

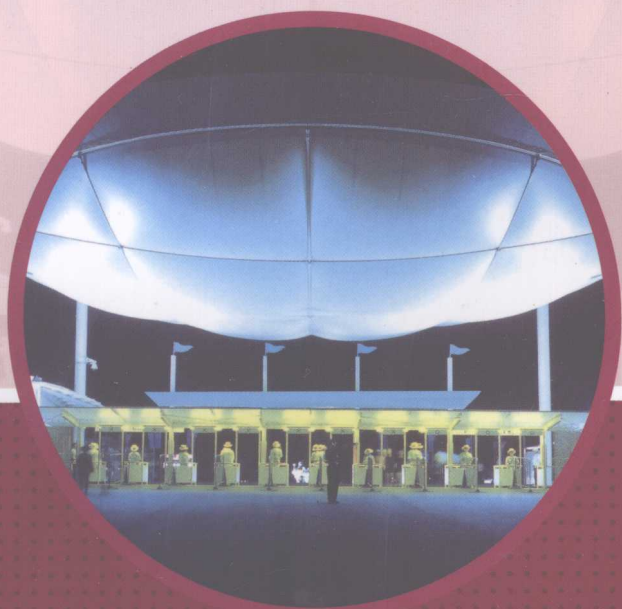
普通高等教育“十一五”规划教材

上海市会展策划与设计本科教育高地会展经济与管理系列教材

# 会展礼仪与文化

Etiquette and Culture for Exhibitions and Conventions

周岩 张达球 陈宜平 编



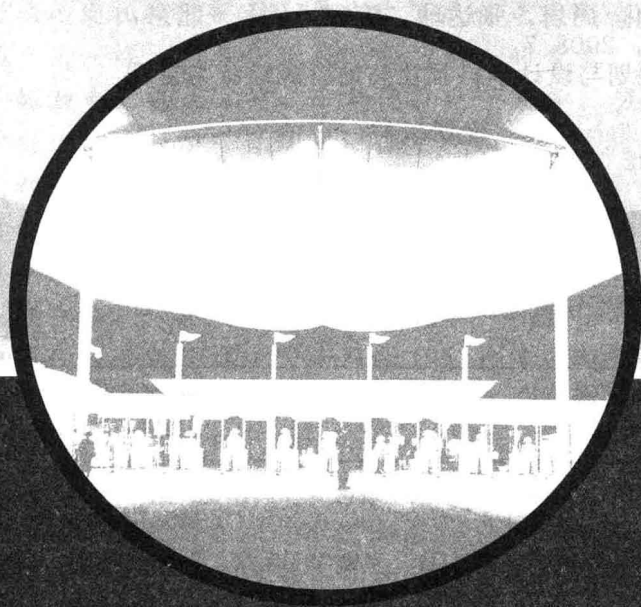
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·北京·

本书为前期出版的《会展英语》、《会展实务英语》的配套教材，专门针对英语文化和礼仪编写而成。

本书由 8 个单元构成，采用案例导入法编写，既阐述了会展业的礼仪概念和文化理论，也注重了中西方礼仪文化的介绍与对比，同时结合会展案例，系统地介绍了会展礼仪相关规范和具体技巧。

本书既可作为会展经济及相关专业大专院校的教材，也可供会展从业人员参考。

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# 上海市会展策划与设计本科教育高地

## 会展经济与管理系列教材

### 编写说明

在我国,会展产业作为现代服务业的重要组成部分,很大程度上还没有进入发展的成熟期,但满足其对高层次专业人才需求的会展类本科专业已经纷纷在高校设立。目前已经进入教育部本科专业目录的有“会展经济与管理”、“会展艺术和技术”、“展示设计”等。除此以外,各高校还设置了多种会展专业方向。一个产业在其刚起步阶段,便和高等教育形成了产业供求链关系,这既体现了新经济时代的特征,也体现了高等教育大众化的特征。

上海市会展策划与设计本科教育高地就是在这样一个背景下由上海市教委批准设立的。高地建设的目标就是培养会展类专业所急需的高层次专业人才,编撰一套会展经济与管理系列教材,正是这个目标的内容之一。

目前国内关于会展的教材已经有数十种之多,许多兄弟院校在会展教育 and 研究方面已经远远走在我们前面,相比之下我们是后起者。但就如会展产业是一门新兴的产业一样,会展专业也是一门新兴的专业。近年来,高校以新兴产业为背景的新专业层出不穷,如物流、电子商务、动漫、游戏等。这些专业都具有学科边缘性和学科背景模糊性的特征,这些特征决定了这些专业的教学和研究都还处在起步不久的探索阶段。因此,在会展教学和研究领域,我们虽然后起,但还是跟上了发展的基本势头。我们参加编写这套教材的团队,通过多年的学习和研究,在已有的会展研究成果的基础上,逐渐形成了自己的心得和体会,对会展理论逐步形成了一些自己的认识。把这些心得、体会和认识通过这套教材贯注于会展教育,并借此和理论教育界的同行进行交流,这无论是对于我们这个团队自身的提高,还是对于会展专业的发展,都是有利无弊的。

会展教育是需要理论支撑的,但到目前为止,无论是对会展学科还是对会展产业,理论研究都还显得不足。教育部在学科归类上把会展归于公共管理学科之下,这在理论界引起了种种不同的看法。但问题是理论界本身对会展学科的内涵和外延并没有形成比较清晰一致的意见。与此相关的是,对会展的产业属性、产业形成的经济依据等,理论界更是少有深入的研究文献。在高等教育大众化时代,一个新的学科和新的专业的形成,一定有着直接的产业背景,离开了深入的产业背景研究,就不可能形成成熟的学科理论。基

于我们的教材是在经济与管理的框架内来阐述会展和会展产业的，因此我们力图在我们的教材中为会展的实际操作和运行提供一个清晰的产业背景分析。同时，我们把会展、会展产业这些基本的概念，放到当前经济时代的背景上作展开的理论解释。当然这些分析和解释都只是我们的研究心得，这些研究心得很可能是不成熟的，我们希望借这套教材出版的机会和会展教育、理论界的同行作一次交流，欢迎各位专家、同行的批评和指正。

我们这套教材的编撰工作得到了来自各个方面的热情支持。华东师范大学的朱国勤教授和上海师范大学的王春雷老师作为教材编审委员会的成员对教材的整体结构和编写提出了许多极有建设性的意见，朱国勤教授还亲自担任了其中一本教材的主编。姚望、储祥银、刘大可、龚维刚是我国会展业界极具影响的专家，他们本来就是上海会展策划与设计本科教育高地的专家组成员，这次又担任了本套教材的顾问。在此，我们向他们表示由衷的感谢。

**上海市会展策划与设计本科教育高地  
会展经济与管理系列教材**

**编审委员会**

**2007年5月**

# 前 言

本书是“会展英语系列教材”之第三册，旨在弥补目前高等院校会展系列教材中缺少针对性较强的英语文化和礼仪类教材而编写。

编者认为对会展从业人员而言，会展礼仪既是个人文化素质的体现，也是企业管理理念的综合表现。因此这一问题对各类会议、展览与节事的成功举办有着重要的影响。

本书由8个单元构成，采用案例导入法编写，既阐述了会展业的礼仪概念和文化理论，也注重了中西方礼仪文化的介绍与对比，同时结合实际会展案例，系统地介绍了会展礼仪相关规范和具体技巧。本书为会展从业人员和会展专业的学生提供了较为系统的指导，对他们提高文化素养和职业素质具有一定的指导意义。

本书适用于大专院校会展经济相关专业学生、成人教育学员及从业人员。由于在编写的过程中，存在资料不足的问题，同时鉴于编者水平所限，因此，书中尚有诸多不尽如人意之处，诚恳希望读者指正。

编 者  
2008年6月

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# Unit 1 General Introduction



- ◇ What is etiquette?
- ◇ What is protocol?
- ◇ Understand the importance of etiquette and protocol in events and exhibitions.



## Tune in

### **I Don't Want to Be Poorer than Anyone Else in Courtesy**

One day, Lincoln, the 16th president of the United States, went out on a tour with a noble from the south. On their way, an old black people bowed to him humbly. In return, Lincoln took off his hat and nodded with a smile on his face. The noble felt perplexed and asked: "Why should you take off your hat in the face of a Negro?" "I don't want to be poorer than anyone else in courtesy," was the reply made by Lincoln.

That's why Lincoln was deeply loved by his American people. In a 1982 poll, which asked people to select a "best president" from the successive presidents, Lincoln ranked in the forefront.

## Part A What is Etiquette and Protocol?

✉ *Those who have mastered etiquette, who are entirely, impeccably right, would seem to arrive at a point of exquisite dullness.*

—Dorothy Parker

The word "etiquette" comes from a French word meaning "ticket". It originally referred to the ticket that allowed a person's entrance into the court ceremonies in France. On the ticket the rules would be written clearly, which can en-

sure those who were invited into the feudal castle knew how to behave properly, so the ceremony could run smoothly.

Etiquette is a topic that has occupied writers and thinkers in all sophisticated societies for millennia. All known literate civilizations, including ancient Greece and Rome, developed rules for proper social conduct. Confucius included rules for eating and speaking along with his more philosophical sayings. Early modern conceptions of what behavior identifies a “gentleman” were codified in the 16th century, in a book by Baldassare Castiglione, *Il Cortegiano* ( “The Courtier”).

In the UK, DebreTT is considered by many to be the arbiter of etiquette; their guides to manners and form have long been the last word among the polite society. Traditional publications such as *Correct Form* have recently been updated to reflect contemporary society, and new titles *Etiquette for Girls and Manners for Men* act as guides for those who want to combine a modern lifestyle with traditional values.

In America, Benjamin Franklin and George Washington wrote codes of conduct for young gentlemen. The immense popularity of advice columns and books by Letitia Baldrige and Miss Manners shows the currency of this topic. Even more recently, the rise of the Internet has necessitated the adaptation of existing rules of conduct to create etiquette, which governs the drafting of email, rules for participating in an online forum, and so on.

In Germany, there is an “unofficial” code of conduct, called the Knigge, based on a book of high rules of conduct written by Adolph Freiherr Knigge in the late 18th century entitled exactly *Über den Umgang mit Menschen* (*On Human Relations*). The code of conduct is still highly respected in Germany today and is used primarily in the higher society.

Etiquette may be wielded as a social weapon. The outward adoption of the superficial mannerisms of an in-group, in the interests of social advancement rather than a concern for others, is a form of snobbism, lacking in virtue.

Cambridge Dictionary defines etiquette as “the set of rules or customs which control accepted behaviour in particular social groups or social situations”, which, in other words, refers to manners and behavior considered acceptable in social and business situations. In Cambridge Dictionary, protocol is defined as “the system of rules and accepted behaviour used at official ceremonies and occasions”. This concept often focuses on customs and regulations with diplomatic etiquette and courtesies in official situations, such as negotiations.

Nan Leaptrott distinguishes the two terms in a simple way as the following: "Protocol is what to do in a given situation. Etiquette is how to do it and how to do it gracefully." He takes figure skating as an analogy, saying "In competition, each skater is given a set of marks by the judges—one for technical merit and another for artistic impression. For our analogy, protocol would be the technical merit, and etiquette the artistic impression. They are both important in making the best possible impression on an audience." The following examples of protocol and etiquette may help demonstrate the relationship between the two.

### **Example 1 Punctuality in France**

**Protocol** In France, punctuality is of prime importance.

**Etiquette** If you are invited to a French house for dinner, do arrive on time. Under no circumstances should you arrive more than 10 minutes later than invited without telephoning to explain why you have been detained.

### **Example 2 Showing Rank in Saudi Arabia**

**Protocol** On a visit to Saudi Arabia, the person of highest rank traveling with subordinates should show the distinction of his rank.

**Etiquette** He should maintain formality with his subordinates, even though he made on a first-name basis with them at home. He should dress better, have the best hotel room, and be deferred to by subordinates. He should always be the first person in the team to be introduced. At meetings he should be the one to speak, unless he designates an assistant and validates that person's qualification.

### **Example 3 A Business Proposal for Germany**

**Protocol** In Germany your business proposal should be detailed, precise, and completely unambiguous. Plans and schedules should be detailed and realistic.

**Etiquette** Proposals should be translated into German, and presentation should be professional, well-organized and neat.

These examples of protocol and etiquette above illustrate how protocol is used to promote or maintain the values of a culture. The etiquette used to achieve the purpose of the protocol may be different from culture to culture.



**Titbit**

### **Entrepreneur Set a Good Example in Etiquette**

In Japan, people always talk about a well-known entrepreneur Konosuke Matsushita with Panasonic Group, who once neither cared about his own appearance nor about his enterprise profile. As a result, his enterprise developed slowly. One day when he went to the barber's, the barber criticized him for his sloppiness, saying: "Could an enterprise develop successfully with a sloven owner like you?" Since then, he got rid of his past habit and began to take care about his appearance in the public and at the same time asked his employees to pay attention to their appearance and courtesy. To some degree, it contributes to the rapid progress of the enterprise, whose electric appliances have now enjoyed a world-wide fame.

Etiquette to society is what apparel is to the individual. Without apparel men would go in shameful nudity which would surely lead to the corruption of morals; and without etiquette society would be in a pitiable state and the necessary intercourse between its members would be interfered with by needless offences and troubles. If the society were a train, the etiquette would be the rails along which only the train could rumble forth; if the society were a state coach, the etiquette would be the wheels and axis on which only the coach could roll forward. The lack of proprieties would make the most intimate friends turn to be the most decided enemies and the friendly or allied countries declare war against each other.

## **Part B   Etiquette and Protocol in Events and Exhibitions**



### **Case**

**Situation 1** In China, a person who takes the last item of food from a common plate or bowl without first offering it to others at the table may be seen as a glutton and insulting the generosity of the host.

**Situation 2** In most European countries, a guest is expected to eat all of the food given to them, as a compliment to the quality of the cooking.

**Questions** In the cultural context, can you explain these two different cases?

Culture is a complex matrix of interaction elements, which is ubiquitous, multidimensional, complex and all-pervasive.

From infancy on, members of a culture learn their patterns of behaviour and ways of think until they have become internalized, which shows that culture is not innate but learned; Every culture represents a limited choice of behavior patterns from the infinite patterns of human experience, because each individual has only limited cultural experiences. What we know is but an abstraction of what there is to know. In other words, culture also defines the boundaries of different groups, which indicates that culture is selective; just as Hall (1977, *Beyond Culture*) clearly states “you touch a culture in one place and everything else is affected.” And it is easy to understand that facets of culture are interrelated. Therefore, culture is extremely and influences every aspect of our lives.

Etiquette is certain to evolve within culture and is dependent on culture, which means etiquette can vary widely between different cultures and nations.

In the field of events and exhibitions, the concept of etiquette and protocol can be dated back to the 1940s in Paris. In 1970s, it began to standardize. In recent years, with the development of the events and exhibitions in China, more attention has been paid to the concept of etiquette and protocol.

When competition is tight and budgets are on the chopping block, cutting corners in the ethics departments may seem like a quick fix. But as many in the event planning industry will attest, a burgeoning bottom line does not always mean that you are a success.



### Case

You are an event planner who wants to use a specific hotel for a high-level event. You contact an audiovisual supplier you trust (as opposed to the hotel's in-house audiovisual supplier) to be sure everything will go off without a hitch. You inform the supplier of your dates and requirement. Then about a week later, the supplier calls to say they have received a letter from the hotel starting that to do business in the hotel. The AV company must meet certain

strict requirements. The crew must not sport any facial hair, or wear earrings, blue jeans or T-shirts while on site. While it seems appropriate that tech crews dress in a neat and tidy manner, something does not ring true about this letter. Techies with no beards, moustaches or long hair? Keeping in mind that most tech crews work behind the scenes, out of sight of participants and other hotel guests, and are often paying guests (their hotels rooms for out-of-town events are generally not complimentary or even at a staff travel rate; the limited negotiated allotment would have been assigned to event planning staff members first), most planners would smell a rat right about now. Are the terms merely a ploy by the hotel to promote its own in-house audiovisual company by making it difficult for outside contractors to be brought in?

From the hotel's perspective, it has the right to require anything it wants from those who set foot on its property. Perhaps there have been some bad experiences with rough-and-ready AV personnel in the past. Who is to know? And accusing the hotel of this conduct will not win you any points in the business-relationship department. The option always remains to take your business elsewhere, which was the decision of the event planning company faced with this dilemma. They did not want to jeopardize the quality of the event they were producing by using an AV company they were not familiar with. Another recourse would be to speak to the hotel's general manager or, if all else fails, the hotel chain's president. A similar situation can also occur when planners are faced with a hotel or venue's preferred supplier list. It is sometimes possible for the planner to overcome this obstacle and bring in their chosen supplier by paying a surcharge to the facility.

Such situations are thrown into the abyss of what could be called "questionable ethical behaviour." All planners and suppliers have experienced it, whether on the receiving end or the giving end, and it is a tough spot to be in either way.

Nowadays, event planners and suppliers have accepted that etiquette and protocol have had an important influence on the relationships between people, organizations, countries, which varies from country to country, and from region to region. Therefore, they should develop the professional working relationships in a variety of ways. The following importance should be paid more attention to:

◇ To stay ahead in the competitive business world;

- ◇ To gain goodwill from others;
- ◇ To promote fruitful and rewarding relationships with others;
- ◇ To promote business;
- ◇ To gain more business chances.

## Part C Think Rightly: Ethics and Etiquette

As for the two concepts of etiquette and ethics, they are related. But there is a distinction between ethics and etiquette, especially as they relate to decision making in business and in society.

As defined in *The American Heritage Dictionary of the English Language*, Ethic (n). ① a. A set of principles of right conduct. b. A theory or a system of moral values. ② Ethics. The rules or standards governing the conduct of a person or the members of a profession.

Etiquette (n). The practices and forms prescribed by social convention or by authority. The codes governing correct behavior. Forms of conduct as prescribed in polite society.

In simpler terms, to think ethically means to direct your thoughts toward compliance with the rules, the contributions you can make, and the harmful consequences to avoid. To use proper etiquette means you are familiar with the current acceptable social codes of behavior in a particular country, culture, and society. In business—as in life—your decisions should take into account the thought processes surrounding both ethics and etiquette.

To do the right thing begins with thinking rightly, which indicates the following rules:

- ◇ Consider the well-being of others, including non-participants. Always contribute to the general good and avoid consequences that will hurt others.
- ◇ Act as a member of the business community. Standards, rules of propriety, and fairness enable businesses to prosper. Practices such as respecting contracts, employees, and others; paying debts and other obligations; and selling legitimate products at a just and fair price are the fundamental principles of an ethical business.
- ◇ Obey, but do not depend solely on, the law. Ethical thinking goes beyond being a lawful person. Actions that are not illegal, such as taking advantage of someone's trust, are still unethical.



- ◇ Serve society. A business thrives when it serves its customers, community, and society at-large. Whatever level of business in which you work—and the larger your company—being involved in your community is the right thing to do.
- ◇ Follow your morals. Morals and concerns with the judgment of the goodness or badness of human action and character are the foundation of ethics, along with considering the well-being of others. German philosopher Immanuel Kant called morals “categorical imperatives”. They are the “unqualified commands” without exception, even for busy executives on the brink of a profitable deal.
- ◇ Think objectively. To determine whether an action is truly right, and not just a rationalization of self-interest, it is essential to think from a neutral perspective and without personal benefit.
- ◇ Have character. Before you sign contracts and cut deals, ask, “what sort of person would do such a thing?” Ethics is derived from the Greek word *ethos*, meaning “character”. Ethics is not so much obedience to rules as it is the upkeep of your personal and company character, specifically your “good name”. Peter Drucker summarizes business ethics as “being able to look at your face in the mirror in the morning.”
- ◇ Respect other customs, but not at the expense of your own ethics. The hardest ethical decisions are not typically a conflict between ethics and profits, but one between two ethical systems. Sure, “when in Rome...” is a good guideline in most instances, but when a custom violates your morals, it is best to stick to what you know.



## Target Practice

### Case Study

In Charleston, S. C. , the saleswoman invited her very sophisticated client and his wife to dinner to celebrate the signing of a large construction contract. The owner of the Kansas City construction company insisted on going to the dinner with the saleswoman. The saleswoman watched her commission dissipate while her boss picked his teeth with fish bones and impressed the party by using a commonly used expletive as five different parts of speech. Instead of using his dinner napkin to wipe his mouth, the boss wiped out the deal when he used it