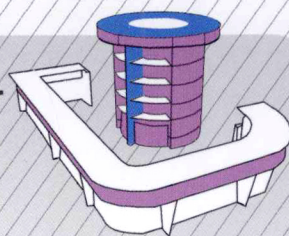
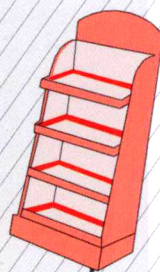


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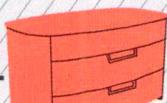


国际 会展 英语口语



丛书主编◎李 丽 主编◎董元元 迟欢玲

ORAL ENGLISH FOR
CONVENTION & EXHIBITION



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Winner in Career
赢在职场

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前言



伴随着我国会展业的蓬勃发展，国际化的大型展览与会议日渐频繁，组织者与参与者的英语使用频率与水平要求日益提高。现阶段多数有关会展英语口语的教材，主要内容为展会举办期间各方的对话与互动，但这已无法满足从业人员和学习者的实践需求。本书突破局限，从“筹备申办”到“展后评估”，全面覆盖会议与展览行业各个涉外步骤，为从事会展管理或参与会展活动的个人，提供丰富实用的英语口语情境语料与相关背景知识。

本书实用性突出，兼具知识性，内容涵盖会展实务全过程中的主要环节，分为会展策划、会展洽谈、与会接待、会展现场、后续工作五个专题，共七十余话题，上百组情景对话。每个话题下划分为三个板块，全部采用中英文对照模式，方便学习者掌握。三个板块为：（1）**出口成句** 提供相关话题中常用的 20 个句子，学习之后可以轻松地开口表达。（2）**身临其境** 提供 2~3 组情景对话，方便读者连贯学习使用，使句子的实用性进一步增强。（3）**实用词汇** 提供相关话题的热点单词与术语，帮助读者在参与话题讨论时灵活驾驭。另外，在个别话题中增添“会展前沿”栏目：收集会展业最新趋势、实用技巧、常识介绍等资讯，扩展学习者视野。

期待本书能成为广大读者的好助手。书中错误在所难免，还望读者批评指正。

编者

2011.3

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Chapter

1

会展策划

会展申办 Bid for Event



出口成句

Basics

- | | |
|---|---------------------------------|
| 1. The Gardening and Horticulture Expo is inviting public bids for the next year's event. | 园艺博览会为举办下一届展会，正在公开招标。 |
| 2. Any flaw in the bidding documents may lead to complete failure. | 投标文件中的任何小小失误，都可能导致竞标失败。 |
| 3. The preview of the bidding programs of various organizations will start tomorrow. | 对各方投标方案的预审，将从明天开始。 |
| 4. The representatives to speak for our bidding scheme are to be selected elaborately. | 代表我方进行申办陈述发言的人选，必须精心挑选。 |
| 5. The theme of our bid should communicate power, foresight and humanities concern. | 我们的投标方案应当能够传递“力量、远见、人文关怀”的主题。 |
| 6. We passed the preview session, and now are preparing for detailed design and budget. | 我们已经通过了竞标预审，现在正在准备详细的设计方案和预算计划。 |
| 7. We need three more copies of the documentation of our qualifications. | 我们还需要三份资质文件的复印件。 |
| 8. Many local galleries are enthusiastic about bidding for the Futurism Expo. | 许多本地画廊对竞标“未来主义艺术展”的承办权表现出极大的热情。 |
| 9. We're willing to learn from the previous organizers through observation visits. | 我们非常愿意安排实地考察，向往届主办方学习经验。 |
| 10. Congratulations for the signing of the World Expo Agreement after months of efforts. | 经过数月的努力，终于签下了世博会的主办协议，祝贺你们！ |

Extended

- | | |
|---|--|
| 1. After four rounds of voting, Shanghai won the bid to host 2010 World Expo by a margin of 19 votes. | 经过四轮的投票过程，上海最终以 19 票的差额领先，赢得了 2010 年世博会的主办权。 |
|---|--|

2. Actually we started preparing for the bidding program years ago, and keep revising it time and time again. 实际上，我们在多年前就着手准备投标方案，并且对其进行反复修改。
3. The bidding company should meet the following qualifications: with registered capital over RMB 5,000,000 and positive recognition and goodwill. 申办企业需要满足以下条件：注册资金500万人民币以上，拥有良好的社会形象及商誉。
4. The deadline is 17:00 October 17th, 2008, and the bidding materials will be received or rejected via the postmark. 投标截至2008年10月17日17时，投标资料接受时间以邮戳为准。
5. We need to review all the paperwork again to see whether they're all stamped and sealed. 我们需要再次检查，所有纸质文件是否都已加盖公章。
6. These documents must not be released to any third party, and the confidentiality is our primary concern. 这些投标文件不能泄漏给任何第三方，保密性是我们最关注的问题。
7. What are the strengths and weaknesses of this city in terms of holding the Creative Industry Exhibition? 这座城市在举办“创意产业展”方面，具备哪些优势和不足？
8. The other bidders may have more experience, but I believe we can surpass them through creative program and promising market potentials. 虽然其他竞标者经验丰富，但是我认为我们能在方案创意和巨大的市场潜力方面胜出。
9. The bidding process may involve huge financial support and human resources, but it would be a god-given opportunity for our publicity and future development. 本次竞标可能耗费大量的人力物力资源，但是它将成为打响企业知名度的难得机会，对公司未来发展也大有裨益。
10. The secretariat of the Forum will have a final evaluation through in-person conversations with the finalists. 该论坛秘书处将通过与最后几家竞标者的面谈，对它们做出最后评估。

身临其境 1 提供证明

- A:** The Asian Furniture Exhibition has already invited for public bids. **A:** “亚洲家具展”已经开始公开招标了。
- B:** Great. We've been preparing since last year, and now it's time to show. **B:** 很好。我们从去年就开始准备，现在是时候展示一下实力了。
- A:** The preview does not need the detailed proposal, just the documentations of the company and team's qualifications will do. **A:** 招标预审不需要详细的计划书。只要提交公司及相关团队的资质证明就行了。
- B:** All right. We're going to send these materials to them right away. **B:** 好的。我们马上把相关材料送过去。

身临其境 2 提案主题

- A:** What are our strengths and weaknesses to hold the exhibition? Have we got a clear picture?
- B:** Yes, I believe so. The theme of our proposal communicates creativity, foresight, and environmental concern. We possess the greater market potential, slimmer budget, richer hosting experience that the other bidders could not exceed.
- A:** It confirms our confidence, but we still need to be aware of the competition.
- B:** Yes, we are. We're trying to leave better impressions by elaborately selecting our speakers and presenters for the second-stage campaign.
- A:** 我们在举办此次展览方面有哪些优势和弱点？我们是否掌握得很清楚？
- B:** 是的。我们的提案主题是“创意、远见、环保”。我们拥有巨大的市场潜力，更少的预算和多年的举办经验，这些是其他竞标者难以匹敌的。
- A:** 这些的确可以增强我们的信心。但是也不要忘记激烈的竞争。
- B:** 当然不会忘记。为了在第二阶段的竞标活动中创造更完美的形象，我们正在精心选择竞标陈述的发言人和代表。

身临其境 3 迎接考察团

- A:** The secretariat is going to give the final evaluation of the current bidders through site inspection and in-person talks.
- B:** That means we finally reach the crucial step. Let's get ourselves together to fight for it.
- A:** Yes. First we need to work out an attractive itinerary for the inspection group.
- B:** You're right. Luckily we have some experts on local tourism and visits, and they may help out.
- A:** There's another important thing—the interpreter, we need someone who is amiable, articulate in both Chinese and English, and with adequate knowledge of concierge etiquettes.
- B:** I believe we can find the one suitable in the interpretation office.
- A:** 大会秘书处将通过面谈与实地考察的方式，给现在的竞标者最终的评估。
- B:** 也就是说，我们已经到达最关键的步骤。让我们准备迎战吧。
- A:** 是的。首先我们需要为考察团准备一份相当具有吸引力的行程。
- B:** 没错。幸运的是，我们这里有几位本地旅游和观光方面的专家，他们可以帮我们制定行程。
- A:** 还有一件非常重要的事情——翻译人员。我们需要形象好、口齿清晰、汉语和英语语言能力强，并且懂得涉外礼仪的翻译人员。
- B:** 我相信在我们的翻译室里，能够选拔出这样的人才。



实用词汇

to invite public bids 公开招标
to host an event 主办展会
bidder 投标者
registered capital 注册资本

preview 预审
program/proposal 方案
theme 主题、主旨
goodwill 商誉



实用词汇

postmark
confidentiality
evaluation

邮戳
保密性
评估

stamped and sealed
publicity

已加盖公章的
知名度、宣传

会展前沿

Excerpt from Shanghai's bidding statement for 2010 World Expo:

Here, I would like to give you some facts and figures about Shanghai, which are probably indispensable in assessing whether Shanghai is suitable for hosting the World Expo. Shanghai is one of the fastest growing cities of China, which has maintained a double-digit growth for the past ten years. The cluster of cities in the Yangtze River delta headed by Shanghai is the most dynamic region in China. The entire region, with 1% of the total land and 6% of the population of China, contributes 20% of China's GNP. All kinds of industries in the world including the traditional, modern and newly rising industries have shown tremendous vigor and vitality in Shanghai and 280 out of the Fortune 500 companies have entered the city. As many as 80 million domestic and foreign tourists visited Shanghai in 2001, an indication that this city under fast changes is an attraction to the world. Here, I would like to tell you that a new project to develop the banks of the Huangpu River in downtown Shanghai broke ground earlier this year. The project covers an area of 2,260 hectares including 20 km of river banks and the site selected for the World Expo is located in this area. Our aim is to turn the Huangpu River banks into a new urban district, which combines services, ecologically favorable living quarters, tourism and leisure facilities. We hope it will offer a new case for study in the development of modern cities.

上海申办2010年世博会的陈述报告节选:

下面我将以一组数据和事实来阐明上海具有举办世博会的能力和条件。上海是中国发展最快的城市之一，在过去的十年里，已经连续十年保持了两位数的经济增长率，而以上海为中心的长江三角洲城市群是中国经济最活跃的地区。这一地区拥有全中国1%的土地和6%的人口，在国民生产总值中所占份额则高达20%。从传统工业到现代的新兴行业，全球所有形式的产业都在上海蓬勃地发展着。目前世界排名前500强的企业中已有280家进驻上海。2001年，上海接待境内外游客达8000万人次，进一步表明这个处在快速发展变化中的城市已经成为世界关注的焦点。我还想告诉大家，今年年初，黄浦江两岸综合开发已正式启动。这项工程覆盖上海2,260公顷土地，包括20公里沿江地域，世博会的选址也正好处在这一区域内。我们将通过举办世博会，带动这一地区的综合开发，把浦江两岸建设成为一个集综合服务、生态居住和旅游休闲于一体的新城区，为现代城市发展提供一个新的范例。

会议场馆选择

Conference Venue Selection



出口成句

Basics

- | | |
|--|------------------------------|
| 1. Have you ever considered holding the convention at the resort? | 有没有想过在度假村召开会议? |
| 2. There is a couple places that could fit into our conference schedule. | 有几个地方可以满足会议时间安排的要求。 |
| 3. Most of the attendees last year expressed that they fancied the downtown area. | 大部分去年的与会人员都表示比较喜欢市中心的会议地点。 |
| 4. This five-star hotel is quite experienced in serving international conventions. | 这家五星级酒店在服务国际会议方面颇具经验。 |
| 5. I'd like to try a new place for this year's training conference. | 我想选一个新的地点举办今年的培训大会。 |
| 6. Auditoriums at universities may offer standard facilities, but they cost less. | 大学校园里的礼堂可以提供标准的会议设备, 价格却更便宜。 |
| 7. I'm afraid the audio-visual facilities may not live up to our requirements. | 恐怕这些影音设备不能满足我们的要求。 |
| 8. We've ruled out the conference centers without teleconference system. | 我们已经把不具备远程会议系统的会议中心排除在外了。 |
| 9. Do you have any other rooms available with better lightings? | 是否还有光线更好的房间可以用? |
| 10. That will be a huge problem if the hotel has a terrible traffic around. | 如果酒店周边的交通状况很糟糕, 将是个很严重的问题。 |

Extended

- | | |
|---|--------------------------------------|
| 1. Many delegates want to visit the hi-tech zone, so they would prefer somewhere near the zone to hold the seminar. | 很多代表想参观高新园区, 所以他们希望能在距离园区较近的地方召开研讨会。 |
|---|--------------------------------------|

2. How many vehicles expected to park underground during the meeting?
会议期间将有多少辆车需要停在地下停车场?
3. If I were you, I would never try any newly-built venues, because we would take too much risk.
如果我是你,我决不会轻易尝试新建成的会议场所,因为我们要承担太大的风险。
4. I believe in word-of-mouth while selecting places for various conferences.
在为各种会议选择场馆时,我非常注重口碑的作用。
5. There were constant complaints about the food during the preliminary session last year, so we'd better change to another place with better catering service.
去年预备会议期间,不断有人投诉酒店的用餐问题,所以我们今年最好换一家可以提供良好餐饮服务的场地。
6. The rent here is attempting, but the public security nearby is not good enough.
这里租金虽然便宜,但是周边的治安状况不太好。
7. One of the strengths of this executive hotel is that it can ensure enough taxis during the peak time.
这家商务酒店的一大优势是在高峰时段也能够保证有足够的出租车接送客人。
8. We should not be armchair strategists; we really need to go out for a field inspection of all the venue options.
我们不能只是纸上谈兵,应当对所有可选择的场地进行实地考察。
9. The venue is near the airport, which may save much transportation; but it is pity that there's excessive noise here.
会议场地临近机场,的确可以省掉交通上的麻烦,但是可惜这里噪音太大。
10. I've sent a team out to see about the local hotels and find the optimum venue for the Infectious Disease Research Interchange.
我已经派出一组人去调研本地各大宾馆酒店,找到可以举行本次“传染病研究交流会”的最佳场所。

身临其境 1 选择产品发布会场地

- A:** Have you decided where to hold the New Product Launch?
B: Not yet. It's hard to find the right place during such a prime time for various conferences.
A: That's true. What've you got right now?
B: I had a couple of options, but I just find out that one of the hotels doesn't fit into our schedule and that the other one doesn't have the right facilities.
A: Have you thought about auditoriums at universities? They have standard facilities and are probably not as busy as the hotels or conference centers.
- A:** 决定在哪里举行新产品发布会了吗?
B: 还没有。现在是各种会议举办的高峰季节,很难找到合适的地点。
A: 的确如此。现在有哪些选择?
B: 手里本来有两个选择,但是刚刚发现其中一个酒店的时间不合适,另外一个则没有我们需要的设备。
A: 有没有考虑过租用大学校园的礼堂?他们通常拥有标准的会议设备,而且不会像酒店或会议中心那么忙。

身临其境 2 销售会议在度假村怎么样

- A:** I'm looking for a new place to hold the sales meeting this year.
- B:** Why a new place?
- A:** I'm not saying the last one was not good enough. We just need to change because representatives last year expressed much preference for better recreations.
- B:** I see. We may try the newly-built resort at the seashore.
- A:** If I were you, I won't try somewhere that new, we don't have much knowledge about it.
- B:** You may rest assured. Me and my families were there for a week during my annual vacation, and it was a lot of fun. Besides, as far as I know, it has held some large conferences already.
- A:** Nice to hear that, but we still need a field inspection.
- A:** 我在寻找新的场馆举办今年的销售会议。
- B:** 为什么要选新的地方?
- A:** 我的意思不是说去年的地点不好。只不过与会代表们曾经表示希望有更好的康乐活动。
- B:** 明白了。我们可以去海边新建成的度假村试试看。
- A:** 如果我是你, 就不会选择那么新的地方。我们关于它的信息根本不了解。
- B:** 你可以放心。今年年假的时候, 我和家人是在那里渡过的, 我知道那里有多好玩儿。另外, 据我所知, 那里已经举办过一些大型会议了。
- A:** 很高兴听到这样的信息, 但是仍然需要进行实地考察。

身临其境 3 场馆是否有停车场

- A:** There's one last point I need know about the hotel.
- B:** Please, any question.
- A:** Is there any underground parking area?
- B:** Yes, we have an underground parking lot that can admit 200 vehicles.
- A:** We'll have about 30 cars need to park there. There'll be enough places available during the meeting, right?
- B:** Yes, we'll reserve enough places for the attendees ahead of time and free of charge.
- A:** Good. Your property has got everything we need.
- A:** 我还有一个关于贵酒店的问题。
- B:** 请您问吧。
- A:** 这里有地下停车场吗?
- B:** 是的。我们拥有一个 200 个车位的地下停车场。
- A:** 会议期间, 我们会有约 30 辆车需要停在这里。到时会有足够的车位, 对吧?
- B:** 是的。我们将为您免费预留足够的车位。
- A:** 很好。我们需要的条件, 贵酒店都能满足。

实用词汇

optimum	最佳的, 最适合的	the second best	次优的
auditorium	礼堂	word-of-mouth	口碑
lecture hall	报告厅	executive hotel	商务酒店
resort	(旅游或度假) 胜地	conference center	会议中心
downtown	市中心、商业区	uptown	非商业区、非中心地带



Crucial steps for choosing venues:

- Ask about amenities. When meeting with a venue sales manager, it's important to make sure that the property allows you to incorporate some on-site promotion for your conference. The sales manager should explain limitations or availability for banners, directional signs, information desks, business center and office service etc.
- View the facilities. The venue should be updated and its facilities manager should anticipate any situation of indoor lighting, restroom, medical access. Confirm the availability of Internet access, microphones, projectors and remote control, outlets.
- Explore all catering options. The importance of food and beverage for a conference can never be stressed enough. Your venue sales manager will have great suggestions, but you should make sure they know the full range of choices. Taste the menu you're considering.

选择会议场馆的关键步骤:

- 询问有关便利设施的问题。与场地经营人员会面时，一定要询问是否可以进行现场宣传。销售经理应当向你解释：场地是否可以悬挂标语和摆放导视牌，以及咨询服务、商务中心和办公服务的水平如何。
- 查看各种设施。设施应当比较先进，并且其负责人能够预先防范一些问题的发生。比如，室内照明、卫生间、医疗设施。你需要确认重要设备是否能够使用，比如，上网端口、话筒、投影仪及其遥控器、电源插头等。
- 关注饮食服务。对于会议来说，餐饮服务向来是至关重要的环节。场地经理应当会给你提供一些建议，但是你也必须掌握足够的一手资料。菜单确定后，最好能亲自品尝。

展览场地选择

Exhibition Venue Selection



出口成句

Basics

1. Did you find any outdoor venue suitable for the off-season sales ? 找到可以举行“反季商品销售会”的户外场地了吗?

2. Hurry up to book the Plaza, or it's going to be got by some other early birds.
 3. I'd like to pick up the theatre for our Visual and Audio Arts Show.
 4. I need someplace new and exotic for the Halloween Costume Show.
 5. The yacht would be a perfect place for the mini Bikini Show.
 6. This empty warehouse is just perfect for the mini-concert of the rock band.
 7. Do we have the record of the exhibitors' expectations about the venue?
 8. It is so cool to hold the End-of-Year Banquet at this gorgeous indoor ice rink.
 9. The west hall may not live up to the height of the machineries we will present.
 10. I've never thought a book show held at the square could turn to be such a success.
- 快去预订那个广场，否则就被别人捷足先登了。
- 我会选择剧院来作为本次“视听艺术展”的场地。
- 我需要一个新的、具有异国风情的地点，来举办“万圣节服饰展”。
- 举办小型的比基尼泳装秀，这艘游艇是个非常不错地方。
- 这个空仓库刚好可以为这个乐队举办小型的摇滚音乐会。
- 关于参展商在举办场地方面的期望，我们这里是否有相关记录？
- 在这个漂亮的室内溜冰场举办年终晚会，真是太酷了。
- 我们即将展出的设备很高，西边的展览厅可能达不到高度要求。
- 我从来没有想过，在广场上举办图书展会这么成功。

Extended

1. It's a draught, that is, it's just between two gigantic buildings, and it's going to be too windy out here.
 2. The lobby looks not very spacious, but I believe it is sufficient for the rock-climbing compartment.
 3. The exhibition hall was just completed, and I'm afraid it might not have full range of services.
 4. Most of the venues have up-to-date facilities, but what really matters to me is the staff—whether they're professionals of exhibition service.
 5. For the new product promotion, I prefer the little square outside the supermarket to somewhere inside, because it has larger circulation.
 6. Take the public security into consideration, the executives won't give green lights for a fashion show at the airport.
- 这里是风口，也就是说夹在两栋高楼之间，风会非常大。
- 虽然大堂看起来不是很大，但是应该足够设置攀岩隔间。
- 这个展览厅刚刚建成，我担心它还不具备提供全套服务的能力。
- 多数场馆都有先进的硬件设施，但是我觉得最重要的因素是工作人员，要看他们是否能够提供专业的展览服务。
- 我会选择超市外面的小广场进行新产品的促销宣传，而不会选择在超市内宣传，因为外面有更多的人流。
- 考虑到公共安全的问题，高层管理者是不会同意在机场举行时装展演的。