

The Business Skills Series

商务英语沟通技能系列

MEETINGS

商务会议技巧



Meetings skills

Meetings Language

Evaluation checklists

Anne Laws

 人民邮电出版社
POSTS & TELECOM PRESS

商务英语沟通技能系列

商务会议技巧

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人民邮电出版社
北 京

图书在版编目(CIP)数据

商务会议技巧(商务英语沟通技能系列)/(英)劳斯(Laws, A.)著;

—北京:人民邮电出版社, 2008. 8

ISBN 978-7-115-18219-7

I. 商… II. 劳… III. 商务—会议—组织管理学—英语 IV. H31

中国版本图书馆 CIP 数据核字(2008)第 078046 号

The Business Skills Series——Meetings by Anne Laws

ISBN 1-902741-15-3

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商务英语沟通技能系列——商务会议技巧

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装帧设计 陶建胜

◆ 人民邮电出版社出版发行 北京市崇文区夕照寺街 14 号 A 座

邮编 100061 电子函件 315@ptpress.com.cn

网址 <http://www.ptpress.com.cn>

电话 (编辑部)010-84937150 (市场部)010-84937152

(教师服务中心)010-84931276

北京中科印刷有限公司印刷

新华书店经销

◆ 开本: 889×1194 1/24

印张: 6.5

字数: 80 千字 2008 年 8 月第 1 版 2008 年 8 月第 1 次印刷

ISBN 978-7-115-18219-7/F

定价: 35.00 元

本书如有印装质量问题,请与本社联系 电话:(010)84937153

内 容 提 要

这是一本不谈任何理论而集中从微观层面关注和介绍沟通技能与技巧训练的实用书。旨在帮助从事商务活动的人士，提高在会议中用英语有效沟通的技能。

本书分为三大部分，分别从会议前的准备、会议中的注意事项、会议后的效果评估等方面对所需技巧进行了概括总结。并真正地做到图文并茂、深入浅出、即学即用！这绝对是一本可以使读者花费最少的时间与精力却能获得出乎意料收获的好书。

本书的主要读者对象是初入职场、急需用英语提高在商务会议中沟通技能的人士，对于学习外贸、商务英语等相关专业亦是十分适用的。

Use of symbols in this book



This warning symbol indicates **important points**.



This symbol is used to indicate a **hint** or **suggestion** to improve your meeting skills.



This symbol refers to other **chapters** with relevant information.



This symbol indicates **important cultural points**.



This symbol indicates that a **participant** is speaking.



This symbol indicates that the **chairperson** is speaking.

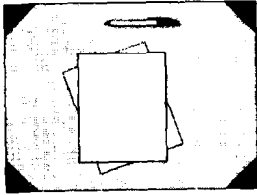
About this book

Meetings are held for a variety of reasons. To be effective, they should be constructive and useful. Effective meetings have to be worked at, they do not just happen. All meetings need to:

- be planned carefully
- be run efficiently
- involve effective, well-prepared participants
- be followed up.

This book is designed to help you to run meetings and participate effectively in meetings in English. The book is divided into three parts.

- **Preparing the meeting**
Reasons for the meeting
Planning the meeting
- **At the meeting**
Contributing effectively
Chairing the meeting
Participating in the meeting
Intercultural meetings
Formal meetings
- **After the meeting**
Following up the meeting
Reviewing and evaluating the meeting



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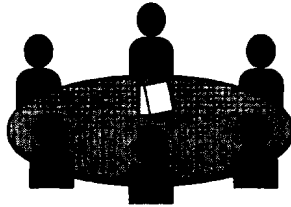
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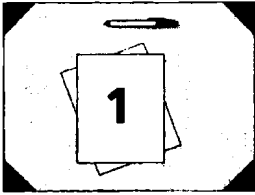
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Preparing the Meeting

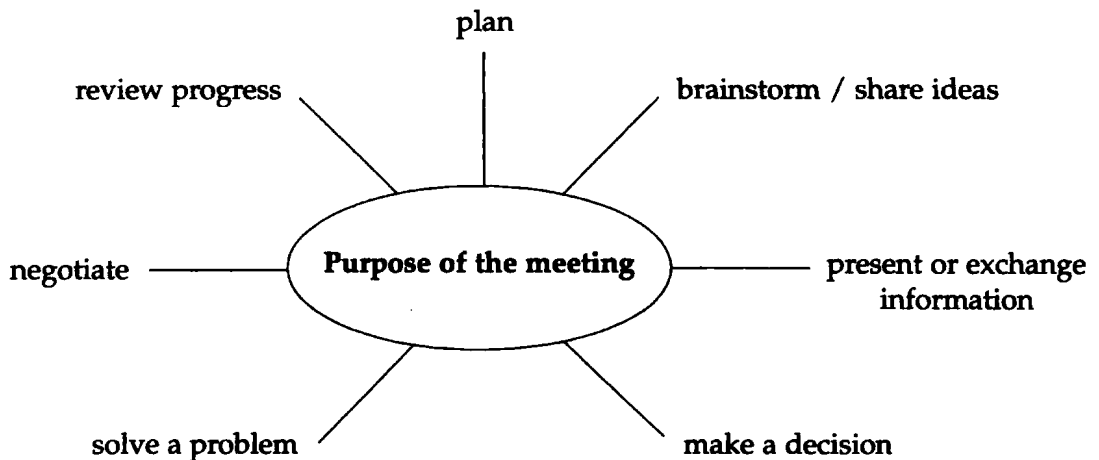




Reasons for the meeting

Participants need to understand why they are meeting before they can plan efficiently.

There must be a reason for people to meet. There must be something that they are hoping to achieve.

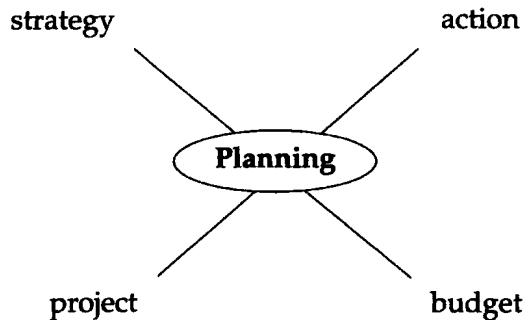


Planning

The purpose of the meeting might be to discuss a plan for the future and could include:

- agreement and approval of the plan
- discussion of the implementation of the plan.

There will often be a large number of planning meetings before final agreement. For example, most organisations prepare a formal annual plan for the following financial year: a **budget**. Other meetings may be held to plan projects and strategies.



Brainstorming and sharing ideas

Meetings held for sharing ideas are sometimes called **brainstorming sessions**, where everyone puts forward his/her ideas. In these meetings, participants are encouraged to be as creative and wide-ranging as possible to collect the best and most comprehensive range of options as a basis for then shortlisting ideas for serious consideration.

Presenting or exchanging information

The purpose is to give information to other people. This might involve giving a presentation, followed by a question and answer session.



(See Business Skills Series: *Presentations*)

Making a decision

If the purpose of the meeting is to make a decision about something, there is usually:

- a statement of the decision reached
- agreement about who will take responsibility for various actions
- a list of action points at the end of the meeting, outlining what will be done.

Problem-solving

Meetings held to solve a problem usually begin with a statement of the problem. Participants then discuss their ideas for solutions, the advantages and disadvantages of each proposed solution, and try to reach agreement on the best solution to use.

Negotiating

Two or more parties meet to negotiate in order to reach agreement or make a deal.

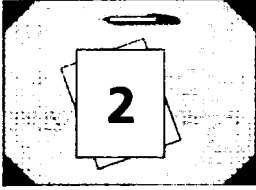


(See Business Skills Series: *Negotiations*)

Reviewing progress

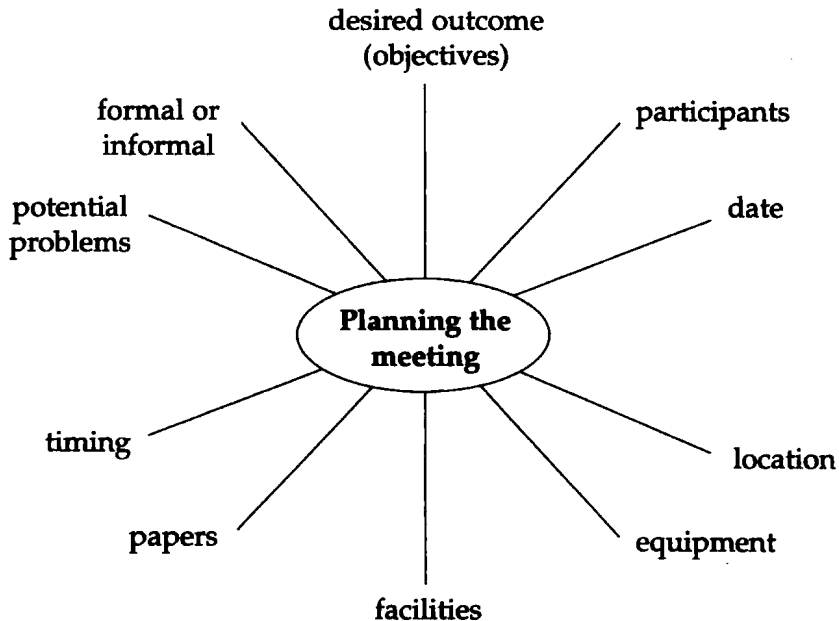
In meetings to review progress, and to discuss and evaluate achievements, actual results are compared with **planned** results.

When actual results are unsatisfactory, the meeting will probably discuss action to improve the situation.



Planning the meeting

A meeting should be planned carefully. There are several matters to consider:



Desired outcome

In order for a meeting to be effective, it is necessary to think beforehand of the objectives of the meeting. Individual participants should consider this when planning and it is advisable for everyone to establish this at the start of the meeting.

Participants

The organiser needs to consider who should be present at the meeting and advise everyone of the details.

Date

A meeting must be arranged at a suitable date. A meeting may fail to achieve its purpose if it is held too late, or after a lengthy delay. For example, a meeting to resolve a dispute should be held as soon as possible to prevent the dispute from getting worse. A meeting to agree to a plan must be held in time to put the plan into effect.

Location, equipment and facilities

The person who calls the meeting must decide where to hold the meeting and what equipment will be needed, for example:

- computers
- overhead projector
- flip chart
- beamer.

S/he must also check the facilities:

- Is there a room for refreshments?
- Who will provide refreshments?

Papers for a meeting

For some informal meetings and for all formal meetings, it is usual to have:

- an invitation
- an agenda.