

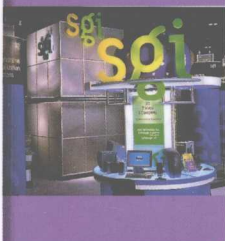
21

世纪高职高专规划教材

会展策划与管理系列

会展 实用英语

宿荣江 曹珊珊 周 媛 编著



中国人民大学出版社

加会议的客人和拜访者的座位,或是留给两邻管理人选定的座位,以帮助主席分发有关材料、接受指示或完成主席在会议中需要做的事情。

如果有从其他国家的其他公司来的代表参加会议,那个公司的高级人员则坐在长会议桌的中间,主办会议的公司的高级管理人员坐在他们的对面,在他们的旁边都坐着各自公司的职员,而会议桌的两端则空着。通常客人在面对门口的座位上。会议座位的次序不像正式宴会上男女交叉着坐那样排,业务会议一般不区分性别,不安排男女坐对面。

二、会议参加者的礼仪

会展实用英语

宿荣江 曹珊珊 周 媛 编著

三、会议主持人的礼仪

会议主持人入席后,如果是站立主持,应双腿并拢,腰背挺直。单手持稿时,右手持稿的底中部,左手五指并拢且自然下垂。双手持稿时,应高举。采用坐姿主持时,应身体挺直,双臂前伸,两手轻按于桌沿。主持过程中,切忌出现搔头、揉眼、跷腿等不雅动作。主持人应根据会议性质调节气氛,或庄重,或幽默,或沉稳,或活泼。主持人在会场上遇到熟人,不招呼,更不能寒暄、闲谈,会议开始前或会议休息期间可点头、微笑致意。

四、会议发言人的礼仪

会议发言有正式发言和自由发言两种,前者一般是领导报告,后者是讨论发言。正式发言者,应衣冠整齐,走上主席台时应步态自然,有力,体现一种自信、从容、自信的风度与气质。发言时应口齿清晰,简练,简明扼要。如果发言时看发言稿,要时常抬头扫视一下会场,不能低头读稿,旁若无人。发言完毕,应对听众的倾听表示感谢。

自由发言时较随意,应注意,发言应讲究顺序和秩序,不能随意发言;发言应简短、清楚、明确。与他人有分歧时,应以理服人,态度平和,并且要听从主持人的安排。

中国人民大学出版社

如果有提问,应礼貌作答,对不能回答的提问,应礼貌地说明原因。对提问人的批评和意见,发言人应认真听取,提问者的批评是帮助,应虚心接受。

图书在版编目 (CIP) 数据

会展实用英语/宿荣江等编著

北京: 中国人民大学出版社, 2008

21 世纪高职高专规划教材·会展策划与管理系列

ISBN 978-7-300-08871-6

I. 会…

II. 宿…

III. 展览会—英语—高等学校: 技术学校—教材

IV. H31

中国版本图书馆 CIP 数据核字 (2008) 第 000702 号

21 世纪高职高专规划教材·会展策划与管理系列

会展实用英语

宿荣江 曹珊珊 周 媛 编著

出版发行 中国人民大学出版社

社 址 北京中关村大街 31 号

邮政编码 100080

电 话 010-62511242 (总编室)

010-62511398 (质管部)

010-82501766 (邮购部)

010-62514148 (门市部)

010-62515195 (发行公司)

010-62515275 (盗版举报)

网 址 <http://www.crup.com.cn><http://www.ttrnet.com> (人大教研网)

经 销 新华书店

印 刷 北京易丰印刷有限责任公司

规 格 170 mm × 228 mm 16 开本

版 次 2008 年 1 月第 1 版

印 张 15.5

印 次 2008 年 1 月第 1 次印刷

字 数 242 000

定 价 22.00 元

版权所有 侵权必究

印装差错 负责调换

前 言

在我国，会展业是一个全新的活动项目组合，涉及销售、酒店、运输、餐饮、设备、广告、保险等一系列产业的协调和运作。会议的承办早已超出简单的住宿和餐饮，而传统意义上的推销方式已经落伍。与会展业发达的国家和地区相比，我国会展业的发展还处于起步阶段。步入 21 世纪，我国申办奥运的成功，特别是 2010 年上海世博会的申办成功都要求我们加大会展业的人力资源建设和人员培训。为此，我们编著了《会展实用英语》，希望能借此提升从事该行业的人员的技能层次和语言水平。

全书共设 23 个单元。每个单元的课文以介绍会展业为切入点，向读者提供相关的背景和运营特色。对话部分主要提供会展业方面的口语表达方式和训练模式。语言使用部分提供了会展业日常使用的关键句型，读者可以通过学习这些句型拓展自己的语言广度。在练习部分，本书强调实用性，要求读者充分运用自己的动手能力来解决实际问题。我们建议教师在授课过程中，加大学生参与的力度。在每个单元的情景对话中，让学生相互扮演不同的角色，来体会服务和服务提供者不同的感受。每单元的最后一部分都是用中文书写的会展业的相关信息，读者可以通过阅读这些短文来丰富自己的会展知识，并了解一些会展专业术语的中英文对照翻译。

本书的编写得到李海霞的大力支持，在此表示感谢！

由于时间有限，书中难免存在不妥之处，望同行和读者指正。

编者

2007 年 12 月

CONTENTS

Module One Preparation for Exhibitions

Unit 1	Choosing A Venue	3
Unit 2	Building the Booth	13
Unit 3	Booth Staff	23
Unit 4	Exhibition Sponsors	33
Unit 5	Promoting the Show	42

Module Two Services during Exhibitions

Unit 6	Negotiation	55
Unit 7	Shipping	65
Unit 8	Insurance	74
Unit 9	Sales Presentation	85
Unit 10	Giveaways	95

Module Three Services after Exhibitions

Unit 11	Complaints	107
Unit 12	Dismantling	117
Unit 13	Letter Writing	128
Unit 14	Liaison	138
Unit 15	Security	147

Module Four Preparation for Conferences

Unit 16	Conferences	159
Unit 17	Conference Centers	169

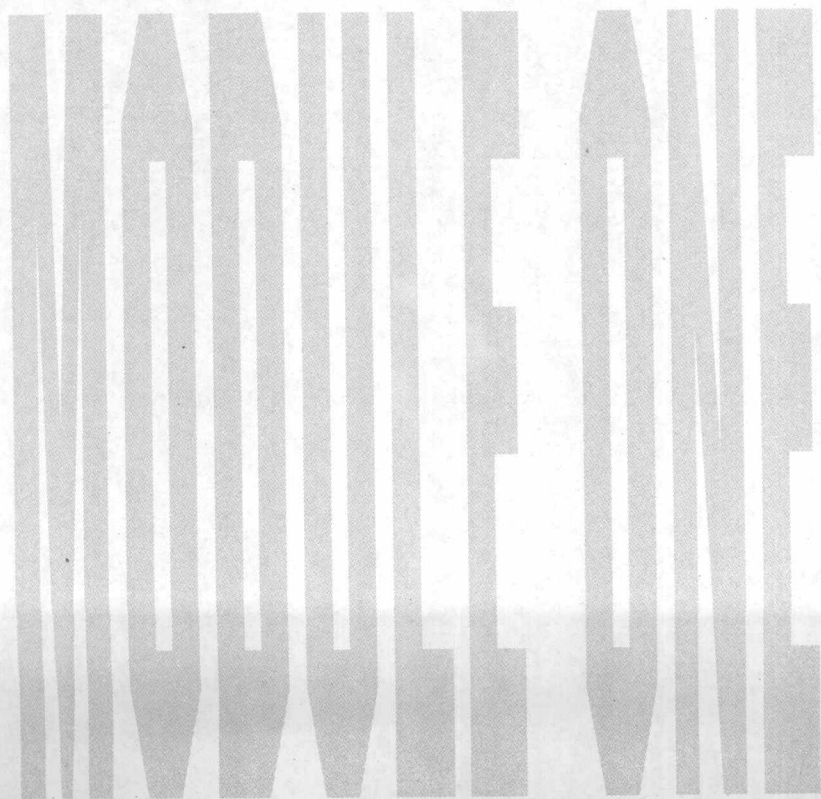
Unit 18	Budget	178
Unit 19	Formal Invitation	188
Unit 20	Seating Arrangement	198

Module Five Meeting Operation

Unit 21	Registration	209
Unit 22	Food and Beverage	221
Unit 23	Meeting Equipment	232

MODULE ONE

PREPARATION FOR EXHIBITIONS



Unit 1 Choosing A Venue



Tasks to fulfill in this unit:

- ♦ To make a checklist before choosing a venue
- ♦ To explain the importance of an on-site inspection
- ♦ To discuss the venue with your partner
- ♦ To practise the useful expressions for booking a stand

Warming-up

Match the synonyms.

venue exhibition requirement facilities congested inspection

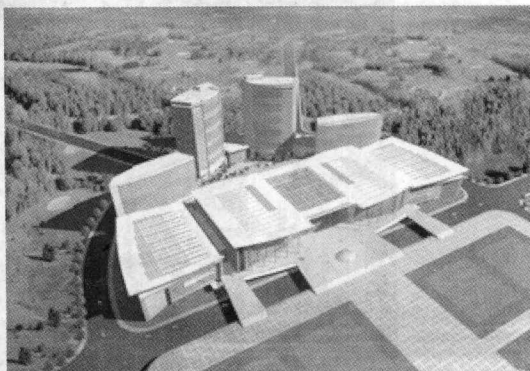
show equipment visit crowded demands site



Text

To Choose an Exhibition Venue

A successful exhibition will always lead to a great progress for a company's business. This is the reason why exhibitions are getting more and more popular and important in our society. Then, the question is, if you are an organizer of a famous company, how you would prepare for an exhibition and what would be the first thing for you to consider.



Choosing the suitable exhibition venue is the first thing for you to consider during the preparation. Yet, to find out the most suitable venue is not an easy task. It involves a lot of factors. So before choosing a venue, you'd better make a checklist about the particular requirements of your exhibition.

Where are the buyers? What exhibition facilities can you use in the venue? What date is the venue available? When and where are the competitive events? How convenient is the transportation? Are there any suitable hotels near the venue? How about the cost? The list can be much longer.

And then it's also important for you to have an on-site inspection. If the venue is too compact, it will leave the participants feeling congested and uncomfortable; on the contrary, if the venue is too



big, it may leave the participants an impression that the exhibition is not as popular and busy as they expect. Therefore, choosing a venue with an appropriate size is one of the crucial factors to success.

In a word, the factors you should consider can range from the appearance of the venue, the surrounding, the equipment and furniture, even to the cleanness of the toilets. All these factors are not minor if you want to hold a successful exhibition.



Vocabulary

exhibition *n.* 展览会

progress *n.* 前进, 进步, 发展

popular *adj.* 流行的, 受欢迎的

society *n.* 社会

venue *n.* 集合地点, 会议地点

preparation *n.* 准备, 预备

task *n.* 任务, 工作

factor *n.* 因素, 要素

checklist *n.* 清单

particular *adj.* 特殊的, 详细的, 精确的

requirement *n.* 需求, 要求

competitive *adj.* 竞争的

convenient *adj.* 便利的, 方便的

transportation *n.* 运输, 运送

inspection *n.* 检查, 视察compact *adj.* 紧凑的, 紧密的

participant *n.* 参与者

congested *adj.* 拥挤的

uncomfortable *adj.* 不舒服的

contrary *n.* 反面

appropriate *adj.* 适当的

crucial *adj.* 至关紧要的

surrounding *n.* 周围环境

minor *adj.* 较小的, 次要的

Notes

1. A successful exhibition will always lead to a great progress for a company's business. 一次成功的展览会往往会给公司的业务带来巨大的收益。

2. Then, the question is, if you are an organizer of a famous company, how you would prepare for an exhibition and what would be the first thing for you to consider. 继而问题出现了, 如果你是一家知名公司的组织者, 你会怎样为展

会做准备？你首先要考虑的事情是什么？

3. So before choosing a venue, you'd better make a checklist about the particular requirements of your exhibition. 所以在选择展会地点前，你最好为展会的详细要求列一个清单。

4. And then it's also important for you to have an on-site inspection. 然后你还应进行一次实地考察，这也很重要。

5. If the venue is too compact, it will leave the participants feeling congested and uncomfortable; on the contrary, if the venue is too big, it may leave the participants an impression that the exhibition is not as popular and busy as they expect. 如果展会地点过于狭窄，会让参与者觉得拥挤，不舒服；反之，如果展会地点过于空旷，则会给参与者留下展会不像他们预期的那样受欢迎和繁忙的印象。

6. In a word, the factors you should consider can range from the appearance of the venue, the surrounding, the equipment and furniture, even to the cleanness of the toilets. 总而言之，你需要考虑的因素大到展会地点的外观、周边环境，小到设施、家具，甚至卫生间的清洁程度。



Dialogue

(J: Jane Z: Mr. Zhang)

J: What would be a nice location for our automobile exhibition?

Z: In China, I am afraid that rural areas may not be ideal for it.

J: Do you mean people do not have the purchasing power for cars in rural areas in China?

Z: It is not necessarily so. But people in the countryside do have less purchasing power than those in the cities.

J: I see. Then we'd better hold our exhibition in cities.

Z: That would be much better. Yet, as you know, people's living standards in different cities are quite varied. Cities like Beijing or Shanghai are more economically developed.

J: So, you mean we'd better hold our first exhibition in Beijing or Shanghai.

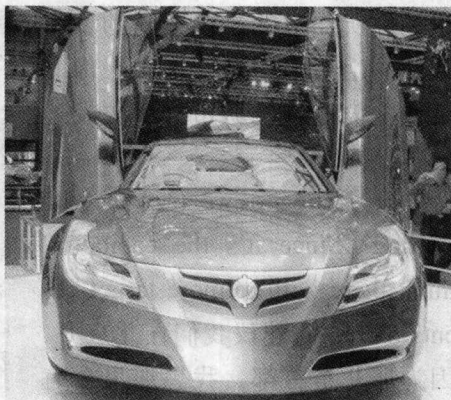
Z: That's right. I suggest we try out with Beijing. Since it's the capital, I think there will be more target clients there.

J: Sounds good. But where would be the venue for the exhibition? You are more familiar with Beijing than me.

Z: There are quite a lot of exhibition halls in Beijing. However, the most popular one may be the International Exhibition Centre. As far as I know, there is going to be an International Automobile Exhibition in 10 months, and it will be a golden opportunity for us to make our first show.

J: Yes, that would be wonderful. Maybe we can arrange some time to make an on-site visit.

Z: Sure.



Vocabulary

automobile *n.* 汽车

rural *adj.* 农村的, 乡村的

ideal *adj.* 理想的, 完美的

purchase *vt.* 买, 购买

necessarily *adv.* 必要地

countryside *n.* 农村地区

standard *n.* 标准, 水平

economically *adv.* 经济地

target *n.* 目标, 对象

client *n.* 顾客, 客户

familiar *adj.* 熟悉的, 常见的

opportunity *n.* 机会, 时机

Notes

1. In China, I am afraid that rural areas may not be ideal for it. 在中国, 恐怕农村地区不太合适。

2. Do you mean people do not have the purchasing power for cars in rural areas in China? 你是说中国农村地区的人们买不起汽车?

3. Yet, as you know, people's living standards in different cities are quite varied. Cities like Beijing or Shanghai are more economically developed. 但是,

正如你所知道的，在不同的城市人们的生活水平差别很大，像北京或上海这样的城市经济更发达一些。

4. I suggest we try out with Beijing. Since it's the capital, I think there will be more target clients there. 我建议我们在北京办，因为那儿是首都，我想那里会有我们更多的目标客户。



5. International Exhibition Centre 国际展览中心

6. As far as I know, there is going to be an International Automobile Exhibition in 10 months, and it will be a golden opportunity for us to make our first show. 据我所知，10 个月后那里有一个国际汽车展，这是我们首次参展的良机。



Language in Use

How to ask?

- I'd like to know the average cost of a stand.
- Would you please tell me the price of...?
- What's the average price for...?
- How about the cost of...?
- Can you lower the price...?
- Can you give me a special price?
- Could you come up with a better discount?

How to answer?

- What's your budget for...?
- The price of a standard booth is...
- The minimum cost for attending the exhibition is...

- The maximum cost for attending the exhibition is...
- The price varies according to...
- I'm sorry, but I can't. That's the lowest I can go.
- Our budget for a standard booth is...



How to book a stand?

- I'd like to book the stand now.
- This is the kind of stand I am looking for. The price is reasonable. I'll take it.
- Can I book a stand in the left corner?
- Can I register over the phone?



Exercises

1. Vocabulary

Match the words on the left with their proper meanings on the right.

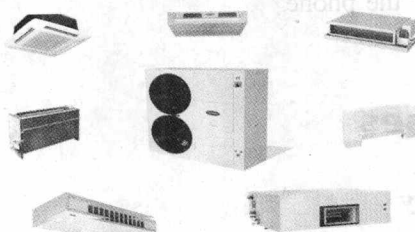
- (1) requirement
- (2) standard
- (3) venue
- (4) transportation
- (5) surrounding
- (6) necessarily
- (7) checklist
- (8) appropriate
- (9) exhibition
- (10) inspection

- a. a complete list of things of the same category
- b. inevitably, certainly
- c. the act of conveying passengers or goods
- d. a measure against which people can compare
- e. suitable or right for a particular person, condition, or place
- f. the spot where the event is going on
- g. the nearby environment
- h. something that is demanded
- i. the act of looking into something
- j. a large-scale public showing of objects or products

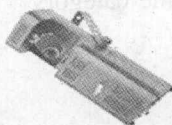
2. Matching

Read the following items and match them with the pictures.

- (1) A mechanical system in a building that provides fresh air and keeps temperature comfortable.
- (2) It is the act of extinguishing and avoiding destructive fires. It concerns safety measures to prevent the effects of fires and is the result of proper use of fire protection measures.
- (3) An electronic amplification device installed and used for broadcasting in public areas.
- (4) The provision of snacks and drinks during tea break, and meals for participants.
- (5) The physically illuminating or the condition of being filled with light.



Ventilation system
(a)



Lighting system
(b)



Food and beverage service
(c)



Fire fighting and prevention
(d)



Public address system
(e)

3. Role play

Work in pairs or more. Try to do a short play according to the following instruction.

Suppose you are a planner of an exhibition and your partner is a convention center clerk. You try to get the detailed information about everything you need to know. And your partner introduce it to you.



Around the World

北京国际会议中心简介

北京国际会议中心，于1988年8月为第十一届亚运会提供新闻中心服务而筹建，现隶属北京北辰实业股份有限公司。会议中心位于北京城区北四环中路，雄踞于亚运村内，紧邻高速公路，地理位置优越，交通发达。主体建筑占地约两公顷，现有总建筑面积68 802.54平方米，是国内目前最具影响力的专业会展场馆之一。

北京国际会议中心于1990年5月14日试营业，1990年8月正式营业，于1992年7月5日加入了国际会议中心协会（AIPC），1996年4月15日加入了国际会议与集会协会（ICCA）。1994年底，北京国际会议中心被北京市旅游局授予“最佳国际会议接待场所”的称号，并以五星级资格加入了北京市旅游行业协会。

北京国际会议中心的主体建筑分为地上八层、地下二层，设有从容纳10余人到2 500人的50多个不同规格的会议厅室。会议中心目前有三个专门的展览厅，可布设国际标准展位近500个。五洲大酒店、汇园公寓、北辰购物中心、香港美食天地、北辰国际旅游公司、北辰出租汽车公司等集团成员与会议中心相互配套，独具特色地融会议、展览、办公、美食、住宿、旅游、娱乐、购物于一体，是目前中国举办各种类型的国际国内会议、展览、文化交流活动及商贸活动和办公及旅游观光的最理想场所之一。

主会议厅，拥有多项功能的会场设施，最大容量为2 300个座位。配有一流的音响设备，包括普通磁带录音和数字录音。装有具红外接收功能的10