

Event

“会展策划与实务” 岗位资格考试系列教材
上海紧缺人才培训工程

听说、口译篇

Listening, Speaking & Interpreting

会展 实用英语

Practical Event English

“会展策划与实务” 岗位资格考试系列教材编委会◎编



旅游教育出版社

责任编辑:晋小涵

图书在版编目(CIP)数据

会展实用英语.听说、口译篇/“会展策划与实务”岗位资格考试系列教材编委会编. —北京:旅游教育出版社, 2008.8

上海紧缺人才培训工程

ISBN 978 - 7 - 5637 - 1725 - 5

I. 会… II. 会… III. ①展览会—英语—听说教学—技术培训—教材 ②展览会—英语—口译—技术培训—教材 IV. H31

中国版本图书馆 CIP 数据核字(2008)第 119317 号

“会展策划与实务”岗位资格考试系列教材

上海紧缺人才培训工程

会展实用英语(听说、口译篇)

Practical Event English (Listening, Speaking & Interpreting)

“会展策划与实务”岗位资格考试系列教材编委会 编

主 编 吴云 副主编 郭兆康

编写 邢怡 朱艳华 王婷 吴云 杨 杨劲松 郭兆康

出版单位	旅游教育出版社
地 址	北京市朝阳区定福庄南里 1 号
邮 编	100024
发行电话	(010) 65778403 65728372 65767462 (传真)
本社网址	www.tupcb.com
E - mail	tepx@163.com
印刷单位	北京科普瑞印刷有限责任公司
经销单位	新华书店
开 本	787 × 960 1/16
印 张	16.25
字 数	215 千字
版 次	2008 年 8 月第 1 版
印 次	2008 年 8 月第 1 次印刷
印 数	1 ~ 5 000 册
定 价	39.50 元(含光盘)

(图书如有装订差错请与发行部联系)

“会展策划与实务”岗位资格考试系列教材

编 委 会

主 任 道书明

副主任 金 放

委 员 (按姓氏笔画排列)

王红平

王万宁

刘煜海

傅 谨

本书编者

主 编	吴 云
副主编	郭兆康
编 写	(按姓氏笔画排列)
	邢 怡 朱艳华
	庄 婷 吴 云
	吴 杨 杨劲松
	郭兆康

序

上海市旅游事业管理委员会主任 道书明

随着全球经济一体化步伐的加快,旅游会展业以其迅猛的发展势头为世界所瞩目,得到了越来越多国家和政府的重视。

上海作为中国的经济中心之一,旅游会展业发展理应走在全国前列。1999年上海“财富”论坛的举办,2001年APEC会议的召开,2008年北京“奥运会”和2010年上海“世博会”的成功申办,使上海跃入了世界知名的旅游会展城市之列。市政府已将旅游会展业列为上海加快发展现代服务业的六大重点领域之一。上海旅游会展业依托大都市的资源优势,依靠政府的大力扶持,将在“十一五”期间发展成为新兴的支柱产业。

按照世界旅游组织(UNWTO)、国际会议协会(ICC)和国际展览联盟(UFI)的排名,我国与旅游会展强国还有一定差距,形成这种局面的原因,一是我国旅游会展业起步较晚,基础较薄弱;二是缺乏高素质的人才。据统计,到2010年世博会期间,上海将需要20多万旅游会展专业人才。由此可见,抓紧培养旅游会展人才,尤其是中高级旅游会展人才已成为当务之急。

为了加快我国旅游会展业的发展,尽快赶上世界强国,我们在吸收国外先进经验的同时,更要十分注重专业人才的培养。可以说,没有高素质的专业人才,旅游会展业就谈不上进一步发展。为了缓解上海旅游会展人才紧缺的问题,上海市旅游事业管理委员会会同市有关部门设立了上海紧缺人才培训工程“会展策划与实务”岗位资格证书考试项目,受到广泛好评,这是一件实事和好事。

希望通过努力,为正在蓬勃发展的旅游会展产业,为2010年上海世博会,培养输送一大批旅游会展行业紧缺的策划、规划、管理、营销、接待、设计和技术等方面的专门人才,齐心协力打造上海旅游会展人才高地。

前言

会展素有经济发展和社会进步的“助推器”之称。随着中国经济的快速发展,对外开放的扩大和申奥、申博成功,会展业以年平均 20% 的增幅迅猛发展,并开始逐步走向国际化、专业化、规模化和品牌化。据有关方面预测,中国上海对于吸引旅游者,特别是参加各种国际会议、展览、奖励旅游和各类节事活动的客人具有极大的潜力,将成为 21 世纪亚太地区的重要会展中心。会展经济已经成为上海经济的新亮点。与会展业高速发展所不相适应的是高素质专业会展人才奇缺,专业会展人才已成为制约会展业进一步发展的“瓶颈”,已成为上海经济和社会发展的紧缺人才之一。为此,根据《上海紧缺人才培训工程》的要求,由上海市旅游事业管理委员会牵头,会同有关部门,设立了“会展策划与实务”岗位资格证书培训考试项目。《会展实用英语》教材正是顺应该项目的需要而编写的。

《会展实用英语》分为“读写篇”和“听说、口译篇”两本书。本套书的编写宗旨如下:不仅在于进一步提高使用英语进行会展管理与服务的交际能力,还要求掌握会展业各部门、各环节以及整个流程中的策划、管理、营销、接待等实施人员应具备的英语沟通能力;结合 PCO 和 DMC 及会展场馆管理工作流程,深化听、说、读、写、译等英语语言技能训练,进一步了解英语国家综合文化知识和国际会展业的背景知识;介绍欧美有关会展业的先进理念道实践。针对实际工作需求,按照国家会展流程,通过大量练习,帮助上岗人员和会展从业人员进一步扩大词汇量,掌握综合运用语言的能力,更好地开展国际会展业务。

《会展实用英语》教材内容涉及会展业和世博会概况、会展策划、会展融资、营销、谈判、公关服务、展台设计、搭建、物流、安保、财务、会展信息管理、会展文案及会展后期评估等领域。

《会展实用英语(听说、口译篇)》的每个章节内容包括:听力练习、英汉口译互译训练、场景口语训练等。

本书主编为上海师范大学旅游学院/上海旅游高等专科学校的吴云老师。副主编为郭兆康(上海师范大学旅游学院/上海旅游高等专科学校)。参加本书编写的人员有:吴云(第 1、2、4、6、11 章)、邢怡(第 13、14 章)、郭兆康(第 3、7 章)、杨劲松(第 5、12 章)、吴杨(第 10 章)、朱艳华(第 9 章)、庄婷(第 8 章)。

傅谨、傅国林和付坤等老师也为本书做了许多工作,在此表示衷心感谢。

由于时间仓促和编者水平有限,本书疏漏之处恳请批评斧正。

上海师范大学旅游学院/上海旅游高等专科学校

吴 云

Contents

目 录

Chapter 1 Enquiring about Holding a Conference 会议咨询 // 1

Section One Listening Activities // 1

Section Two Interpretation Activities // 5

Section Three Speaking Activities // 7

Chapter 2 Booking an Event 招展商会展预订 // 13

Section One Listening Activities // 13

Section Two Interpretation Activities // 17

Section Three Speaking Activities // 19

Chapter 3 Event Planning and Budgeting 会展策划与预算 // 23

Section One Listening Activities // 23

Section Two Interpretation Activities // 26

Section Three Speaking Activities // 28

Chapter 4 Providing Exhibit Information 提供展览信息 // 32

Section One Listening Activities // 32

Section Two Interpretation Activities // 36

Section Three Speaking Activities // 37

Chapter 5 Negotiating on Exhibiting Space 展位谈判 // 42

Section One Listening Activities // 42

Section Two Interpretation Activities // 46

Section Three Speaking Activities // 48

Chapter 6 Hiring a Stand 申请展位 // 53

Section One Listening Activities // 53

Section Two Interpretation Activities // 57

Section Three Speaking Activities // 59

Chapter 7 Personal Sales Calls 销售拜访 // 64

Section One Listening Activities // 64

Section Two Interpretation Activities // 68

Section Three Speaking Activities // 70

Chapter 8 Hiring People and Loaning Properties 雇用人员/租借物品 // 74

Section One Listening Activities // 74

Section Two Interpretation Activities // 78

Section Three Speaking Activities // 80

Chapter 9 Safety and Security Service 安保服务 // 84

Section One Listening Activities // 84

Section Two Interpretation Activities // 88

Section Three Speaking Activities // 90

Chapter 10 Helping with Post-Conference Logistics 会后物流服务 // 93

Section One Listening Activities // 93

Section Two Interpretation Activities // 97

Section Three Speaking Activities // 99

Chapter 11 Opening and Reception 开幕与酒会 // 103

Section One Listening Activities // 103

Section Two Interpretation Activities // 107

Section Three Speaking Activities // 110

Chapter 12 Attending the Event 参加展会 // 116

Section One Listening Activities // 116

Section Two Interpretation Activities // 120

Section Three Speaking Activities // 122

Chapter 13 Reserving Post-Conference Tours 会后旅游预订 // 126

Section One Listening Activities // 126

Section Two Interpretation Activities // 129

Section Three Speaking Activities // 131

Chapter 14 Event Review Meetings 会后总结 // 135

Section One Listening Activities // 135

Section Two Interpretation Activities // 139

Section Three Speaking Activities // 140

Answers 答案 // 145

Transcripts 听力原文 // 192

Appendix 附录 // 244

References 参考书目 // 247

Chapter 1

Enquiring about Holding a Conference 会议咨询



Section One Listening Activities

Warm-up

fund raising gala		募捐晚会
rehearsal	<i>n.</i>	排演
Murphy's law		墨菲法则
set aside		留出
so what		那又怎么样
sponsor	<i>n.</i>	赞助者
financial outlay		经济支出
preliminary	<i>adj.</i>	初期的, 开始的
clearly defined responsibility		职责明确
indispensable	<i>adj.</i>	不可缺少的
player	<i>n.</i>	参与者

A. Spot Dictation

Designing and producing an event—whether it be a meeting, corporate event, _____ (1) _____ gala, _____ (2) _____, convention, _____ (3) _____ or other special event—have been compared to directing a movie but is actually more like a _____ (4) _____. It is a high-wire act without the safety nets. Once your event starts there are no _____ (5) _____. It's done in one take and there are no dress rehearsals. You are simply not able to _____ (6) _____—as you can from a movie script—of how your guests and suppliers will _____ (7) _____. But _____ (8) _____. Any event, whether it's for 50 or more than 2,000 people, _____ (9) _____. Never forget Murphy's Law: _____ (10) _____.

B. Multiple Choice

Directions: In this section you will hear several dialogues. After each dialogue, there are some questions. Listen to the dialogues carefully and choose the most appropriate answer to each question from the four choices marked A, B, C and D.

Dialogue 1

1. What's the purpose of the product launch?
 - A. To invite some customers to hold a party.
 - B. To increase the sale of the new product.
 - C. To investigate the sale of the new product.
 - D. To decide how much money is needed to promote the new product.
2. What should be decided before an event is put into practice according to the dialogue?
 - A. The number of the customers being invited.
 - B. The amount of money being set aside.
 - C. Dates and venue of the event.
 - D. The objective and budget.

Dialogue 2

1. What makes the woman go in a hurry?
 - A. The exhibition.

- B. The equipment and facilities of the exhibition.
 - C. The weather report.
 - D. The storm.
2. What can be inferred from the dialogue?
- A. Many external factors such as the local laws and even weather will have an effect on the success of an event.
 - B. The equipment and facilities of an exhibition should be taken good care of.
 - C. An exhibition employee should listen to the weather forecast from time to time.
 - D. Exhibition employees should cooperate with each other.

Dialogue 3

1. What are the major responsibilities an event-planning manager has?
- A. To give advice and consultation about an event.
 - B. To estimate the preliminary cost of an event.
 - C. To manage everything well in order to ensure the success of an event.
 - D. To have a talk with the sponsor of the event.
2. What should be decided in advance?
- A. The sponsor.
 - B. The goal and the budget.
 - C. The internal and external factors.
 - D. The event committee.
3. Which of the following may not necessarily be considered during planning an event?
- A. The targeted audience.
 - B. The location.
 - C. The transportation.
 - D. The local municipal government.
4. What requirements should an effective event team meet to ensure a successful event?
- A. It should be staffed with some professionals.
 - B. It should match the skills and areas of interests to the areas of responsibilities.
 - C. Each member should keep in mind clearly his/her responsibility and cooperate with others.

- D. Every member of the team supports the manager.

Dialogue 4

1. What questions are interviewees asked in the survey?
 - A. What are the best channels for demonstrating products and services?
 - B. Are exhibitions the most efficient way to do business?
 - C. What are the best channels for building relationships with customers and prospects?
 - D. Both A and C.
2. What conclusion can be drawn from the survey?
 - A. Exhibitions have been considered as the most efficient way to do one-stop business.
 - B. For many companies, exhibitions have become inseparable from their business.
 - C. Companies have been increasingly aware of the importance of meetings and exhibitions.
 - D. All of the above.
3. According to the dialogue, why can a trade fair be effective for businesses?
 - A. There are top-level buyers.
 - B. There are major players in the industry.
 - C. There is a most direct contact between the exhibitors and attendees.
 - D. Attendees can ask questions directly.
4. All meetings and exhibitions are not successful because _____.
 - A. The MICE industry is a promising industry.
 - B. Even the smallest fault in various factors will influence the effect.
 - C. More and more companies are involved in event-planning.
 - D. It's hard to control the number of event planners and attendees.

C. Passage Dictation

Directions: *In this section, you will hear a passage. Listen carefully and write down what you have heard on the tape.*



Section Two Interpretation Activities

A. Sentence Interpretation

1. Fill in the blanks with the equivalents of the following words.

(1) retailer	
(2) recreation facilities	
(3) 奖励旅游	
(4) 同义词	
(5) 区分	
(6) 简要介绍一下	
(7) 无过多要求	

2. Read aloud the following sentences to your partner and translate them into Chinese or English.

- (1) Comparing both conventions, the bigger difference is size.
- (2) What's more, they look for attractive locations, recreation facilities, choice of restaurants, etc.
- (3) It was E. F. MacDonald who innovated the idea of incentive travel.
- (4) One big advantage of exhibiting at this show is that we can meet retailers from all over the country.
- (5) By this design, you can easily find the show you want to visit.
- (6) 怎么区分“seminars”和“conventions”呢？你认为它们是同义词吗？

- (7) 你说的不够完整,“congress”在欧洲普遍使用,且用于国际会议。
 (8) 首先,让我向你们简要介绍一下我们的中心。
 (9) 在诸多奖励形式中,为何偏偏选中旅游这种奖励形式?
 (10) 我的意思是说他们对会议设施并无过多要求。

B. Passage Interpretation

1. Fill in the blanks with the equivalents of the following words.

(1) overlap		(5) 消费者展览	
(2) quantify		(6) 分离出	
(3) premise		(7) 赢取利润	
(4) 贸易展览		(8) 同时进行	

2. Read the following passages and translate them into Chinese or English.

Passage 1

Meetings, whether they are conferences or conventions, increasingly overlap with incentive travels. This is because companies both at home and abroad are attaching much importance to rewarding good performance of employees.

Association meetings are staged where local associations are highly active. Many international associations, like the World Exposition Organization, choose a venue for practical reasons including the supporting interests.

While the meeting industry is concerned with communicating information, it is hard to quantify the different types of meetings involved. What makes up a meeting depends on the minimum number of attendees, the duration of time, the subjects or activities and sometimes the type of premises.

Passage 2

同协会会议一样,展览亦需要周密的计划和组织,这主要是因为展览的筹备期较长、初期风险较大。一旦贸易展览和消费者展览组织成功,总是趋向于成为定期展览,规模不断壮大,从而分离出更多的专业展览。

展商可能有自己单独的展台,或者联合成为一个团体,他们时常提前预订展位,以保证得到最好的位置。

与会议相比较而言,成功地组织的展览通常能够为展厅提供者和展览组织者赢取利润。展览和会议时常同时进行;大型的或者专业贸易展览一般在展览期间穿插一些作为增加吸引力或发布信息的研讨会,参展者可选择性地参与。



Section Three Speaking Activities

A. Specialized Terms

Match the expressions on the left with the best equivalent Chinese on the right.

- | | |
|---|-----------------|
| 1. event | A. 职业会议策划者 |
| 2. sponsor | B. 会议中心 |
| 3. planner | C. 与会者 |
| 4. attendee | D. 主旨发言人 |
| 5. venue | E. 大型活动(会展、节庆等) |
| 6. convention center | F. 目的地管理公司 |
| 7. keynoter | G. 赞助方 |
| 8. CVB (Convention and Visitors Bureau) | H. 会议观光局 |
| 9. CMP (Certified Meeting Planner) | I. 会后旅游 |
| 10. DMC (Destination Management Company) | J. 注册会议策划师 |
| 11. PCO (Professional Conference Organizer) | K. 会议策划者 |
| 12. post-conference tour | L. 会展场地 |

B. Sample Conversation

(A foreign planner calls the sales office of Shanghai Convention and Visitors Bureau. He asks various questions about holding an annual association conference in the city. The clerk at the reception desk is answering him by providing the information involved.)

Clerk: Shanghai Convention and Visitors Bureau. May I help you?

Planner: Yes. I'm John Stevens calling from New Orleans. We're planning to