

21世纪 全国高等院校会展管理系列统编教材

会展英语

ENGLISH FOR CONFERENCE AND EXHIBITION

张占军 张宝敏 张宏杰 编著



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21 世纪全国高等院校会展管理系列统编教材

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总 序

21 世纪在“全国高等院校会展管理系列统编教材”付梓出版之际,首先要感谢为本套教材撰写和出版付出辛勤劳动的高校教师、业界专家以及中国商务出版社的领导和同仁。这套教材是各位教授、博士、硕士以及实业精英共同智慧的结晶,教材的出版是政府界、教育界、实业界与出版界携手合作的成功典范,从根本上改变了我国目前会展管理领域教材零散、低层次重复并且缺乏系统性的现状,无论对推动中国会展管理教育的发展,还是对促进从业人员素质的提高,都将具有里程碑式的意义。

同以往出版的有关会展管理的教材相比,这套教材有以下五个鲜明特点:

第一,高校联合。这是我国第一套由开设会展管理专业或方向的高校联手编写的会展管理系列教材,参与主编和撰稿的人员来自北京第二外国语学院、北京旅游学院、北京城市学院、浙江大学、中山大学、湖北大学、沈阳师范大学、广州大学、北京航空航天大学、南京财经大学、上海大学等十余所国内高校。

第二,国际接轨。教材体系的设计充分考虑了美国乔治·华盛顿大学、德国瑞文斯堡合作教育大学等多所发达国家会展管理方面著名高校的课程体系,并根据我国教学实践的需要,做了适当调整和修改。使用这套教材,完全能够直接同国际最新教材体系接轨,达到“不出国门但接受国际同步教育”之目标。

第三,联系实际。教材的编写始终坚持理论性与应用性相结合的思路,在教材体系设计的初期,就充分吸收了中国贸促会、商务部、中国科协等业界专家的建议,在写作过程中,凡涉及实务方面内容的部分,绝大多数作者采取了与业界专家合作撰写或者广泛征求业界专家意见的方法,这些做法避免了纯粹学院派的“空谈”弊端,大大提高了教材的实用价值。

第四,高屋建瓴。本套教材的作者队伍学历层次高,绝大部分具有博士和硕士学位,涉及的学科领域多,包含了经济学、管理学、旅游管理、政策法规等多方面的专家学者,参与编写的业界人士,不仅长期工作在会议、展览等领域的最前线,而且几乎全部是各自领域的“精英”,他们的参与对从总体上准确把握中国会展业的现实,起到了至关重要的作用。

第五,动态开放。本套教材从最初的创意到实际运作,始终坚持了动态开放的理念。一方面,教材体系是动态开放的,已经出版的教材要经过实践的考验,不断进行调整;另一方面,教材内容是动态开放的,目前出版的这套教材不是一个“标准版本”,初步打算经过2—3年的时间,对部分教材要进行重新修订,以确保教材的先进性和科学性;此外,作者团队是动态开放的,在教材的修订和新选题的补充中,我们将不断吸收更多优秀的专业人才充实到教材编写的队伍中。

当然,作为全国高校与业界专家共同推出的第一套会展管理教材,尽管我们本着非常负责任的态度,已经尽到了最大努力,但是由于会展业涉及的领域太多,加之部分作者实际操作经验不足等原因,本套教材肯定还会存在一些不尽如人意甚至是错误的地方,我们一定会以极大的诚意欢迎各方面专家提出批评指正,一定会虚心接受大家的合理意见,并不断修正,力争把这套教材做成精品和名牌。

在中国,会展业是一个有着光明发展前景的朝阳产业。会展业的发展必须依靠人才,人才培养需要教育,而教材质量的高低是决定教育成败的重要环节。

我们深感任重道远!

刘大可

2004年7月25日于北京

前 言

改革开放以来，特别是进入新世纪之后，我国的会展活动发展非常迅速，许多知名商展和国际会议在中国成功举办，会展经济成为中国经济的又一个新的增长点。与此相适应，全国各高等院校纷纷开设有关的课程。但是，目前国内相关教材较少，特别是专业英语教材的缺乏，很大程度上制约着教学的进行，影响专业人才的培养。因此，我们组织了几位有经验的青年教师参加会展英语教材的编写工作。

根据教学的实践经验，专业学生大多在低年级阶段有了较为坚实的英语基础，因此在单词和短语的解释方面，我们的着眼点在于会展专业的“专业”术语的解释，而对一些虽然有一定难度，但是属于大众词汇的部分则有所省略。

在素材选取上，编者在国内相关书籍较少、国外书籍难找的客观情况下，多方寻觅相关材料，参考了有关的书籍、报纸杂志、互联网、会议通知、宣传材料等等，力图提供全面翔实、实用性与时效性结合的资料。

在内容编排上，编者注意到，目前有些书籍虽然冠以“会展”名义，但是内容都有所偏重，因此在本教材中将尽力做到会议与展览并重。相应的，编者将本教材分为两个部分：会议英语和展览英语。由于会展行业与多个学科领域密切相关，面面俱到地描述整个会展过程几乎是不可能的，在本教材中，编者选取最具代表性的部分加以描述和解释，并结合适当的练习，使学生能够比较系统地了解行业相关知识，并且相应地提高行业英语水平。在书后还附加了内容相当丰富的附录，尤为突出的是长达二十页的会展专业词汇，目的就是帮助学生了解并掌握必备常识，这也是本教材一个特点。

在编写体例上，编者采用对话与文章相结合的方式。两种体例的优点都很突出，文章式材料信息量相对集中，而对话式则更加生动。在练习编写方面，“Role-play”是最为重要的。因为作为专业教材，最可宝贵的是实用性，如果学生不能学以致用，教材无疑是失败的。作为补充，编者还配写了其他多样的各种练习，尽可能地淡化专业教材的“精读化”趋势，保证学生的学习兴趣 and

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效果。任课教师可以根据具体教学的需要,适当增减练习的数量。

在本教材的编写过程中,编者得到了来自各方面的鼓励和支持。北京第二外国语学院旅游管理学院副院长张文教授为教材的编写提供了宝贵的资料。北京第二外国语学院旅游管理学院会议与展览策划系主任刘大可博士非常关注教材的编写工作,多次询问编写进度,提出中肯的建议,没有刘大可主任的理解和支持,本教材是很难保质保量地完成的。同时编者也得到了会展行业的从业人员的支持,在此一并致谢。中国商务出版社的吴小京先生、徐文杰先生为本教材的出版付出的辛勤的劳动,使本教材得以顺利出版。

为了顺利编写本教材,编者参考了大量的资料,在此向原作者表示感谢。如有疏漏,也请谅解。同时,向材料中提到的单位、个人、组织和团体表示感谢。

本教材由三位教师联合编写:张占军负责会议部分和附录以及全书的统稿,张宝敏负责展览部分的第一部分至第二部分,张宏杰负责展览部分的第三部分至第五部分。

由于时间和水平的局限,本教材难免有疏漏之处,欢迎广大读者批评指正,以利于再版时修订。

编 者

2004年8月27日

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Conference

Part One Pre-conference Preparation

会 前 准 备

Chapter One Conference Planning

会 议 计 划

Maybe all of us have the experience of attending a meeting, but have we thought about how to prepare a meeting? Surely, it is incredible that we can achieve success without proper plans. In the following part, we will know how to plan a conference.

Dialogues

Various Forms of Meeting

Mr. Smith is a director of the Human Recourse Department in Heren Conference and Exposition Company. Now he is training the new staff.

Mr. Smith: Hello, welcome to our company. Our company deals with conference and exposition planning and provides the customer with high-quality service, and I hope that you will learn a lot of thing here.

Now, who can answer my question, what is a meeting or a conference?

Employee 1: In my opinion, a meeting is the gathering of some people.

Mr. Smith: Ok, so what for?

Employee 2: To talk about something, I guess.

Mr. Smith: In some degree, yes. Then how many kinds of meetings do you know?

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Employee 3: Let me have a try, I think we have assembly, conference, congress, dinner party, forum and so on.

Mr. Smith: Quiet good. But we still have other kinds of meetings, or something alike. Maybe 50.

Employee 4: That's fabulous!

Words and Phrases

assembly	<i>n.</i> 大会
conference	<i>n.</i> 专门会议;会议;协商会
congress	<i>n.</i> 代表大会;国会;议会
dinner party	晚餐会
forum	<i>n.</i> 论坛(反复深入讨论);讨论会

Useful Expressions

at-home party	家庭宴会
banquet	<i>n.</i> 酒宴
birthday party	生日宴会
board of directors	董事会
box supper	慈善餐会
buffet party	立式宴会
Christmas party	圣诞晚会
clinic	<i>n.</i> 分析课(专门技能 小组培训)
cocktail party	鸡尾酒会
commemorative party	纪念宴会
committee/commission	<i>n.</i> 委员会
convention	<i>n.</i> 年会;例会
dance(party), ball, fandango	<i>n.</i> 舞会
executive council/board	执行委员会
exhibition / trade show	展览展示会(与年会同时);展示
fancy ball	化妆舞会
fancy fair	义卖场
farewell party	惜别会
fishing party	钓鱼会
garden party	游园会
general committee/officers/bureau	总务委员会
general meeting/assembly	会员大会

institute	<i>n.</i> 学会; 协会
lecture	<i>n.</i> 讲座; 演讲
luncheon party	午餐会
meeting	<i>n.</i> 会议; 集会;
new year's banquet	新年会
pajama party	睡衣派对
panel	<i>n.</i> 专题讨论组
party	<i>n.</i> 晚会; 社交性宴会
pink tea	公式茶会
reading party	读书会
retreat	<i>n.</i> 静修会
seminar	<i>n.</i> 研讨会
sketching party	观剧会
standing body	常设机构
subcommittee	<i>n.</i> 附属委员会; 小组委员会
symposium	<i>n.</i> 专题学术讨论会; 座谈会
tea party	茶会
trade show	展示会
wedding dinner/reception	结婚宴会
welcome meeting	欢迎会
workshop	<i>n.</i> 讨论会 (有一定的专题)
year-end dinner party	忘年餐会

Texts

Text 1 Conference Planning

Why do we need to hold a conference?

Nowadays, there are thousands of meetings and conferences held in the world everywhere. And people always take it for granted that we need these meetings and conferences. Few people can really answer the question: why do we need to hold a conference? Do we really need them?

The first step is to define the purpose of the meetings and conferences. That is to say, to set a clear purpose or to think about the goal (the general

goal and the specific goal). As for the general goal, we mean the broad-range for holding meetings and conferences: finding or solving problems, brainstorming ideas, gathering or organizing information, making decisions. The specific goal means the result or the outcome of the meetings and conferences—delivering education, discussing business, providing a social setting for personal enjoyment and planning.

Then we will decide if the meeting is the best way to solve the problem. To hold a meeting indicates that we will communicate with others, so if we hope to get information, to make decision in a group, or to build group commitment, relationship, identity, or morale, we will surely hold a meeting.

How can we plan?

To hold a meeting, we must consider the following elements:

Format

The format can be defined as the overall schedule, or flow of events which together comprise the meeting. A format for a one-day committee meeting might be as follows:

CONFERENCE	PROGRAM
23 September	
Time	Arrangement
13 : 00—16 : 00	Registration
16 : 00—17 : 00	Commencement ceremony
18 : 00—20 : 00	Dinner
24 September	
Time	Arrangement
9 : 00—12 : 00	Presenting papers in five meeting halls
17 : 00	Closing ceremony
25 September	Tour

Participants

Participants mean the persons who attend a meeting. We should consider the optional number of and the nature of the participants, analyze their backgrounds, cultural characteristics, emotional and interest levels. Generally speaking, the persons with information, with power, from different hierarchical levels, or persons who are directly involved will attend the meeting.

Meeting Space

Make sure the chairs and tables are arranged properly. They maybe be arranged as the theater-style, classroom-style, or conference-style, all according to need. Sometimes we need more rooms for refreshment breaks.

Food and Beverage Events

We need to prepare some coffee and tea for the participants to make them cool-minded and some biscuits sometimes, but not too much.

Role Orchestration

The role orchestration is very important, because once we are not very clear about our duties during the meeting, things will be in a great mess. So we will know who will serve as the facilitator, who will serve as scribe, who will serve as timer, and who will server as minutes writer. A meeting facilitator runs the process without becoming involved in the task at hand; listens to, clarifies, and integrates information; keeps the group focused on the outcome or task; and creates and opens environment in which everyone feels welcome to participate. A scribe records ideas accurately during the meeting. A timer is in charge of time to make sure that the topic will be discussed properly within limited time. A minutes writer will take notes during the meeting and write up meet minutes afterwards.

Registration

We should consider the following questions: how large a registration area is required, is space needed for additional services such as restaurant reservations, tours, local information, or for tape sales if the meetings are being recorded, is storage space for registration materials needed, and so on.

Hospitality and Recreation

Audience response studies confirm that attendees are more alert, more attentive, and more receptive when opportunities have been provided during the meeting for social interaction and recreation. Group cultural and sporting events create a feeling of good fellowship among attendees. New contacts are made and friendships are formed. Registrants benefit from the informal exchange of ideas developed freely in casual settings.

Offering well-developed and interesting hospitality and tour programs for those who accompany registrants to the meeting increases overall meeting attendance and enhances the image of the organization. The enjoyment and