

高等院校专业英语规划教材

Oral English for  
Trade Show and Conference

# 会展实务英语 · 口语

蓝星 冯修文 著

主办展会的工作英语  
会展行业的业务解读  
专业会展的入门佳径



上海交通大学出版社

# 会展实务英语

口语

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## 内 容 提 要

本书结合具体的会展实践活动,按照活动的先后次序和不同主题,分为十个单元。安排了角色会话,使读者熟悉并掌握会展实务中的常用英语词汇和表达法。每个单元后还配有讲解和词汇练习,为读者答疑解惑,帮助读者进一步巩固学到的知识。本书还有配套的光盘,也是读者练习听力和口语的优秀材料。

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# 序

我的孩子大学毕业后在一家美国公司就职。有一次他问我：在一个完全陌生的文化和行业的公司里工作，如何才能尽快适应环境？我想了一下告诉他说：“任何一个公司、任何一个行业都会有这个范围的专业人士特别使用的术语（glossary）。如果你不熟悉它们，自然很难进入这个领域，也难于和这些人士沟通。”确实在会展这个不大不小的行业里，也有它的“行话”。比如汉语里有赛珍会（清末的译法）、展览会、博览会、展销会、交易会，它们的意义是不同的；同样，英文里，exhibition, show, expo, fair 也有不同的含义；德文的 Messe 和日文的“见本市”也都有特定的语义。所以掌握一个行业、一个公司的术语是尽快适应工作的一个捷径。在我们公司总部的网站里也专门设有 glossary 查询，虽然打开内容不多，但是至少是意识到了全球员工在学习和规范 glossary 的重要性。我很早就希望能有一本专门的针对会展行业的口语和术语的书籍，蓝星先生的大作满足了我的愿望。

2010年上海世博会已经临近，国内会展业对高层次人才的需求开始变得越来越迫切，应用型会展人才的缺口也越来越大，尤其是对具有较高英语能力的会展从业人员更是求贤若渴。会展人才属于综合性、复合型人才，需要拥有良好的策划、沟通能力和销售技能，而随着中国会展市场的日益国际化，熟练的英语应用能力更成为了将来会展从业人员的必备条件。

作为一名数十年从事国际展览组织的会展人，我深切认识到会展教育变得愈来愈重要。会展的基础工作要求并不高，但是要真正达到国际化要求的展会组织和管理的水准，必须造就一大批高素质的具有国际背景知识的人才，充实我国会展业人才队伍，而这又是建立在良好的会展教育途径基础之上的。本书作者蓝星先生曾经是我共同工作的伙伴，在亲身从事了十多年国际展览组织和管理业务后，现在投身于会展教育事业，教书育人，著书立说。这本《会展实务英语·口语》正是他多年会展工作亲身实践和教学经验的结晶。我为看到这本贴近会展实践的英语教材感到欣慰。

通览书稿，可以清晰地看到我们会展人熟知的展览项目的主要流程。每一个环节又再现了我们会展人曾经或正在亲身经历的一个个工作场景。本书从一个展览组织者角度，较真实地展现出如何策划、管理和实施商业化展览会的实际业务，贴近行业实务，具有很强的可操作性。

阅读每一篇对话，就如对每个业务环节进行一次培训。作者试图通过课文的

内容传授不同阶段会展业务的技巧和要点,知识点翔实、信息量大,这对初学者来说,将达到既学习会展实用英语,又学习会展工作技能的双重目的。而对于一个行业从业人员来说,则起到了系统理清工作思路、拾遗补缺的作用。

本书的一大特色是汇集了大量会展业常用术语。那些耳熟能详、脱口而出的习惯用语,对于很多业界在职员工来说,也是处于习惯性的运用,并未及深究其内涵意义;而对于尚未踏入会展业的初学者来说,是无法直接了解其实质含义和使用特点的。学习本书有利于较全面地理解中外会展行业术语的辨义和我国会展市场特有的表达方式。

我们会展人因置身于日常的行业管理和操作中,基本的行业知识点已经渗入到我们的工作技能中,而忽略了其存在的必要性和重要性。本书作者从行业外的角度发现了这些基础的行业概念对初学者来说是必须了解和掌握的。因此本书的另一大特色,即“会展业贴士”为广大会展学生和新员工提供了一条初步了解这些会展业基本知识的捷径。

作为一本英语学习教材,该书并未局限于英语在会展工作中的应用,而是在此基础上进行了合理的范围扩展。在课文后的讲解和练习部分,学习者有机会学到更广的英语应用范围。这既满足了学习者的基本要求,同时也符合会展职业需要在不同层次不同场合与不同外籍人士沟通交流的工作特性。

本书写作风格严谨,条理清晰,知识点丰富,是一本倾心撰写的实用会展英语教材。它的出版必将为培养国际会展专业人才做出一份贡献。因此,我也乐于为此书作序。

赵慰平总经理

于法兰克福展览(上海)有限公司

2009年7月2日

# 前 言

本《会展实务英语·口语》是专门为学习策划、经营和管理商业化展览会的会展专业学生,以及从事行业类展览会的在职人员而精心编写的。课文内容以一个商业类展览会的前期立项、项目实施、招展工作、展商服务、现场接待、展后服务等展会特有的项目流程为主线,较真实而又详尽地反映了中国会展企业组织商业化的专业展览会时的内部工作场景,为立志进入会展业的年轻人提供了一个从展会组织者的角度了解和学习符合现实工作需求的会展英语的机会。

本书不仅仅是一本英语教材,还是一本会展实用知识的教科书。在活学活用英语的同时,还将学到丰富的会展业知识、工作思路和技巧要点。每课的内容紧扣实际工作场合常用的词汇和用语,并融入了大量当今欧美人士商务交谈的口头表达法。遍布课文中的行业常用词语和专业术语力求符合业内最常见的习惯用法。每篇课文后的十余个“会展业贴士”更是为尚未踏入会展业的学习者起到了指点迷津的作用。

课文结构以一个环节的三个不同情景展开对话,每个对话均提供一个场景介绍,使学习者联想和置身于特定的工作环境中进行学习。本教材的教学目的不仅在于单纯地学习会展英语、常用词汇和术语或会展业基本知识,而在于能够将英语知识熟练地应用到会展工作中,因此,需要用灵活有效的方式增加大量的实际口头练习,并在各种会展工作场合做到活学活用。

本教材著者蓝星为高级会展师,曾从事国际展览会组织管理工作近20年,业务范围涉足广泛,具有丰富的行业实践经验,现担任本科院校会展经济与管理系主任。冯修文副教授多年任教于高等学校,先后教授旅游英语口语、旅游专业英语和文秘英语,熟悉各类英语教学方法。本书写作大纲和内容经过数年的深入思考和探讨,最终形成较成熟的撰写思路。由这两位老师亲自执笔著写的《会展实务英语·口语》教材针对性强、行业内容翔实准确,适合于会展专业或商务管理类学生以及会展从业者系统学习或参阅。

在本书写作的前期准备及初稿形成过程中,我们得到了诸多相关院校会展英语和专业教师以及会展业界专家的大力支持和他们的宝贵意见和建议。在即将付梓之际,谨向金守郡教授、王芬副教授、邢怡副教授、陈梅副教授、瞿杰副教授、易向阳副教授等给予我们的指导和协助致以谢意。特别值得一提的是蓝之芳副教授,对此书稿倾注了极大热情,在炎夏中进行了审阅,并多次提出了中肯的修改意见和

教学想法,我们表示衷心的感谢。同时,许多会展业界专家如龚伟刚秘书长、赵慰平总经理、张丽萍副总裁、桑敬民总经理、石明副部长、秦安女士、卫巍经理、顾燕经理等都对本书给予了很大的关注并提出了专业化的想法,在此一并致以诚挚的敬意。

由于中国会展业高速发展,新创意和新业务大量涌现,本教材不免挂一漏万,加之作者处于不断的学习过程中,水平所限,书中错漏在所难免,谨此恳请本书读者不吝指正。

**蓝星 冯修文**

于2009年8月23日

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Part I

**Organizing a**  
**Professional Trade Show**

展 覽 篇



## ***Chapter One***

### ***Planning a Trade Show*** (项目策划)

**Scenario 1:** Haimin Exhibition Co. , Ltd is having a brainstorming meeting about any suitable topics for next year's exhibition plan. The General Manager is chairing the discussion and encouraging project managers to air their views frankly.

**A:** *the General Manager*

**B:** *Brian, project manager*

**C:** *Connie, project manager*

A: Good morning, everybody! I'd like to hear your opinions about some new projects for the next year's business. Any interesting idea you can bring forward for discussion, Brian?

B: Thank you, boss! I'd like to propose a new theme about a perfume show. The reason is that the market for perfume consumption is growing rapidly in recent years.

A: That's interesting. Can you go a bit further into your topic?

B: OK. It should be a potential market as a B to C show, because I don't see any

such kind of theme for exhibition.

A: Good! Then do you have any idea about the market prospect?

B: Yes. I think Shanghai is a metropolitan city, and the theme is suitable for this market. Secondly, our domestic perfume market is just in its take-off stage, so the foreign brand-names will surely lose no chance to get into this virgin market.

A: Great! What about the market scale, big enough to launch a show?

B: Yes, I think so. The local companies are also striving for the market share. They are active in marketing their products by means of participating in international shows.

A: You mean we can have sufficient exhibiting companies from home and abroad to launch a perfume show next year, right?

B: Of course, we still need to make some more feasibility study on the topic so as to give a final decision.

A: OK. Any other comments on this topic? Come on, Connie, what do you think about it?

C: Yes, I think it an interesting theme for a show, as we don't see many similar ones in the exhibition market so far. Yet to go deeper into the market channel for beauty products, I don't feel it feasible to hold an exhibition.

A: Oh, why? I'm curious and I want to hear your thought.

C: I'd be happy to. It's clear to all that the advertising and retailing channels are the main means for most cosmetic enterprises to tap into a new market, and with those channels quite a number of international and domestic brands have got a remarkable market share already in Shanghai. An exhibition for them means no longer an essential marketing way.

A: That sounds reasonable. You think they may decline participation in such shows, don't you?

C: Possibly they have the reasons to do so. In addition, if the show, which only covers perfume products, is on a B to B basis, then the number of exhibitors and trade visitors would be too limited to achieve a satisfactory exhibition scale. We have to think of economic returns for a small-scale show.

B: No, I've mentioned at the beginning that this is a B to C show, designed to the end-users. Of course, professional visitors are welcome to attend the show.

- C: Well, if it's meant to be a B to C show, it makes no difference from those department stores and shopping malls, where you can find almost every famous brand of perfumes already popular in China.
- A: You made a point on it. Then do you have any suggestion on proper topics?
- C: Yes, I'd like to put forward an industrial theme for your consideration.
- A: OK, just get on with it.

**Scenario 2:** Connie's topic is more welcomed on the meeting, and everybody is offering their ideas to come up with a meaningful plan.

**A: The General Manager**

**B: Brian**

**C: Connie**

- C: Please allow me to show you something and take a glance over it. These are some newspaper clippings and data I've collected from various sources. It prompts me to think of a hi-tech exhibition.
- A: Please be more specific, Connie!
- C: Yes. I read it from the press two weeks ago that a chemical plant in northeast area caused a serious leaking and got rivers polluted extensively. This makes thousands of households difficult in using water, which directly affects the daily life in the city.
- A: So what? Anything to do with our project?
- C: I say this would be an opportunity to hold an exhibition concerning water and environmental protection. And the theme keeps abreast with the present situation.
- A: I think you've got a point. But is Shanghai a suitable place to have this show?
- C: I'm sure Shanghai holds a leading position in the environmental protection industry and water treatment technology.
- B: But it's necessary to find some detailed statistical figures of this area, and governmental guidance to this industry so as to provide solid basis for the show.
- A: Good idea! So far as I know, there are already some water exhibitions to be

- held in Shanghai as well as other big cities. How can we compete with those existing ones?
- C: Those water expos focus on different industrial sectors. Since the pollution incident shocked nationwide, and caused great concerns among general people, why not position our show on the water purification for daily use?
- A: Then we invite those equipment manufacturers, parts and component suppliers, facility distributors, R&D bodies, etc. to exhibit in the show.
- C: Right! The show is aimed to provide an opportunity for the exhibitors to expand their market, enhance company image, seek new customers, display new technology and so on.
- B: According to its positioning, the show could be named as “China International Urban Purified Water Technology Expo”.
- C: Sounds good! The short form could be “WaterTech”.
- A: An important factor we have to consider is what kind of target groups we must invite as visitors.
- C: Yes, I thought the target visitors could include manufacturers, agents, imports and exports traders, venture capitalists, distributors and so on.
- B: Well, I think as professional visitors, those water works, sewage treatment plants, environmental monitoring stations, engineering companies, environmental experts and all concerned governmental departments should also be listed in the visitor databank.
- C: Exactly. For an effective publicity, it’s necessary to approach mass media, professional journals, industrial websites, trade associations and societies and Shanghai based foreign businesses as well.
- A: It seems quite a promising project for the next year, eh? Then when will be the suitable time for the show?
- C: Well, I checked March 22nd every year is the World Water Day, and 5th June the World Environment Day. Might be a proper time for the show to choose one of them?
- A: Excellent! The earlier, the better. March should be more suitable because it’s just a period for products marketing for a year-round business. Can you write up a project prospectus, so that I can talk with some trade associations for cooperation?
- C: No problem, boss! I can hand it to you within two weeks.

A: Fine! A very fruitful discussion. I hope everyone can contribute your efforts to this new proposal.

**Scenario 3:** Connie, the project manager, is assigning work to her team member, Danny about prospectus writing.

**C: Connie**

**D: Danny, project executive**

C: Good morning, Danny! I'd like you involved in a new project.

D: Morning, Connie. What's that? I'm all ears.

C: Great! We are planning a new trade show next year, and I want you to work out a project prospectus so as to get the ball rolling as soon as possible.

D: I'm only too happy to do it! But you know, Connie, I'm a green hand and need your directions to me.

C: No problem, only if you are ready to take the challenge.

D: But how can I start with it?

C: Here are some of the basic materials and data for your reference. You may first of all set up a main structure of the report, such as the macro political and economic situation, some industrial analysis with key statistics.

D: I see. This is the background condition for the show.

C: Yes. And based on that, you have to find out a number of advantages if the show is to be held. Moreover, I think the show should be positioned as a trade show, but with involvement of the general public.

D: This means it opens not only to relevant industrial sectors, but to public visitors as well.

C: You're right. In this case, the marketing plan part has to include mass media, some promotion activities for the society besides professional journals, magazines and websites.

D: Got it! What about the show organization structure? Do we have to find some professional associations to be our partners?

C: Of course. You may list several industrial associations as preliminary organizers, co-organizers, supporters, agents and something like that.

- D: I see. One question, as we don't have any idea about the scale of the show, how can I decide the venue for it?
- C: You can list some possible exhibition centers as options. We still have to look over available time slots they can offer.
- D: How about the participation fee?
- C: You can refer to our previous show for a reference. A final decision will come out after a market survey.
- D: I understand. When do you need the prospectus?
- C: You'd better give me the draft version next Wednesday.
- D: I try my best to get it done then.

### Notes

1. chair *v.* / *n.* 担任(会议、讨论等的)主席,主持(会议、讨论等);(会议或委员会的)主席,委员长  
 chairman *n.* (会议的)主席,主持人;(公司等的)董事长  
 chairwoman *n.* 女主席,女主持人;女会长,女董事长  
 chairperson *n.* (男或女)主席,主持人;会长,董事长  
 chairmanship *n.* 主席的职位;主席的任职  
 She takes the chair in all our meetings.  
 她主持我们所有的会议。  
 Who's chairing the meeting?  
 谁在主持这次会议?
2. consumption *n.* 消费;消耗  
 consumer *n.* 消费者  
 consume *v.* 消费  
 home/domestic consumption 国内消费  
 conspicuous consumption 炫耀性消费  
 consumer goods 消费品  
 consumer price index (CPI) 消费者价格指数(美国表示消费品价格在一段时间内上升情况的指数,英国对应词为“零售物价指数”[Retail Price Index (RPI)])  
 consumer protection 消费者保护  
 consumer spending 消费支出  
 The recession has led to a fall in conspicuous consumption.



经济衰退导致炫耀性消费减少。

Analysis of the consumer price index for the third quarter of 2008 shows the rate of inflation goes down by about 1.3 per cent.

对2008年第三季度的消费价格指数分析表明通货膨胀率下降了约1.3%。

3. scale *n.* 级别,等级,规模

scale of charges/prices 费用/价格表

salary scale 工资表

on a large/small scale 大/小规模

He started his business on a small scale.

创业之初,他公司的规模并不大。

4. launch *v./n.* (新产品)上市

rolling launch 滚动上市

launching party 新产品上市招待会

They launched their new car model at the motor show.

在汽车展销会上他们推出了新款轿车。

The company is geared up for the launch of its first microcomputer.

公司已经为其首批微型电脑上市做好了一切准备。

5. channel *n.* 渠道,途径;方法,手段

channels of distribution 销售网络

trading channel 贸易往来

retailing channel 零售渠道

go through the official channels 走上层路线

open up new channels of communication 开辟新的沟通渠道

green channel 绿色通道

The company has worldwide distribution channels.

这家公司的销售网络遍布全世界。

6. prompt *v.* 促使,导致;激起 *adj.* 及时的,准时

prompt payment 立即付款

His speech prompted the Green Agriculture Products Exhibition in the city.

他的讲话促成了在该市举办绿色农产品展销会。

They keep shipping costs low and can take advantage of quantity discounts and other allowances for prompt payment.

他们保持低廉的运费,而且能利用数量折扣和立即付款而得到其他折让。

7. position *v.* 使处于 *n.* 位置,地位;立场