



English for  
Conference Planning and Trade Shows

# 书展会展实务英语

张瑾 张舍茹◎编著

 北京理工大学出版社  
BEIJING INSTITUTE OF TECHNOLOGY PRESS

# 书展会展实务英语

ENGLISH FOR CONFERENCE  
PLANING AND TRADE SHOWS

编著 张 瑾 张舍茹

 北京理工大学出版社

BEIJING INSTITUTE OF TECHNOLOGY PRESS

版权专有 侵权必究

---

图书在版编目 (CIP) 数据

书展会展实务英语 / 张瑾, 张舍茹编著. —北京: 北京理工大学出版社, 2017.3  
ISBN 978-7-5682-3281-4

I. ①书… II. ①张… ②张… III. ①展览会-英语-高等学校-教材  
IV. ①G245

中国版本图书馆 CIP 数据核字 (2016) 第 249387 号

---

出版发行 / 北京理工大学出版社有限责任公司

社 址 / 北京市海淀区中关村南大街 5 号

邮 编 / 100081

电 话 / (010) 68914775 (总编室)

(010) 82562903 (教材售后服务热线)

(010) 68948351 (其他图书服务热线)

网 址 / <http://www.bitpress.com.cn>

经 销 / 全国各地新华书店

印 刷 / 虎彩印艺股份有限公司

开 本 / 710 毫米×1000 毫米 1/16

印 张 / 24.5

字 数 / 395 千字

版 次 / 2017 年 3 月第 1 版 2017 年 3 月第 1 次印刷

定 价 / 79.00 元

责任编辑 / 武丽娟

文案编辑 / 武丽娟

责任校对 / 周瑞红

责任印制 / 马振武

---

图书出现印装质量问题, 请拨打售后服务热线, 本社负责调换

# 前言

会展行业是我国第三产业的重要组成部分。根据我国商务部 2015 年发布的《中国会展行业发展报告》<sup>①</sup>，2014 年，全国展会经济直接产值达 4 183.5 亿元人民币，增长速度高于国民经济增幅。同时，中国展览业的国际化渐趋明显。2014 年在专业展馆中举办的展览项目中国国际展会占比三成，国际会展企业进入中国市场的步伐也在逐渐加快，这些也进一步要求会展行业深化国际合作，提升国际水平。

会展专业人才以及涉外出展人员的跨语言、跨文化交际能力，是适应当前国际化趋势的必需条件。在此背景下，我们编写了这本教材，希望能够帮助会展相关人员提升专业背景下的英语理解和沟通能力。

## 教材特点

本教材的课文选材专业，均来自近年来国外会展专业教材和网站，文章能反映当今国际会展行业的最新情况。文章语言语法规则规范，词汇和句子难度适中。选取的篇章以英文专业教材、书籍和网站文章为主，字数在 800~1 200 词。通过与美国当代英语语料库（COCA）<sup>②</sup>和兰开斯特大学的新通用词汇表（new GSL）<sup>③</sup>对比，对过于生僻的词汇和句子进行了适当调整。练习部分中的例句均来自网络权威字典或者语料库。

本教材以会展行业职业发展为导向，注重会展策划和管理中的实务和常见的工作语言交际情景，兼顾了通用英语的基本语言技能训练以及会展专业英语的特点。

## 教材适用范围

- 高校本科和专科会展专业 ESP 课程
- 高校本科和专科英语拓展课程
- 会展专业培训课程
- 出展英语培训课程
- 会展从业人员参考资料
- 出展人员参考资料

## 教材课文内容

本教材在内容方面根据会展行业的特点和现实需求，分为会展策划和贸易展

① <http://images.mofcom.gov.cn/fms/201510/20151030141511631.pdf>

② <http://corpus.byu.edu/coca/>

③ <http://corpora.lancs.ac.uk/vocab/>

出展两个部分。会展策划部分为 1~9 单元，贸易展出展部分为 10~15 单元。

在会展策划部分，本教材参考了国外会展专业英语教材以及会展行业的专业网站，选取了会展策划中的关键环节，以会展行业职业发展为导向，注重会展策划和管理中的实务和常见的工作语言交际情景。会展策划部分的九个单元的内容简介如下：

- 第一单元 会展行业的英文术语和历史背景
- 第二单元 会展行业中的专业人员以及美国会展职业的简介
- 第三单元 会展策划中的目标制定以及工作计划安排
- 第四单元 展馆的选择以及展馆的类型
- 第五单元 会展行业中的合同要素以及合同的签订
- 第六单元 会议营销和社交媒体中的会议活动营销策略
- 第七单元 会议注册及其流程
- 第八单元 预订房间管理以及预定历史管理
- 第九单元 会展风险评估管理以及减轻风险的策略

在贸易展出展部分，本教材参考了国外英语商展培训书籍，在内容选取方面，主要根据国内出展人员的实际对外交流需求，选取了重要的环节和英语交际情景。商务参展部分涉及的单元主要内容如下：

- 第十单元 贸易展览的类型和历史背景
- 第十一单元 商贸展会和展位的选择
- 第十二单元 展前营销以及人员培训
- 第十三单元 展品运输以及展品的安装和拆卸
- 第十四单元 展后的后续沟通
- 第十五单元 会展行业的语言因素以及商务交流的文化因素

### 教材单元结构

本教材单元结构的设置兼顾了通用英语的基本语言技能训练以及会展专业英语的特点。

通用英语的基本语言技能包括了词汇的运用、篇章的理解和日常情景下的语言交际。在专业英语方面主要涉及了会展专业术语的表达和理解、专业知识的英语表达和理解以及会展工作情景下的英语交流。每个单元结构主要有 3 个模块：

#### 模块 1 Text A

#### 模块 2 Text B

#### 模块 3 Communicative Skills

各个模块的具体内容和教学目的如下：

模块	结构	教学目的
模块 1 Text A	篇章阅读	理解会展行业关键环节整体情况和细节。
	阅读理解练习	整体和细节的理解和把握。

续表

模块	结构	教学目的
模块 1 Text A	词汇练习	1. 基本词汇练习加强词汇意义的理解, 掌握词汇在句子中的使用。 2. 专业词汇练习加强词汇的理解和记忆。
	翻译练习	1. 术语和词组翻译加强专业词汇理解和记忆。 2. 篇章翻译加强专业英语运用。
模块 2 Text B	篇章阅读	了解背景和相关知识。
	阅读理解练习	文章重点部分理解。
	词汇练习	1. 基本词汇练习加强词汇意义的理解, 掌握词汇在句子中的使用。 2. 专业词汇练习加强词汇的理解和记忆。
模块 3 Communicative, Skills	交际技能知识	介绍和单元内容相关的英语交际情景、交际策略和功能性语言。
	交际英语练习	加强功能性英语的记忆和运用。

本教材在编著过程中, 参考了大量国外英语会展专业教材和相关专业网站, 读者可参考课文的脚注和参考文献部分。本教材在附录部分也提供了一些会展专业权威网站供学习者参考。这些网站提供了国外会展行业的各类规范性文件、标准措施, 对于了解国外会展业的整体情况以及行业标准非常有益, 请读者充分利用此类资源。由于编者水平有限, 不足之处在所难免, 欢迎读者批评指正。

编 者

# 目 录

## Part I Planning Conferences and Events

<b>Unit 1 A Brief Introduction to the MICE Industry</b> .....	3
Text A .....	3
Text B .....	10
Communicative Skills .....	16
<b>Unit 2 Careers in the MICE Industry</b> .....	20
Text A .....	20
Text B .....	27
Communicative Skills .....	33
<b>Unit 3 Meeting Planning</b> .....	39
Text A .....	39
Text B .....	46
Communicative Skills .....	52
<b>Unit 4 Choose a Venue</b> .....	58
Text A .....	58
Text B .....	65
Communicative Skills .....	71
<b>Unit 5 Contracts in the MICE Industry</b> .....	76
Text A .....	76
Text B .....	82
Communicative Skills .....	88
<b>Unit 6 Conference and Event Marketing</b> .....	95
Text A .....	95
Text B .....	102
Communicative Skills .....	107
<b>Unit 7 Registration</b> .....	112
Text A .....	112
Text B .....	118
Communicative Skills .....	124

<b>Unit 8 Room Block Management</b> .....	128
Text A .....	128
Text B .....	134
Communicative Skills .....	140
<b>Unit 9 Risk Management</b> .....	144
Text A .....	144
Text B .....	150
Communicative Skills .....	158
 <b>Part II Exhibiting at a Trade Show</b> 	
<b>Unit 10 Background of Trade Shows</b> .....	165
Text A .....	165
Text B .....	171
Communicative Skills .....	176
<b>Unit 11 Choose a Trade Show</b> .....	182
Text A .....	182
Text B .....	187
Communicative Skills .....	193
<b>Unit 12 Pre-show Marketing</b> .....	197
Text A .....	197
Text B .....	203
Communicative Skills .....	208
<b>Unit 13 Move to the Exhibition</b> .....	212
Text A .....	212
Text B .....	218
Communicative Skills .....	222
<b>Unit 14 Post-show Activities</b> .....	227
Text A .....	227
Text B .....	233
Communicative Skills .....	238
<b>Unit 15 Cultural Aspects in Business Communication</b> .....	242
Text A .....	242
Text B .....	249
Communicative Skills .....	254



Keys to Exercises .....	259
参考译文 .....	314
附录一 课后生词表 .....	363
附录二 会展行业常用术语资源 .....	374
附录三 会议产业理事会提供的专业词汇表 (示例) .....	375
附录四 主要会展行业组织网站 .....	377
参考文献 .....	378

# Part I

## *Planning Conferences and Events*



# Unit 1 A Brief Introduction to the MICE Industry

## Learning Objectives

In this unit you are going to know:

- The generally accepted definitions of meetings, conventions, and exhibitions
- The vocabulary and key phrases commonly used in this industry

## Warming-up Questions

- What is a meeting?
- Can you give some examples that are “meetings?”
- What can be achieved by attending a meeting?
- Have you ever attended any conventions, symposia, forums and seminars? Can you tell the difference between those gatherings?

## Text A

### Sharpen Your Vocabulary in the MICE Industry

According to a recent UNWTO report on the Meetings, Incentives, Conventions and Exhibitions industry, the MICE industry or “The Meetings Industry” is one of the key drivers of tourism destination development and an important generator of income, employment and foreign investment. Beyond economic benefits, the MICE industry presents opportunities for knowledge sharing, networking and capacity building, making it an important driver for intellectual development and regional cooperation.

The Manual of Congress Terminology, published by the International Association of Professional Congress Organizers (IAPCO)<sup>①</sup> gives specific definition to each term in the acronym MICE as follows:

---

① <http://www.iccaworld.com/aeps/aitem.cfm?aeid=29>

**Meeting:**

General term indicating the coming together of a number of people in one place, to confer or carry out a particular activity. Frequency can be on an ad hoc basis or according to a set pattern, as for instance annual general meetings, committee meetings, etc.

**Incentive Travel:**

A travel reward given by companies to employees to stimulate productivity. Also known as an incentive trip; sometimes simply incentive.

**Convention**

Gathering of delegates, representatives, and members of a membership or industry organization convened for a common purpose. Common features include educational sessions, committee meetings, social functions, and meetings to conduct the governance business of the organization. Conventions are typically recurring events with specific, established timing.

**Exhibition:**

(1) An event at which the primary activity of the attendees is to visit exhibits on the show floor. These events focus primarily on business-to-business (B2B) relationships. (2) A display of products or promotional material for the purposes of public relations, sales and/or marketing. Same as Exposition or Trade Show.

According to ICCA, the International Congress and Convention Association, there has been an industry driven initiative to not use the “MICE Market” label and instead say “The Meetings Industry” which encompasses all the above.

Those distinctions are not only a matter of terminology. Every type of meeting has its own purpose, format, requirements, timetables, and characteristics. In their book, Krugman and Wright analyze several meeting types according to their objectives and parameters.

1. Purpose. A meeting may be held to inform, organize, debate, motivate, educate, communicate, or reach a decision. There is a similarity of purpose among a congress, a forum, and a symposium, which seeks to inform, communicate, and provide opportunities to debate issues. A conference is useful to inform and reach decisions, whereas a convention may be called to organize, inform, motivate, communicate, debate, and vote. The purpose of a seminar is to inform and educate. These distinctions are important because they influence timetables, room setups, speaker selection, and many other program decisions.

2. Number of Participants. Conferences, forums, and seminars usually are attended by a few dozen, whereas congresses and conventions have a large number of delegates. A symposium may have a large or relatively small attendance. Though these

are subjective terms, one would not refer to a meeting of fewer than 100 persons as a congress.

3. Frequency. A convention usually is held annually, whereas a congress may be held annually, biannually, or on an ad hoc basis. A symposium also is held periodically, but conferences, forums, and seminars have no established frequency. They are called as needed or when deemed advisable.

4. Duration. Conferences normally last one day or more. Seminars can cover anywhere from one to six days. Symposia and conventions tend to last three to four days, and congresses may be three to five days, depending on the location and the topics to be covered.

5. Organization Timetable. There is no consensus on the time required to organize an event. A conference could be planned in as little as a few weeks. A forum or seminar requires two to six months. At least one year is needed for a symposium, and from one to four years for a congress or convention.

6. Communications before the Event. Pre-meeting communication for forums and conferences is minimal: Location, date and time, topics, speakers, and registration data are usually adequate. Conventions use a dedicated Web site and/or a series of mailings because program details are not included in the early information. Communications for symposia, seminars, and congresses must be very detailed because they influence the recipient's decision to attend.

7. Program Dynamics. There is an essential relationship between speakers and attendees that, if overlooked, could result in a failure. Delegates attend a seminar, symposium, or congress because they are interested in the subject and the speakers. Speakers are perceived as authorities.

In most cases, a participant at such events has chosen to attend and has paid a registration fee. Interest in the issues, a need to form one's own opinion, and a desire to contribute to the ultimate decision move people to attend a conference or forum. Convention delegates, in contrast, have been called on to participate, with little or no opportunity to influence the dates, location, duration, or program content. Consequently, they tend to be more critical and analytical in their relationship to speakers.

It is important to understand the characteristics of various kinds of meetings and identify them correctly in communications, in promotional materials, and at industry educational events. For that matter, even journalists and authors of event-related texts should demonstrate a knowledge of the terminology in order to contribute to a better understanding of the profession.

(Excerpted and adapted from <http://www.iapco.org/publications/on-line-dictionary/dictionary/> and

## Vocabulary

- incentive** /ɪn'sentɪv/  
**convention** /kən'venʃ(ə)n/  
**exhibition** /eksɪ'bɪʃ(ə)n/  
**generator** /'dʒenəreɪtə/  
**intellectual** /,ɪntə'lektʃʊəl; -tʃʊəl/  
**manual** /'mænjʊ(ə)l/  
**terminology** /,tɜ:mɪ'nɒlədʒi/  
**association** /əsəʊsi'eɪʃ(ə)n; -ʃi-/  
**professional** /prə'feʃ(ə)n(ə)l/  
**confer** /kən'fɜ:/  
**ad hoc** /æd/ 'hɒk/  
**productivity** /prɒdʌk'tɪvɪti/  
**delegate** /'delɪgət/  
  
**convene** /kən'vi:n/  
**recur** /rɪ'kɜ:/  
**attendee** /,ætən'di:/  
**exhibit** /ɪg'zɪbɪt; eg-/  
**promotional** /prə'məʊʃənl/  
**exposition** /ekspə'zɪʃ(ə)n/  
**initiative** /ɪ'nɪʃɪətɪv; -ʃə-/  
**encompass** /ɪn'kʌmpəs/  
**distinction** /dɪ'stɪŋ(k)ʃ(ə)n/  
**format** /'fɔ:mæt/  
**parameter** /pə'ræmɪtə/  
**motivate** /'məʊtɪveɪt/  
**symposium** /sɪm'pəʊziəm/  
  
**participant** /pɑ:'tɪsɪp(ə)nt/  
**conference** /'kɒnf(ə)r(ə)ns/  
**forum** /'fɔ:rəm/  
**seminar** /'semɪnɑ:/  
**congress** /'kɒŋgres/
- n.* 刺激, 动力, 鼓励  
*n.* 大会; 习俗, 惯例; 协议  
*n.* 展览; 表现; 展览品  
*n.* 发电机; 发生器; 生产者  
*adj.* 知识的; 用脑力的; 理解力强的  
*n.* 手册, 简介, 指南  
*n.* 用词; 术语(学)  
*n.* 联合, 联系; 联合体, 社团; 协会  
*adj.* 职业的; 高水平的  
*v.* 授予; 商讨, 协商  
*adj.* 临时安排的; 特别的; 专门的  
*n.* 生产力; 生产率  
*v.* 任命或委派……为代表; 委派; 授权  
*n.* 代表, 代表团成员  
*v.* 召集; 聚集  
*v.* 再发生, 复发  
*n.* 出席者  
*n.* 展览(会); 展览品; 证据  
*adj.* 促销的; 增进的; 奖励的  
*n.* 阐述; 展览会  
*n.* 主动的行动, 首创精神, 主动权  
*v.* 包含; 围绕  
*n.* 区别; 卓越; 特质; 荣誉  
*n.* 版式, 格式, 形式  
*n.* 参数; 系数; 参量; 限制因素; 决定因素  
*v.* 刺激; 使有动机; 激发……的积极性  
*n.* (复数: symposia) 专题讨论会, 座谈会; 专题论文集  
*n.* 参与者; 参加者  
*n.* 会议; 讨论会; 讨论; 联盟  
*n.* 论坛, 讨论会; 集会的公共场所; 法庭  
*n.* 研讨班; 研讨会  
*n.* 国会; 代表大会

<b>subjective</b> /səb'dʒektɪv/	<i>adj.</i> 主观的, 个人的
<b>annually</b> /'ænjʊəli; 'ænjʊli/	<i>adv.</i> 一年一次, 每年
<b>biannually</b> /bi:'æn'juəli/	<i>adv.</i> 每半年地
<b>periodically</b> /,pɪərɪ'ɒdɪkəli/	<i>adv.</i> 定期地; 偶尔
<b>deem</b> /di:m/	<i>v.</i> 认为, 相信; 主张
<b>duration</b> /dʒu'reɪʃ(ə)n/	<i>n.</i> 持续时间; 期间
<b>consensus</b> /kən'sensəs/	<i>n.</i> 一致; 舆论
<b>registration</b> /redʒɪ'streɪʃ(ə)n/	<i>n.</i> 注册, 登记; 登记证, 注册证
<b>recipient</b> /rɪ'sɪpiənt/	<i>n.</i> 接受者; 受领者; 接受器, 容器
<b>dynamics</b> /daɪ'næmɪks/	<i>n.</i> 动力学, 力学
<b>ultimate</b> /'ʌltɪmət/	<i>adj.</i> 最远的; 最后的; 终极的
<b>analytical</b> /ænə'lɪtɪk(ə)l/	<i>adj.</i> 分析的, 分析法的; 善于分析的

### PHRASES

<b>on an ad hoc basis</b>	根据需要随时, 权宜之计
<b>seek to</b>	力图
<b>refer to ... as</b>	把……称作
<b>contribute to</b>	有助于, 导致
<b>call on</b>	要求; 呼吁; 号召, 召唤
<b>tend to</b>	倾向于

### PROPER NOUNS

<b>UNWTO</b>	United Nations World Tourism Organization 世界旅游组织
<b>IAPCO</b>	International Association of Professional Congress Organizers 国际专业会议组织者协会
<b>ICCA</b>	International Congress and Convention Association 国际大会及会议协会

## Reading Comprehension Tasks

**Task 1** Please read the text and answer the following questions.

1. How can the MICE industry benefit the social development?
2. What is the main purpose of an incentive trip?
3. What activities may occur during a convention?
4. If you want to develop a B2B relationship and learn about the latest products in your field, what event may be the best for you to attend?



5. If you attend a seminar, what will you expect from this event?

**Task 2** Please fill in the blanks and empty spaces in the following table according to the parameters of meeting types mentioned in the text.

Types of meeting	congress	forum	symposium	conference	convention	seminar
<b>Purpose</b>	To, _____	Same as congresses	Same as congresses	to inform and _____	to organize, inform, _____	To inform and _____
<b>Number of Participant</b>	_____	_____	a few dozen, _____	_____	a large number of delegates	_____
<b>Frequency</b>	annually, _____	_____	periodically	no established frequency	annually	no established frequency
<b>Duration</b>	_____	Not mentioned	_____	normally last one day or more	3 to 4 days	anywhere from _____
<b>Organization Timetable</b>	From _____ to _____ years	_____ to _____ months	_____	as little as a few weeks	_____	_____
<b>Communications before the Event</b>	_____	minimal	very detailed	_____	A dedicated _____	_____
<b>Program Dynamics</b>	Attendees are _____	Not mentioned	_____	Not mentioned	Delegates tend to be _____	_____

## Vocabulary Tasks

**Task 1** Please match the words in Column A to their respective definitions in Column B.

**Column A**

**Column B**

incentive

A. *adj.* taking place within the mind and modified by individual bias

intellectual

B. *n.* a person who gets something

recur

C. *adj.* being the last or concluding element of a series

initiative

D. *n.* a distinguishing difference

distinction

E. *n.* agreement in the judgment or opinion reached by a group as a whole

format

F. *n.* a positive motivational influence