UK Council for Child Internet Safety (UKCCIS) is a group of more than 200 organisations drawn from across government, industry, law, academia and charity sectors that work in partnership to help keep children safe online.

The Council was established in 2010 following a review by Professor Tanya Byron and discusses and takes action on topical issues concerning children’s use of the internet.

https://www.gov.uk/government/groups/uk-council-for-child-internet-safety-ukccis
Prepare a powerpoint which describes:

1. The internet, how it operates and the organisations which try to control it

2. All the related computer and mobile technology which is linked to the internet and trends in it.
3 contrasting businesses

SRC

McDonald's

TESCO

Every little helps
3. Developing an online presence for sales

The delivery mechanism provides entrepreneurs with opportunities to develop new products/services that would only work online – eBay
4. Promotion

- If a website is optimised to deliver high scores to the main search engines, then e-commerce promises a stream of targeted customers who are looking for a particular product.

- The large base of Internet users can be surveyed for an analysis of the marketability of a new product/service – increased information from customers – HOW is this AN ADVANTAGE?
4. Promotion

- Talk about how important promotion is to a business
- How important is it that a business is in the top 10 Google search
- Talk about how internet and related technology (wireless, blackberry, digital camera etc) can be used for promotion
6. Public relations

PR is giving a good message about a business and its activities.

– Sainsbury's website highlights corporate activities, as shown

– Look at Tesco and McDonalds websites