



国家级职业教育规划教材
劳动保障部培训就业司推荐

高职高专院校会展专业

实用会展英语

GN_H

Huizhan Zhuanye

Gaozhi Gaozhuan Yuanxiao

劳动和社会保障部教材办公室组织编写



中国劳动社会保障出版社



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柯树人 [中国台湾] 编著

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内 容 简 介

本书为国家级职业教育规划教材。

本书根据会展行业的岗位要求和高职、高专会展专业的教学实际，由劳动和社会保障部教材办公室组织编写，全书共 12 章，每章包括 3 部分：阅读精选、会展新知及本课相关题材。第一部分涉及精选文章、生字/词汇、例句翻译、情境对话；第二部分涉及柯博士专业视点、会展重要词汇、会展产业信息；第三部分涉及补充文选、语法说明、问题与练习。全书内容丰富，信息量适当，适合高职院校会展专业英语教学。

本书为高职、高专院校会展专业教材，也可作为成人高校、本科院校举办的二级职业院校和民办高校的会展专业或用于会展行业的各种短期培训等。对于从事会展旅游工作的有关人员也有很高的参考价值。

本书由柯树人主编；由黄彬、Daniel W. Lund 主审。

前 言

会展业是集商务活动、会议展示、观光游览、对外宣传“四位一体”的新兴产业，正在成为带动我国经济发展的支柱产业和最具生命力的朝阳产业，发展潜力很大。但目前会展人才严重短缺，制约了该行业的快速发展。为了满足高职高专培养会展人才的需要，我们在充分调研的基础上，开发了会展专业系列教材，共 15 本。

参与本系列教材编审工作的专家主要来自：商务部国际贸易经济合作研究院、中国国际贸易促进委员会中国国际商会、中国会展经济研究中心、中国国际展览馆协会、亚洲博鳌论坛、中国国际贸易促进委员会机械分会、中国国际科技会议中心、北京国际会展协会、北京节庆文化发展中心、中国义乌国际小商品博览会组委会、成都国际会议展览中心、香港亚太会展研究中心、博智会展设施管理（香港）有限公司、国桌会议顾问公司（台北），以及北京联合大学国际商务学院、北京大学环境学院旅游研究与规划中心、广州大学旅游学院、成都理工大学商学院、厦门国际会展学院等，他们是会展业内的资深专家和教师，其中不乏业内权威和知名人士，对会展行业的工作实际和高等职业技术学院的教学情况十分了解。在编写教材时，这些专家对教材的定位、结构、特点进行了反复研究和推敲，努力使教材具有以下特点：

1. 根据会展行业相关岗位的需要及会展专业工作人员应具备的职业能力（策划能力、沟通协调能力、宣传推介能力、组织管理能力、筹资能力），确定教材的知识结构、能力结构，突出教材的实用性，使学生学到的知识和技能真正能够适应职业岗位的需要。

2. 将专家们从事会展业所积累的经验以及该行业的新技术、新理念，有机地融入到相关章节中，突出教材的先进性和可操作性。

3. 按照教学规律和学生的认知规律,在精选素材的基础上,合理编排教材内容,从而易教、易学。尤其是在教材中安排了大量案例,将为学生的入门学习和有关内容的导入铺平道路。

在教材编写过程中,得到了商务部国际贸易经济合作研究院、中国会展经济研究中心的大力支持;参与教材编写的行业专家和教师倾注了大量心血,将他们多年的实践经验无私地奉献给读者;参与审稿的专家也提出了许多具有建设性的意见和建议,为教材的顺利出版做出了贡献。在此,我们表示衷心的感谢!同时,恳切希望广大读者对教材提出宝贵的意见和建议,以便修订时加以完善。

劳动和社会保障部教材办公室

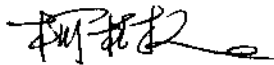
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编者的话

随着各国科技及经济水平的普遍提高,国际会展产业已呈现出八大发展趋势:会展发展品牌化;活动主题专业化;会展规模大型化;项目运作国际化;会展科技化;会展场馆现代化;举办国家多元化;会展管理全球化。据全球最大规模的旅游暨会议专业展——欧洲奖励旅游暨会议展览会(EIBTM)2004年大会专刊报道,亚洲地区将成为全球商务旅行及会议产业相关旅行最受青睐的地区。这说明亚洲会展产业的未来将极具增长潜力。另据有关数据显示,2004年全球举办的国际会议遍及223个国家及地区的,亚洲是世界各大洲中在会展数量上唯一增长的区域,增长幅度达14.6%。我国会展业的发展需要大量的具备国际专业水平的职业人才,更需要行业的多元化交流及合作来扩大产业规模,因此,提高会展行业从业人员的专业英语水平成为当务之急,会展实用英语也依此需求而产生。

本教材从培养国际会展策划及管理人才出发,根据会展行业需求,从章节主题到专业词汇,从情景对话到阅读精选,都精心设计,力图与会议、展览、旅游、餐饮及交通等实际情景紧密结合。根据本人从事会展行业20多年的经验,从沟通和实际操作角度,采用多种形式安排教学内容,如报名表、广告词、查验表等,还特别增加了会展专有名词(Special Terminology)及会展专家建议(Savvy's Viewpoint)等栏目,目的是希望学生在学习时能直接了解会展行业实务且能立即在职场上运用,真正达到学以致用目的。同时考虑到高职院校学生的接受能力,在内容上兼顾趣味性和实用性,难度适宜,使老师易教、学生易学。

在本书即将付梓之际,感谢我的家人的全力支持;感谢我的老师——上海外文学会副会长彭运鹏教授,以及台湾大学张学孔教授、同济大学袁媛博士的真诚指导。主审黄彬先生和Daniel W. Lund博士提出了宝贵的意见,在此一并致谢。本书在会展行业观点方面不可避免地带有一定的局限性,加之笔者编写时间和水平有限,文中恐有不妥与错误之处,恳请各位读者、专家不吝指教。本书若能在我国会展专业人才培养中发挥一些作用,笔者将不胜欣慰。



2006年3月1日

Contents

LESSON 1	MEETINGS	(1)
	A Few Thoughts on Meetings	(1)
	Sample Letter of Invitation	(11)
LESSON 2	EXHIBITIONS	(15)
	Tradeshows, Exhibitions and Expositions	(15)
	What is a Meeting Planner?	(24)
LESSON 3	EVENTS	(29)
	Bringing an Event to Life!	(29)
	Scoring Big with Sports Events	(41)
LESSON 4	TRAVELS	(46)
	The New Waves of Incentive Travel	(46)
	Advertisement	(57)
LESSON 5	VENUE	(63)
	Location, Location, and Location	(63)
	Advertisement of a Convention Center	(72)
LESSON 6	FOOD AND BEVERAGE	(77)
	How was the Food	(77)
	Sample Invitation Cards	(85)
LESSON 7	AUDIO-VISUAL	(91)
	Interpretation & Translation	(91)
	Sound and Light, Please!	(101)
LESSON 8	COMMUNICATION	(107)
	Coordinating a Press Conference	(107)

	How to Select and Invite Speakers	(116)
LESSON 9	REGISTRATION	(121)
	Creating a Budget for a New Show	(121)
	The XIX ABC Conference Registration Form	(130)
LESSON 10	CHECKLIST	(137)
	A Checklist for Your Meeting	(137)
	Writing a Thank-you Letter	(145)
LESSON 11	MEETING YOUR FUTURE	(150)
	Writing a Perfect Cover Letter	(150)
	Sample Resume	(160)
LESSON 12	FUTURE OF CONVENTION INDUSTRY	(165)
	Having a Successful Meeting!	(165)
	Online Meeting at Your Fingertips	(173)

阅读指南

Part A—Selected Reading

- A1. Selected Article
- A2. Vocabulary/ Idiom
- A3. Sentence Translation
- A4. Situational Dialogue

Part B—New Concepts

- B1. Dr. Ko's Savvy Viewpoint
- B2. Useful Terminology
- B3. Industry Data & News

Part C—Relevant Subjects

- C1. Supplementary Reading
- C2. Talking about Phrases
- C3. Questions / Exercises

Part A—阅读精选

- A1. 精选文章
- A2. 生词/词汇
- A3. 例句翻译
- A4. 情境对话

Part B—会展新知

- B1. 柯博士专业视点
- B2. 会展重要词汇
- B3. 会展产业信息

Part C—本课相关题材

- C1. 补充文选
- C2. 语法说明
- C3. 问题/练习

LESSON 1 MEETINGS

Part A—Selected Reading

A1. Selected Article

A Few Thoughts on Meetings

Webster's defines convention as: "An assembly, often periodical, of members or delegates, as of a political, social, professional or religious group" (Webster's 1974, 310). The word meeting is similarly defined (Webster's 1974, 883) as: "A coming together of persons or things (or) an assembly; gathering of people, especially to discuss or decide on matters." These definitions help to classify such events to some extent so that people can understand more about what a convention really is.

To more accurately define a modern meeting or convention, we must also pay attention to the fact that such assemblies may often:

- Occur at specific places called facilities.
- Involve food and beverage services.

- Provide for specialized technical support such as audiovisual equipment.
- Require transportation.
- Require housing.
- Involve exhibition of products.
- Require convention or meeting delegate entertainment.

In a way, conventions and meetings may be compared to entertainment productions wherein many details and specialists need to be coordinated for a production to be a success.

It must be admitted that the meaning of the word "convention" has undergone a radical process of change, which is by no means complete. The criteria to define the term are no longer what they were.

Today, however, the tune has changed. Despite modern technology and new procedures for gaining tighter control of mass communication processes, the "old" form of convention is still with us. It is still an exchange of experience, opinions, knowledge, and know-how, in the fields of science, trade, or industry.

A Form of Communication

Conventions are acts of communication and communication is a basic need for human interchange for mutual influence, and for reciprocal recognition of human behavior patterns. When we talk about conventions, we are concerned with a form of communication having specific characteristics.

If management decides to use an instrument such as a congress to pass on experience, ideas, or knowledge, it is fully aware that only a living dialogue can create an environment in which agreement and understanding can flourish, and where common ground can be established. For a successful conference, it is essential to have continuing and "accessible" communication between the various participants, with giving and receiving of views and opinions, intentions, experiences, and even advice.

Modern industry utilizes a convention or meeting, as one of numerous mar-

keting instruments. Today, it increasingly serves one aim: “advertising and selling”—trivial as this may sound. Whether as a medium to promote consumer goods or as a specialized scientific conference, the convention serves as a platform to arouse greater interest. The convention “promotes” interest among people who are gathered together to pass on or to receive information.

The following types of conventions can be defined:

- The convention to maintain the status quo in sales.
- The convention aiming at expanding sales volumes directly.
- The launch conference, which introduces new products to likely buyers.
- The accompanying congress as an integral part of larger events such as an exhibition or trade fair.

For industry, the convention is also an interpretative process with all its interconnections, where the inputs are known and the results uncertain. However, the conference serves the participants as a source of information, and it tends to interpret the “message” to them on behalf of the meeting organizer.

Types of Conventions

The different styles of meetings have different natures and can be basically classified as belonging to two types:

- In-house events:
 - ◊ Training meeting,
 - ◊ Creative meeting,
 - ◊ Motivation meeting,
 - ◊ Problem-solving meeting.

- External events:

- ◇ Sales meeting,
- ◇ Know-how transfer meeting,
- ◇ Congress for negotiations.

These conventions types differ substantially in context. The main motivating factor for them all, however, is information. The nature of the target groups makes considerable demands on the organizer.

Who Participates in the Meeting?

Whatever the approach to holding a convention may be, five elements of differing importance are always involved. All have individual wishes, expectations, demands, and requests, which can be met only after mutual and open discussion:

- The initiator—The company, association firm or international organization, government and so forth.
- The public—The audience and participants
- The organizer—Professional convention organizer, the intermediary between convention holder and convention venue.
- The representative—The link between the congress venue and the delegate of the convention.
- The conference venue—The conference premises comprising various rooms, facilities, and environments.

Conventions make an important contribution to the initiator's (company, association, government or organization) images of industry. An evaluation based on experience shows that they all have one thing in common: professional conference organizing work is becoming more important than before.

A2. Vocabulary / Idiom

1. define [di'fain] vt. 解释, 给……下定义

2. periodical [ˌpiəriədɪkəl] *n.* 期刊, *adj.* 周期的, 定期的
3. professional [prəˈfeʃənl] *adj.* 职业(上)的; 从事特定专业的
4. similarly [ˈsimɪləli] *adv.* 同样地; 相仿地
5. classify [ˈklæsɪfaɪ] *vt.* 将……分类; 将……分等级
6. accurately [ækjʊrɪtli] *adv.* 准确地; 精确地; 正确无误地
7. technical [ˈteknɪkəl] *adj.* 工艺的; 技术的; 科技的
8. equipment [ˈɪkwɪpmənt] *n.* 配备, 装备
9. delegate [ˈdelɪɡɪt] *n.* 会议代表; 代表团团员
10. entertainment [entəˈteɪnmənt] *n.* 招待, 款待; 游艺, 演艺
11. detail [ˈdiːteɪl, dɪˈteɪl] *n.* 细节; 详情; 琐事
12. specialist [ˈspeʃəlist] *n.* 专家
13. coordinate [ˌkəʊˈɔːdɪneɪt] *vt.* 协调, 调节, 使调和
14. admitted [ədˈmɪtɪd] *adj.* 公认的, 明白的
15. undergo [ˌʌndəˈɡəʊ] *vt.* 经历; 经受; 忍受
16. radical [ˈrædɪkəl] *adj.* 根本的, 基本的; 彻底的
17. criteria [kraɪˈtɪrɪə] (criterion 的复数) *n.* (判断、批评的)标准, 准则, 尺度
18. exchange [ɪksˈtʃeɪndʒ] *vt.* 交换; 调换; 兑换
19. experience [ɪksˈpiəriəns] *n.* 经验(+of/in)
20. knowledge [ˈnɒlɪdʒ] *n.* 知识, 学识(+of)
21. interchange [ɪntəˈtʃeɪndʒ] *vt.* 交换, 互换(+with)
22. characteristic [ˌkærɪktəˈrɪstɪk] *n.* 特性, 特征, 特色
23. management [ˈmænɪdʒmənt] *n.* 管理; 经营; 处理
24. instrument [ˈɪnstɪrəmənt] *n.* 手段, 工具
25. dialogue [ˈdaɪələɡ] *n.* 对话; 交谈
26. environment [ɪnˈvaɪənmənt] *n.* 环境; 四周状况
27. agreement [əˈɡriːmənt] *n.* 同意, 一致; 协议
28. flourish [ˈflaʊrɪʃ] *vt.* 挥舞; 炫耀
29. ground [ɡraʊnd] *n.* 立场, 观点
30. essential [ɪˈsenʃəl] *adj.* 必要的, 不可缺的
31. various [ˈveəriəs] *adj.* 不同的; 各种各样的
32. accessible [əkˈsesəbl] *adj.* 可接近的
33. increasingly [ɪnˈkriːsɪŋli] *adv.* 越来越多地
34. advertising [ˈædvətaɪzɪŋ] *n.* 广告
35. trivial [ˈtrɪvɪəl] *adj.* 琐细的; 不重要的; 无价值的

36. medium ['mi:djəm] *n.* 中间;中庸;适中
37. promote ['prə'məʊt] *vt.* 晋升(+to),推广
38. arouse ['ə'raʊz] *vt.* 唤起;激动,使奋发

A3. Sentence Translation

1. The word meeting is similarly defined (Webster's 1974, 883) as: "A coming together of persons or things (or) an assembly; gathering of people, especially to discuss or decide on matters."

会议这个词(韦氏词典, 1974. 883)可大致定义为:“人或事的聚会,或集会;特别是为讨论或决定事务而形成的人的集会”。

2. It must be admitted that the meaning of the word "convention" has undergone a radical process of change, which is by no means complete. The criteria to define the term are no longer what they were.

我们必须承认,“会议”这个专有名词的意义已经经历了革命性的改变,并且这个变化过程至今尚未完成。定义这个名词的标准也和以往不同了。

3. Conventions are acts of communication and communication is a basic need for human interchange for mutual influence, and for reciprocal recognition of human behavior patterns.

会议是沟通的形式,而沟通是满足人类交流和相互影响的基本需求,也是人类行为相互认知的模式。

4. However, the conference serves the participants as a source of information, and it tends to interpret the "message" to them on behalf of the meeting organizer.

无论如何,会议提供与会者信息的来源,也会尝试着替会议主办者解释“信息”。

5. An evaluation based on experience shows that they all have one thing in common: professional conference organizing work is becoming more important than before.

一个根据经验所作的评估报告显示,对于所有的会议主办者来说,他们面临着

一个共同问题,那就是:专业的会议组织工作变得比以往更重要。

A4. Situational Dialogue

(Victoria is walking into the Qingdao International Convention Center, and she is trying to find the way to the Forum)

Security: Hi there! What can I do for you? Young Lady!

Victoria: I would like to go to the 15th Applied Biomedicine Forum, could you tell me which floor I should go?

Security: Sure, Lady, You are now at the lobby floor of the Convention Center, the Forum is on the third floor, Room 307.

Victoria: Thanks! I think I can find the way to the Room.

(Victoria comes to the main entrance of the Room, and Richard, the Forum organizer, is standing in front of the Meeting Room)

Richard: Victoria, how are you lately?

Victoria: Hi! So nice to meet you again, Richard.

Richard: I do not know that you are interested in the Forum?

Victoria: Well, I have been working on the biology field for almost five years.

Richard: We have invited three well-known industry speakers to speeches in the Forum.

Victoria: I wouldn't miss it. That is the main reason why I am here.

Richard: You are right about it. Many people share the same viewpoint like you.

Victoria: By the way, where can I get my program book and information package?

Richard: It's right over there, just turn left and you can find the registration counter and have a good meeting!