

“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

## (读写篇)

**Practical Event English**  
**(Reading & Writing)**

“会展策划与实务”岗位资格考试系列教材编委会 编

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# “会展策划与实务” 岗位资格考试系列教材

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# 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(ICCA)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,上海将需要二十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当务之急。

为了加快我国旅游会展的发展,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。本套会展英语教材正是顺应该项目的需要而编写的。

《会展实用英语》分为读写篇和听说篇。本套教材的编写宗旨如下:通过介绍欧美会展业的先进理念和实践经验,结合会展业的各个部门和整个工作流程,深化听、说、读、写、译等英语语言技巧训练,帮助会展从业人员熟悉英语国家综合文化知识和国际会展业的背景知识,提高会展从业人员用英语进行会展管理与服务的交际能力。针对实际工作需求,按照国际会展流程,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》(读写篇和听说篇)教材内容涉及会展业和世博会概况、会展策划、会展融资、会展营销、谈判、物流、展台搭建、会展信息管理、会展餐饮服务、会展财务、出展管理、展览现场管理、安保与风险管理、会前会后旅游、会展评估、会展问题与投诉处理等领域。

《会展实用英语》(读写篇)的每章包括三个部分:第一部分是阅读训练,第二部分是案例分析,第三部分是公文写作。阅读训练部分围绕一篇介绍理念和业务的课文,设置了热身练习、课前提问、核心语言点讲解、小组讨论、写作练习、翻译等小模块。案例分析部分以一篇与课文相关的案例为引子,向学生提出实际工作中会出现的问题,引导学生思考并找出解决办法。公文写作部分所选的公文类型都是与会展工作密切相关的。除了对范例进行注解,列出该类型

公文的写作要点外,还设计了“自己动手做”的模块供读者练习掌握。本书既可作为会展、旅游等行业从业人员的职业培训教材,也可作为会展、旅游等专业院校和培训机构的参考用书。

本书在原内部使用教材《会展英语》的基础上,汇集了所有参编人员的集体智慧。参加本书编写的人员有:吴云(第1、2、6、11章),邢怡(第8、13、14、15章),吴杨(第3、4、10章),朱艳华(第9、16章),欧阳黎静(第5章),庄婷(第12章),徐藤岗(第7章)。傅国林老师也为本书做了许多工作,在此表示衷心感谢。

由于编者水平有限,若有疏漏之处,恳请批评指正。

编者

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# Chapter 1

## The MICE Industry and the World Expo 会展业和世博会



### Section A Reading Assignment

#### Warming-up Activity

Go over the following terms with your teacher.

MICE 会展	incentive travel 奖励旅游	convention 大会	seminar 讨论会
manufacturer 厂商	supplier 供应商	venue 会展场地	exhibitor 参展商
contractor 承包商	OHP(overhead projector) 高射投影仪	AV(audio-visual) 声像	shell scheme 含基本隔间装潢 的摊位
logistics 物流/后勤	incentive travel package 奖励旅游包价套餐	literature 宣传材料	exhibition manual 会展指南
DMC (Destination Management Companies) 目的地管理公司			

## Pre-reading Questions

Answer the following questions without referring to the text.

1. What is the role of MICE industry in the country's economy?
2. Why do we need meetings?
3. How do you define "incentive travels"?
4. Is it that when people speak of modern exhibitions they mean only the venue owners?
5. What is a meeting broker?
6. What kinds of MICE organizers are there in your place?
7. What is the role of those intermediaries in MICE process?

## Text

### What Is MICE?

The term MICE, coined from meetings, incentive travels, conventions and exhibitions, has gained its popularity in China since the mid 1980's. The phenomenal growth in the number and diversity of MICE has given rise to new business opportunities and tourism implications. MICE management has become recognized as a separate field of study in a growing number of educational institutions.

A "meeting" can be defined as an event at which people gather from afar, exchange messages, and make decisions. However, it is too generic a term to be inclusive. This is partly because there are diverse meeting needs, ranging from international conferences to corporate training sessions, and partly because the emerging technologies make it possible for people to see each other without meeting face-to-face.

Anyway, be it a convention or seminar, the importance of such an event lies not only in what is said from the platform but also in the total atmosphere of the event. Furthermore, feeling elated at the end of a meeting does not make credit to the increased number and diversity of

meetings alone. Meetings, especially at the international level, are inherently information-oriented and problem solving. Experience needs to be shared, as does the knowledge about the world and human being themselves. Everything can be the topic of a meeting.

Another lucrative aspect is incentive travel. Incentive travel aims to entertain, reward, and motivate those who work directly or indirectly with the organization for their increased levels of performance. For management, incentive travel provides an opportunity to share experiences and ideas and build up loyalty to the company.

Incentive travel deals more with hospitality than convening. It includes receptions, dinners or banquets, and hours to interesting destinations.

Last, exhibitions are a fast-growing segment of today's MICE industry. The country's booming economy increases the need for trade and commerce. Manufacturers or suppliers seek opportunities to display their products in public, as do buyers to secure desirable products. Exhibitions provide such opportunities. There the sellers explain or sometimes demonstrate the value, beauty, and particular interest of their products or services.

Besides, exhibitions serve as a cost-effective way of launching new products, securing new markets, strengthening existing customer interest, and thus improving upon market share. The modern exhibition is clearly structured, taking in venue owners, exhibition organizers, and contractors from the supply side, and exhibitors and visitors from the demand side.

Then who are the professional MICE players?

1) Independent Meeting Planners. They are flexible, negotiable, and well experienced experts assisting directly with a client's planning. The planners provide consultants who become part of the meeting organizing committee. They function as intermediaries and manage all details on behalf of the group. Some planners are even technically competent to provide a range of technical support, including OHP, AV equipment, and computer technology. They are private companies, able to access any suppliers to meet the client's requirements.

2) Destination Management Companies (DMC). A DMC is a company that specializes in the organization and logistics of meetings and events. No

matter what the event or the occasion, destination management companies will always find a surprising and tailor-made solution.

In addition to transportation and theme events, a full service DMC can provide audiovisual support, temporary help, entertainment, interpreters and other services. They may act on behalf of the organizer to negotiate hotels and meeting facilities, as a travel agency, as an agent subcontracting for any services the event requires or function in a variety of support roles. The influence of a local DMC can result in agreements that could not be easily accomplished by an outsider. They are often familiar with the reactions of many other groups as to what they are and have been doing, so they know what does and what doesn't work. Destination management companies remain behind the scenes while ensuring that everything runs according to the plan.

3) Incentive Travel Companies. These companies deal directly with arranging incentive travel packages for corporations wishing to reward or motivate their staffs or their customers. These packages are usually "first class", often involving an exotic or popular resort location. These companies see to all the details of the incentive program. They negotiate with airlines and hotels and then package the transportation, lodging, and meeting accommodations, meals, tours and entertainment. They often prepare the promotional literature and may even get involved in setting the goals of the program.

4) Full Services Contractors. They offer a comprehensive range of the services and products that are essential for the creation of successful congresses, corporate meetings, exhibitions, and special events of any size. The services offered include concept and design, project management, production, graphics and decoration, installation and dismantling, destination management, transport and warehousing. They can also provide anything from electrical services, furniture and shell schemes to online exhibitor manuals.

## Check-in

Do you have any questions about the text? If any, ask your teacher.

### More Terms

accommodation 下榻	package tour /travel 包价旅游	booth decoration 展台装修	corporate meeting 公司会议
meeting facility 会议设施	literature 宣传资料	A/V equipment 视听设备	event contractor 会展服务承办商
dismantle/move out 撤展	plan 策划	intermediary 中介公司	conference planning company 会议策划公司
consultation 商谈	installation 安装	planner 主办方	shell booth 框架式展台

### Important Vocabulary

coin	[ kɔɪn ]	v.	创造
phenomenal	[ frɪ'nomɪnl ]	a.	显著的
diversity	[ daɪ'və:səti ]	n.	多样性
implication	[ Implɪ'keɪʃən ]	n.	含义
generic	[ dʒɪ'nerɪk ]	a.	一般的
diverse	[ daɪ'və:s ]	a.	不同的
corporate	[ 'kɔ:pəreɪt ]	a.	公司的
rendezvous	[ 'rɒndɪvu: ]	n.	会面
vis-à-vis	[ ,vi:zɑ:vi: ]	adv.	面对面地
stimulation	[ ,stɪmjʊ'leɪʃən ]	n.	激励
elate	[ ɪ'leɪt ]	v.	使兴高采烈
inherently	[ ɪn'hɪərəntli ]	adv.	固有地
lucrative	[ 'lu:krətɪv ]	a.	获利的
motivate	[ 'məʊtɪveɪt ]	v.	给予动机



## Practical Event English (Reading & Writing)

### 会展实用英语(读写篇)

hospitality	[ˌhɒspɪˈtæləti]	n.	殷勤款待
convene	[kənˈviːn]	v.	召集会议
secure	[sɪˈkjuə(r)]	v.	获得
subcontract	[sʌbkənˈtrækt]	v.	转包
exotic	[ɪgˈzɒtɪk]	a.	异国的
resort	[rɪˈzɔːt]	n.	度假胜地

### Useful Expressions

to gain popularity	颇受欢迎
to give rise to	引起,使发生
to become recognized as	被公认为
to serve as	用做
to share experience and idea	分享经验和思想
to build up loyalty	提高忠诚度
to launch new products	发布新产品
to improve upon	提高,改善
to function as	用做
on behalf of	代表
a tailor-made solution	考虑周到的解决方案

### Language Focus

1. The phenomenal growth in the number and diversity of MICE has given rise to new business opportunities and tourism implications.

会展业在数量和种类方面惊人的发展带来了新的商机和旅游热潮。

**Implication** 有多个抽象意义,在此句中根据上下文翻译其具体含义“热潮”。

**implication**: n. 牵连,涉及,密切关系,卷入

例: This issue has grave implications for unemployment.

这是一个严重关系到失业的问题。

2. ... and partly because the emerging technologies make it possible for people to see each other without meeting face-to-face.