



# CONVENTION AND EXHIBITION

高等院校会展专业系列教材

丛书主编 冯 玮

## 会展英语

(第二版)

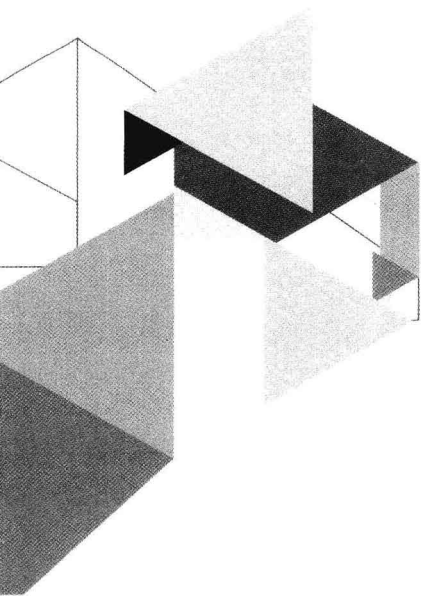
主 编 冯 玮

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# 总 序



会展业是现代服务业的重要组成部分，其影响面广、关联度高、发展潜力巨大。世界会展业发展趋势表明，展览业正日益成为全球信息交流、技术进步和文化发展的重要载体，成为与交通运输、住宿餐饮、零售贸易、房地产等产业关联度很高的综合性服务贸易行业；会议业对区域经济发展的带动作用也令人瞩目，远有瑞士小镇达沃斯因世界经济论坛名扬全球，近有海南博鳌小镇因博鳌亚洲论坛一鸣惊人，这些都是会议业带动区域和城市经济发展的成功范例。由此可见，会展业已成为行业间、地区间和国家间交流与合作的桥梁纽带，宣传推介各行业和各城市的窗口平台，反映地区经济、社会发展状况的晴雨表和风向标。

当前我国会展业迎来了良好的发展机遇。一方面，党中央、国务院高度重视服务业发展。“十二五”规划纲要中明确提出：“把推动服务业大发展作为产业结构优化升级的战略重点。”另一方面，我国会展业发展进程加快，创造了巨大的经济效益和社会效益。会展业与旅游业、房地产业并称为三大新经济产业，已经成为新的经济增长点，以年均 20% 的速度递增。现代会展业已继旅游业和房地产业之后成为拉动我国经济发展的三大支柱产业之一，成为现代服务业不可或缺的重要组成部分，未来发展潜力巨大。

伴随着会展业的快速发展，我国会展高等教育也进入了快速发展期。目前全国开办会展专业的高等院校达 100 余所。会展业的快速发展急需高等院校培养大批高素质的专业人才。为了适应新形势下会展专业人才培养的实际需要，武汉大学出版社特组织高等院校的专家学者以及会展业界人士，编写了这套会展专业系列教材，本套教材共六册，包括《会展概论》、《会展营销》、《会展策划》、《会展项目管理》、《会展英语》(第二版)和《会展服务管理》。

本套教材编写体现了系统、开放、实用的原则，具有以下三个特点：

其一，系统性强。力求系统介绍会展基础理论和专业知识，做到理论体系完整、内容丰富全面、观点新颖。全面梳理总结会展运营与管理的基础理论、工作流程和工作方法，并系统展现当前会展业发展的前沿理论和热点研究话题。

其二，视野开阔。本套教材的编写人员有着不同学术和工作背景。作者队伍包括高等院校会展专业教师、会展业界的专业人士以及会展研究机构的专家学者。他们能够准确把握会展行业发展的现实，在教材内容编排和材料选择方面视野开阔、



开放包容，力图做到立足本土、兼容并蓄。

其三，注重实用。教材编写坚持会展理论与行业实践相结合的理念。在系统介绍会展基础理论和专业知识的基础上，结合会展工作重点，精选会展行业经典案例，并设计实务训练项目，使学习者全面掌握会展基础理论、工作方法与实践技能。案例材料经典丰富，所选案例材料具有典型性、真实性和实效性，能够切实帮助学习者深入了解会展行业，提高他们的实操能力和技巧。

本套教材既可作为高等院校会展专业教学用书，又可作为自学考试、职业培训的教学或参考用书。欢迎高等院校会展专业师生和相关行业人士选用。由于时间和水平有限，本套教材难免存在不足之处，恳请读者提出宝贵意见，以使本套教材日臻完善。

高等院校会展专业系列教材  
编写委员会

# Preface 前言



经济全球化是当代世界经济的重要趋势。随着经济全球化进程的不断加快，会展业已发展成为新兴的现代服务贸易型产业。会展经济逐步成为城市发展的增长点，同时也成为衡量一个城市国际化程度和经济发展水平的重要标准之一。当前我国会展业的国际化程度不断提高，会议和展览活动都面临着与国际接轨的严峻挑战，客观上要求会展从业人员具备较强的英语沟通能力，能为各种大型国际会议和展览活动提供符合国际标准的专业化服务。

为了满足广大会展从业者提高会展商务英语技能的迫切需要，适应当前会展专业教育和培训的飞速发展，我们特组织高校会展专业和英语专业的骨干教师和会展业界的专业人士编写了本书，力求为学习者提供一本具有全球化视野和时代特色的会展专业英语教材。本教材特点鲜明：第一，内容新颖，信息量大，内容涉及会展组织和服务的主要环节和工作重点；第二，专业性和实用性较强，会话、阅读和写作材料均与会展行业的实务操作紧密衔接；第三，突出商务沟通技能培养，语言难度适宜，英语表达通俗地道。

本教材为“高等院校会展专业系列教材”的一个分册。既可作为高校本科和专科会展专业、会展职业培训的教学用书，也可作为会展从业人员和有志于从事会展工作的学习者的自学参考用书。

本教材根据会展行业特点及工作要点，将内容分为两大部分：会议英语和展览英语。每一部分包括七个单元，每个单元均有五大模块：

模块一：会展交际会话。内容涉及会展活动的主要环节和工作重点，包括会展业介绍、会展策划、会展预订、会展销售、会展接待、物流服务、会后旅游和展会评估。

模块二：会展短文阅读。帮助学习者熟悉会展业务和工作要点，提高阅读理解能力。

模块三：会展应用文写作。精选会展实务写作案例，帮助学习者提高会展商务英语写作能力，使他们能够撰写规范、简洁、流畅的会展商务应用文。

模块四：会展案例。案例材料与会展业实际结合紧密，体现真实、实用的原则。每一案例均配有练习，包括问答题、判断题和词汇题。富有真实性和代表性的案例材料，可帮助学习者扩大专业词汇量和加深对会展行业的理解。



模块五：练习。主要形式有术语翻译、词汇搭配、完形填空、英汉互译和写作训练。旨在通过大量的练习帮助学习者强化和巩固所学内容，并提高他们的会展商务沟通技能。每个单元的练习均配有答案供学习者参考使用。

鉴于会展行业涉及贸易、旅游、宾馆、交通、运输、金融、房地产、零售、教育等诸多行业和领域，且实务性和专业性较强，本教材在附录部分添加了会展专业术语、会展商务写作实例和展会常见问题，其目的是帮助学习者扩大会展专业知识和关键词汇，提高学习者的会展商务沟通能力。

本教材由湖北大学冯玮担任主编，四川大学杜昌国和湖北大学陈琳担任副主编，参加编写的人员还有：袁荣(武汉理工大学)、李丽敏(湖北工业大学)、林华英(武汉航海职业技术学院)和王丹(武汉船舶职业技术学院)。本教材的完成也得到了会展业界人士的帮助，他们一直关注着本教材的编写并提出了宝贵的建议。武汉大学出版社的编辑和其他工作人员在付梓前仔细审读、精心设计，在此一并表示衷心的感谢。由于编者水平有限，不足之处在所难免，欢迎读者批评指正，使得本教材能日臻完善。

编者

2011年12月

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***Part One***  
***English for***  
***Conventions***  
会议英语



# Unit 1



## Talking about Convention Industry

### OBJECTIVES:

- To answer questions about convention industry
- To exchange information about convention industry
- To respond to an inquiry about booking a meeting
- To write a proposal to host a convention

### ➔ Dialogue 1: What Makes a Great Convention City?

A: Christina (a college student doing her internship in NMSDC); B: Bob (NMSDC's director of conferences). They are talking about how to choose a great convention city.

A: When you begin planning a convention, you need to consider different aspects of the city. What do you think are some of the important criteria when choosing a convention city?

B: In my view, the first concern is how accessible the city is. Since most delegates now travel by air, the city to be selected must have a major airport with frequent arrivals and departures. The city must also have good local transportation, such as buses and trains.

A: Sure, no wonder most renowned convention cities have direct air links to many major cities worldwide, such like Hong Kong, Singapore and Melbourne.

B: Another important factor is the accommodation capacity of the city.



Convention organizers concern about whether there is enough hotel space and a variety of accommodations for attendees. For major conventions, like the National Minority Supplier Development Council (NMSDC), a city must have available 1,000 rooms per night and offer access to large blocks of exhibit and meeting space. Most groups want this space in the headquarter hotel or at a nearby convention center.

- A: In most cases, the location should be affordable. However, record numbers of attendees descend upon more costly cities like New York and Washington.
- B: That's true, they select those costly cities in order to sample their cultural attractions, entertainment possibilities and myriad of activities, fine restaurants and modes of local transportation.
- A: How about those corporate meetings?
- B: The planners of corporate meeting want to see a city, CVB or property that is interested in and values their business. Besides, choosing a city where the organization has or can develop a strong corporate base is also important. Often members of an organization employed by these companies can draw upon them for such support as sponsored activities or corporate recruitment.
- A: Any other factors to consider when selecting a convention city?
- B: Well, be aware of the time. You may hold your meeting during peak, shoulder or off season, but the time affects the hotel rates and airfares that are available. In addition, check whether there are other meetings that will be held at the same time as your meeting, in the same city or in the same hotel. The burden is on the organization planning the meeting to stay abreast of who's coming. Make sure that no one else can have anything at the same time that would conflict with your program, and put it in your contract.
- A: It seems that there are numerous criteria that must be met when you begin planning a convention.
- B: That's right. I just mentioned some important factors which contribute to a great convention city. You may find more later.



**Notes:**

1. NMSDC: National Minority Supplier Development Council 全美少数族裔供应商发展委员会
2. renowned convention cities 著名的会议城市



3. accommodation capacity 住宿接待能力
4. CVB: Convention and Visitor Bureau 会议观光局
5. Peak, shoulder or off season 旺季、平季或淡季

## ➡ Dialogue 2: Booking a Meeting

*(Ann is a sales representative of Minneapolis Convention Centre. Now she is answering a call from John Charles who enquires about booking a meeting at MCC. )*

**Ann:** Good morning, this is Minneapolis Convention Centre. What can I do for you?

**Charles:** Good morning, I want to hold a meeting at your convention center.

**Ann:** I'm very glad to offer you some help. May I ask you some questions about the convention?

**Charles:** Sure.

**Ann:** How many delegates, sir?

**Charles:** About 200 attendees.

**Ann:** And when will the convention be held?

**Charles:** From November 11th to 13th.

**Ann:** Please wait a moment, sir. Let me check whether there are enough meeting rooms available during the specified dates. Thank you for your waiting. We do have the vacant and suitable conference halls and meeting rooms during the period you specified.

**Charles:** That's great. We need one well-equipped conference hall and four small meeting rooms.

**Ann:** Don't worry. We have plenty of space inside the convention center, so we have the ability to host events of all types and sizes. The principal conference hall has multiple functions and the maximum capacity of 2,300 people. The hall is equipped with top-class acoustic equipment (including tape recording and digital recording), and equipment for simultaneous interpretation of 10 languages. Besides, we have 2 medium-sized conference halls and 11 small meeting rooms.

**Charles:** What about the charge?

**Ann:** The rental cost of the principal conference hall is \$1,500 per day.





**Charles:** That sounds reasonable.

**Ann:** Yes, sir. May I have your name and telephone number?

**Charles:** John Charles. J-O-H-N, C-H-A-R-L-E-S. And my number is 334-685-2256.

**Ann:** OK, Mr. Charles, the number is 334-685-2256. When will you come to inspect the venues?

**Charles:** Thank you very much. I will have a site inspection Wednesday morning. Good-bye!

**Ann:** Good-bye! Thank you for calling, if you need further information, please contact me or the event coordinator of our convention centre.



**Notes:**

1. sales representative 销售代表
2. attendee 参会者, 观展者
3. conference halls 会议厅
4. meeting rooms 会议室
5. The principal conference hall has multiple functions and the maximum capacity of 2,300 people. 主会议厅是一个多功能厅, 最多能容纳 2 300 名参会者。
6. acoustic equipment 音响设备
7. simultaneous interpretation 同声传译
8. site inspection 场地考察
9. event coordinator 会议协理, 会议协调员

➡ **Reading: The Historical Development of Convention Industry**

For as long as there have been people, there have been meetings. Archeologists have found primitive ruins that functioned as common areas where people would gather to discuss communal interests, such as hunting plans, wartime activities, negotiation for peace, or the organization of tribal celebration. In ancient Rome, numerous buildings were especially used for holding debates and meetings. The Roman Forum, a public square located in the center of a city, was used for public discussion, judicial matters, and other business. Many terms used in the convention industry today are based on Latin terms, for