

English for Convention & Exhibition Business

新21世纪
大学英语
选修课系列

会展 商务英语

刘伟等主编

复旦大学出版社

新21世纪
大学英语
选修课系列

会展 商务英语

主 编 刘 伟
副主编 巨 铭 徐耀辉

English for Convention &
Exhibition Business

 復旦大學 出版社

图书在版编目(CIP)数据

会展商务英语/刘伟等主编. —上海:复旦大学出版社,2011.9
ISBN 978-7-309-08386-6

I. 会… II. 刘… III. 展览会-商务-英语 IV. H31

中国版本图书馆 CIP 数据核字(2011)第 171046 号

会展商务英语

刘 伟 等主编
责任编辑/唐 敏

复旦大学出版社有限公司出版发行
上海市国权路 579 号 邮编:200433
网址:fupnet@fudanpress.com <http://www.fudanpress.com>
门市零售:86-21-65642857 团体订购:86-21-65118853
外埠邮购:86-21-65109143
上海崇明南海印刷厂

开本 787 × 960 1/16 印张 15.25 字数 283 千
2011 年 9 月第 1 版第 1 次印刷
印数 1—5 100

ISBN 978-7-309-08386-6/H · 1769
定价: 30.00 元

如有印装质量问题,请向复旦大学出版社有限公司发行部调换。
版权所有 侵权必究

Preface

Today is the turning point of the history and the future; standing on this point, we should be responsible for the past as well as the future. Of course, we know clear about that yesterday was gone; tomorrow is uncertain in the future; only today is in our hand that can be controlled by ourselves. Taking advantage of today, catching the good opportunity, we should develop our MICE industry. Convention and Exhibition become more and more popular in the world. China's exhibition industry has been booming in the past three decades with the sustained and rapid growth of national economy. Being a developing and large market in Asia, China has been attracting more and more investors since the implementation of opening and reform policy. The book consists of many novel ideas in Convention & Exhibition teaching and learning. 2010 Shanghai Expo presents me with extraordinary thoughts and fashions, which stimulates me to put the pen to the paper. Exhibition is an old trade as well as a new one in China. In short, it was a market as well as a trade fair familiar to us. However, modern exhibition, booming in the Europe, introduced into China lately, is not just a simple fair. Modern exhibition carried out in a good cooperation deals with culture, communication and technology.

Based on Melvil Dewey's theory—*Learning from Doing*, the book is compiled in contents with the process of project in which many tasks are set up. Student-centered teaching approach with task-based learning strategy is the clue of the whole book. The book can be divided into eight Units.

In Unit 1—Introduction: General Understanding of Convention & Exhibition, in this part a general view of the MICE is put forward to the students and the self-taught readers. On some basic definitions and concepts in Convention & Exhibition are shed light.

In Unit 2, Project 1: Planning for Convention & Exhibition. In this part a general view of planning for MICE is an important issue in the event that influences the other matters of coming stage. Planning is everything that can direct customers and visitors to a special surrounding.

In Unit 3, Project 2: Marketing Convention & Exhibition. Marketing refers





Market mix including 4Ps: Place, Price, Product and Promotion. The term *marketing concept* holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors.

In Unit 4, Project 3: Negotiation in Convention & Exhibition. Negotiation usually happens to everyone at any time. Negotiation in Convention & Exhibition aims to accomplish each other's business goals with mutual benefits. In this part many strategies and skills on negotiating will introduce to readers and learners.

In Unit 5, Project 4: Management of Convention & Exhibition. Management may be the most important innovation of the twentieth century, and the one most directly affecting the young, educated people in colleges and universities who will be tomorrow's "knowledge workers" in managed institutions, and their managers the day after tomorrow.

In Unit 6, Project 5: Finance of Convention & Exhibition. We often say that money is not everything, without money everything is nothing. How to raise funds for convention & exhibition and how to look for sponsors who are strong in finance should be taken into account. Doing big deal with least money is a modern concept in our society. Saving money for a rainy day also is familiar to us.

In Unit 7, Project 6: Reception and Etiquette in Convention & Exhibition. In this part some basic etiquettes and ceremonies including business etiquettes and office etiquettes and table manners are introduced to the readers. Cultural differences lead to different customs and habits which influence the individuals' behaviours and personal codes.

In Unit 8, Project 7: Cross-cultural Communication in Convention & Exhibition. This part offers readers a general view on cross-cultural communication, which includes many details of eastern and western cultural differences. Especially, culture shock will influence those who are not familiar with international negotiation and business. With some cases regarding cross-cultural communication, the readers are required to understand the cultural differences, meanwhile avoid cultural shock in some degree.

Unit 1, Unit 7 and Unit 8 are compiled by Liu Wei(刘伟); Unit 2, Unit 3 and Unit 4 by Ju Ming(巨铭); Unit 5 and Unit 6 by Xu Yaohui(徐耀辉).



Contents

Unit 1	Introduction: General Understanding of Convention & Exhibition Business	1
Unit 2	Project 1: Planning for Convention and Exhibition	18
Unit 3	Project 2: Marketing Convention and Exhibition	54
Unit 4	Project 3: Negotiation in Convention & Exhibition	85
Unit 5	Project 4: Management of Convention & Exhibition	107
Unit 6	Project 5: Finance of Convention & Exhibition	126
Unit 7	Project 6: Reception and Etiquette in Convention & Exhibition	148
Unit 8	Project 7: Cross-cultural Communication in Convention & Exhibition	181





Appendix I : Some Information About 2010 Shanghai Expo	217
Appendix II : Useful Words & Expressions ①	219
Appendix III : Useful Words & Expressions ②	223
Appendix IV : Useful Words & Expressions ③	226
Appendix V : Auto Logos	227
References	236

Unit 1

Introduction: General Understanding of Convention & Exhibition Business

International
Travel Expo



Learn from yesterday, live for today, hope for tomorrow.

—Albert Einstein

✱ Objectives

- * To understand basic concepts related to Convention & Exhibition;
- * To know the history of Convention & Exhibition;
- * To master the basic knowledge on MICE.



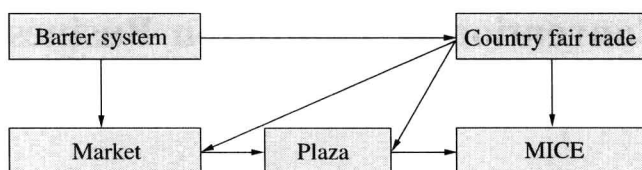


Task

Basic knowledge

Section A

MICE Evolution



Barter system is a way of exchange in which goods or services are directly exchanged for other goods or services without using any money medium (currency). It is usually bilateral or multilateral. Even now we have the primary exchange mode in swap meet.

Country fair trade is an organized social movement and market-based approach that aims to help self-employed producers to bring their products to the same place and exchange goods with others for respective necessity.

The **plaza** refers to a center of community life that is only equaled by the market-place.

Market refers to a regular gathering of people for the purchase and sale of provisions, livestock, and other commodities.

MICE is the industry including meeting, incentive, convention and exhibition.

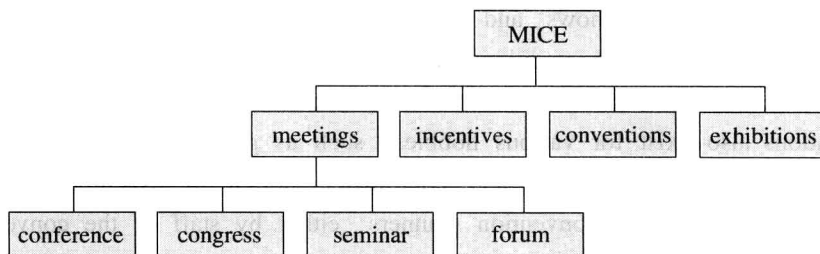
Vocabulary 1: Matching



Match the words and expressions in the left column with proper definitions in the right.

1. foreign exchange	A. a set of equipment that connects telephone lines during a call
2. stock exchange	B. an outdoor market that sells second-hand (= old or used) goods at low prices
3. telephone exchange	C. the system of exchanging the money of one country for that of another country
4. bill of exchange	D. a written order to pay a sum of money to a particular person on a particular date
5. flea market	E. the business of buying and selling shares in companies and the place where this happens
6. black market	F. a person or thing considered to be the same as another in status or quality
7. stock market	G. the animals kept on a farm , for example cows or sheep
8. equal	H. an illegal traffic or trade in officially controlled or scarce commodities
9. equal pay for equal work	I. a market in which securities are bought and sold
10. livestock	J. demand equal pay for equal work

Section B



Meeting: A meeting is a rally of more than one person that has been assembled





for the purpose of achieving a common goal through verbal interaction, such as sharing information or reaching agreement or transferring command. Meeting also can be defined as an event in which a group of people come together to discuss things or make decisions. According to characters, meeting can be divided into many kinds such as military conference, political meeting, tribal meeting, chiefs conference; based on different scales, meeting consists of mini-conference, medium-sized conference, conference. Meetings may occur face to face or virtually, as mediated by communications technology, such as a **telephone conference call**, a **conference call** or a **videoconference**. A meeting may be distinguished from other gatherings, such as a chance encounter, a sports game or a concert, a party or the company of friends and a demonstration. Commercially, the term is used by meeting planners and other meeting professionals to denote an event booked at a hotel, convention center or any other venue dedicated to such gatherings. In this sense, the term meeting covers a lecture, seminar, conference, congress, exhibition or trade show, workshop, training course, team-building session and kick-off event.

Convention: A convention, in the sense of a meeting, is a gathering of people coming to an arranged place and time for discussing or engaging in some common interest, which mostly aims to solve the problems presented before them. The most common conventions are based upon industry and profession. Trade conventions typically focus on a particular industry or industry segment, and feature keynote speakers, vendor displays, and other information and activities of interest to the event organizers and attendees. Professional conventions focus on issues of concern to the profession and advancements in the profession. Such conventions are generally organized by societies dedicated to promotion of the topic of interest. Fan conventions usually feature displays, shows, and sales based on pop culture and guest celebrities. Science fiction conventions traditionally partake of the nature of both professional conventions and fan conventions, with the balance varying from one to another. Conventions also exist for various hobbies, such as gaming or model railroads. Conventions are often planned and coordinated, often in exacting detail, by professional meeting and convention planners, either by staff of the convention's hosting company or by outside specialists. Most large cities will have a convention center dedicated to hosting such events.

Exhibition: A public display of works of art or other items of interest, held in



an art gallery or museum or at a trade fair. An exhibition, in the most general sense, is an organized presentation and display of a selection of items. In practice, exhibitions usually occur within museums, galleries and exhibition halls, and World's Fairs. Exhibitions include whatever as in major art museums and small art galleries; interpretive exhibitions, as at natural history museums and history museums, for example; and commercial exhibitions, or trade fairs. The word "exhibition" is usually, but not always, the word used for a collection of items. Sometimes "exhibit" is synonymous with "exhibition," but "exhibit" generally refers to a single item being exhibited within an exhibition.

Exhibitions may be permanent displays or temporary, but in common usage, "exhibitions" are considered temporary and usually scheduled to open and close on specific dates. While many exhibitions are shown in just one venue, some exhibitions are shown in multiple locations, such exhibitions are called travelling exhibitions.

Though exhibitions are common events, the concept of an exhibition is quite wide and encompasses many variables. Exhibitions range from an extraordinarily large event such as a World's Fair Exposition to small one-artist solo shows or a display of just one item. Curators are sometimes involved as the people who select the items in an exhibition. Writers and editors are sometimes needed to write text, labels and accompanying printed material such as catalogs and books. Architects, exhibition designers, graphic designers and other designers may be needed to shape the exhibition space and give form to the editorial content.

The term MICE is an acronym for the meetings, Incentive Travels, Conventions and Exhibitions—is widely used in Asia as a description of the industry. The Convention is one of the most dynamic elements in the M. I. C. E. segment. The industry is generally regulated under the tourism sector. This is therefore a business-oriented segment, involving obligatory (or non-discretionary) travel. The incentives part of MICE is the odd one out—though it is related to business, as it is usually provided to employees or dealers/distributors as a reward, it tends to be leisure based. Archaeologists, in their investigations of ancient cultures, have found primitive ruins that functioned as common areas where people would gather to discuss common interests, such as hunting plans, war-time activities, negotiations for peace, or the organization of tribal celebrations.

Press conference: An interview given to journalists by a prominent person in





order to make an announcement or answer questions.

Conference call: a telephone call in which three or more people take part.

National People's Congress (NPC): The National People's Congress, abbreviated NPC, is the highest state body and the only legislative house in the People's Republic of China. The National People's Congress is held in the Great Hall of the People, Beijing, capital of the People's Republic of China.

Seminar: A class at a college or university in which a topic is discussed by a teacher and a small group of students.

Fortune Global Forum: A place, meeting, or medium where ideas and views on a particular issue can be exchanged.

Chart flow of convention:



Vocabulary 2: Matching



Match the words and expressions in the left column with proper definitions in the right.

1. mediate	A. reciprocal action or influence
2. occur	B. the start of an activity
3. interaction	C. to try to end a disagreement between two or more people or groups by talking to them and trying to find things that everyone can agree on
4. kick-off	D. a famous person
5. distinguish from	E. to embarrass oneself or others in public
6. denote	F. join in (an activity)
7. celebrity	G. happen; take place
8. partake	H. booth
9. make an exhibition of oneself	I. recognize or treat (someone or something) as different
10. exhibition stand	J. stand as a name or symbol for

Section C

Speaking of convention and exhibition, we'd like to trace to find the origin of convention and exhibition. The primitive form of convention is a get-together among the tribes. Objective of convention is to collect the public opinions and solve the problems as well as distribute the current news. Exhibition is related to display or show of the manufactures and commodities including in-kinds and intangible assets. Cities have always had a plethora of financial, technical, and intellectual resources that have made them an important factor in the history of mankind. Not only did cities become the hub of activity for geographic regions, but also they had become centers of transportation with convenient facilities in many aspects. Guilds had come into being as time went by so that city had the ability to gather for the discussion of common interest for the sake of high efficiency. Trade associations as well as professional, fraternal, and religious organizations assembled to address issues relevant to their membership. Discussions of trade regulations and the selling or



trading of goods were also important reasons for congregating. Many people wonder how an exhibition is developed. The answer to that question varies with the type of exhibition involved; whether it is organized by the museum or not, whether it is made up of pieces the museum owns or not, and whether it is a one-person show or a group show.

All exhibitions start with an idea; either based on the work of a particular artist, a trend in art that merits exploration, or simply a central theme (like landscape paintings or abstract sculptures). Once the theme of the show is determined, the dates when the exhibition will be on display must be established and the selection of work to be included must commence. In the case of an exhibition organized by the museum, art museums, galleries and artists are contacted to determine what artworks are available. At that point, the museum and the lender sign loan agreements to ensure that the piece requested will be committed to the exhibition. After the loan agreements are returned, the Collections & Exhibitions Manager (the person in charge of keeping track of all artwork coming into or leaving the museum, including pieces owned by the museum) will begin to arrange the delivery of the artwork. Once the work is in the building, it must remain in its packing materials for 24 hours. This allows the artwork to adjust to the climate of the museum so that it is not damaged by a quick change in temperature or humidity. Once the artworks are opened, they are moved into the gallery and arranged according to how they will be installed for the exhibition.

In the case of an exhibition of artwork that the museum owns, after deciding on a theme and time slot, all of the artwork in the Permanent Collection that fit the theme and the number of pieces that will fit in the designated gallery space are determined. An additional consideration is whether any of the pieces need to be framed or require special attention prior to being displayed. Then, when the time comes to install the exhibition, the artwork is arranged and installed in the gallery.

Sometimes a museum will organize an exhibition of sufficient cost and complexity as to make it necessary to seek other museums to host the exhibition. These are called touring exhibitions, and they are common in the museum world.



Touring exhibitions are so common, in fact, that a number of companies exist that specialize in organizing these types of exhibits and then “renting” them to museums, galleries, and other cultural institutions. If a museum borrows a touring exhibition, it saves them the time and effort needed to organize their own show. And when an exhibition tours, much of the cost is shared by the hosting institutions, making them less expensive than they would have been if only the originating museum had held the exhibition in its galleries. This, in turn, often allows a museum to bring artwork to its visitors that it might not otherwise be able to show.

China’s exhibition industry has been booming in the past two decades with the sustained and rapid growth of national economy. As a developing and large market in Asia, China has been attracting more and more investors since the implementation of opening and reform policy.

At present the origin of convention & exhibition has been in exploration and discussion without a unanimous definition. Generally, it is said that convention & exhibition has been evolved from country fair trade or from witchcraft rituals and god cults or from bartering. Trade in China or western countries was popular in ancient time; even now we have many supermarkets in the metropolises as well as small markets in the villages. In the market all vendors displayed their products or their handcrafts, which sometimes had been considered the primitive form of modern expo. According to witchcraft rituals and god cults, exhibition was said to be an artistic form. Animism was taken deep roots in the concept of the people in those days. Worshiping and sacrificing was an embryo of exhibition. Bartering theory had thought that “display and have a look” were necessary in bartering system and then goods or products could be exchanged with each other. Whatever theory you’d like to follow, it will not do harm to our modern convention and exhibition at present. Actually, the modern expo was developed from the Leipzig fairs.

The history of the Leipzig fairs goes back to the Middle Ages. A fair held at Leipzig is first mentioned in 1165. In 1190 Otto the Rich, margrave of Saxony instigated two trade fairs in Leipzig, at Easter and Michaelmas. No other fair was to be held up to a mile away, and the bridges and streets were freed from toll. The





Michaelmas fair was held at the church of St. Nikolai, built in 1176. At this time, there were fairs at other Saxon towns like Freiberg, Leisnig, Pegau and Regis as well. In 1268 all foreign merchants travelling to or living in Leipzig got safe conduct for their persons and their goods, even if their Rulers were at war with Saxony. This led to the settlement of numerous merchants in Leipzig. Trade goods now included herring, cloth, wine and pepper. In 1380, Leipzig got the privilege to force all passing merchants to offer their goods for sale. A third fair, at the first of January was founded by Friedrich II of Saxony in 1458. It had an Imperial privilege.

In 1507 Emperor Maximilian I made the Leipzig fairs imperial fairs and banned any fairs within a 15-mile radius around the town, which further increased Leipzig's importance. Towns like Halle, Naumburg, Erfurt and Magdeburg now became dependent on the Leipzig trade.

In the 18th century, Leipzig became the centre for trade with Polish and English goods. It was called "the marketplace of all Europe." In 1678/87, a stock exchange was built (Alte Handelsbörse, Naschmarkt, destroyed in 1943, rebuilt). The importance of the fair, which drew merchants from across Europe, was the impetus for the construction of one of Europe's most significant Moorish Revival buildings, the 1855 Leipzig synagogue by architect Otto Simonson. In 1895, the old Jubilate-fair was replaced by the modern "Muster-Messe," dominated by factory owners presenting samples of their goods. 30 fair-houses were built in the years leading up to 1917. They normally contained several interconnected courtyards with shops, storage areas and living space. Leipzig became the main German fair for books and consumer goods. The fair's MM symbol was designed by Erich Gruner in 1917.

In 1920 the technical fairground was opened in the southeast of the town, between Reudnitz and the Battle of Leipzig Monument, which included 19 pavilions in 1940. Between the wars, the Ring-Messehaus and the Messehaus Bugra were built. During the war, the area of the technical fair was used for military production and partly destroyed by bombs.

Vocabulary 3: Matching



Match the words and expressions in the left column with proper definitions in the right.

