

CHRISTMAS LESSON

WESTJET CHRISTMAS MIRACLE

BEFORE THE VIDEO

- What do you enjoy most about Christmas?
- Do you give each other presents in your family?
- What other traditions do you have?
- Do you do the Christmas shopping or does somebody else do it for you?

WATCH THE VIDEO (<https://www.youtube.com/watch?v=zIElvi2MuEk>)

In 2013, the Canadian WestJet airline workers did something unusual for their passengers during the holiday season. Watch the video and discuss the following questions.

LET'S TALK ABOUT IT

- How did the video make you feel?
- Do you think the passengers took the Santa at the airport seriously? Why?
- Why do you think WestJet organized such an action?
- Do you think the airline saw benefits in giving their passengers Christmas gifts?
- What do you think the West Jetters felt during their shopping endeavor?

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Now watch the video again and answer the following questions.

1. What happened at the airport before the flights?
2. What was happening while the planes were in the air?
3. What happened when the planes landed?

AFTER THE VIDEO – Discussion

Read the following questions and think about your answers. Share your opinion with your classmates and discuss the following topics.

- Giving vs receiving gifts: what gives you greater joy?
- What is the so-called "Christmas spirit" nowadays?
- Do you think Christmas has become too much about material goods?
- Does a Christmas gift necessarily have to be something you can wrap and put under the tree?
- Is it OK for companies to play on people's sentimentality to boost their sales?

WRAP UP – Imagine

Choose between these two scenarios and explain what you would do to manage the situation.

- a) Imagine you are part of the WestJet team looking for gifts and you can't find this one toy a sweet little girl had asked for. You can't let the child down, not on Christmas. What should you do?
- b) Imagine you are the WestJet CEO at a press conference. One journalist accuses you of being cynical and trying to increase sales by bribing your customers with Christmas gifts. You need to give a heartfelt response emphasizing the meaning of Christmas.