

高等院校会展专业教材

会展 实务英语

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前 言

作为“服务业皇冠上的宝石”，会展业已与旅游业和房地产业成为当前拉动我国经济发展的三大支柱产业。如今，市场急需大量既掌握专业知识又精通双语的会展口译人才。与当前口译需求大好形势相比，关于会展类的英语实务教材非常稀缺，学生很难系统地学到与会展专业相关的英语职业技能和技巧。这导致毕业生的综合素质无法满足社会需求，学生所学知识也无法与国际会展业相接轨。所以，对会展英语的教材开发已是当务之急。《会展实务英语》根据展览和会议服务的工作过程编写，充分结合世博会的服务项目工作要领，旨在培养会展专业学生的英语语言能力和职业能力，即自我学习、与人交流、与人合作、解决问题、创新能力等，具有较强的针对性和实用性。

本书共十七个单元，分会议和展览会两大模块。内容包括会议和展览会的前期策划、场所选定、宣传营销、接待服务及安全应急等，覆盖行业的方方面面，有利于学习者全面了解会展业。

为使学习者充分掌握会展专业知识及相关英语表达，本书每章节围绕两篇阅读文章展开，配备专业术语解释，以展示会展业的工作要领及技巧常识，提高学习者的专业英语阅读能力。课文的对话部分紧扣章节主题，提供场景，使学习者感受到真实工作环境中如何运用所学知识进行语际交流，提高其口语能力。章节最后安排真实案例，并结合案例提出问题，促使学习者运用本章知识进行思考，最终达到活学活用的目的。

《会展实务英语》的两大特色在于：一、本书扩大视野，走“产学结合”的道路。在教材编写的准备阶段和编著过程中，编者深入会展服务的第一线，收集第一手资料和案例，咨询行业资深人士，透彻地掌握了市场需求，凭借对教学规律和教材编写的丰富经验，研究、制定教材建设计划，突破了以学科为体系的传统教材模式。二、本书的内容集动态性和新颖性为一体，具有较强的可读性和吸引力。鉴于管理和服务的第一线不断产生新要求和新规定，本教材

在建设中保持动态化，与时俱进，将会展行业实际操作过程中的最新资讯融入教材，充分体现市场的变化和 demand，减少了建设过程中的盲目性。本教材语言通俗易懂，案例丰富实用，反映了最新的职业特色。

本书由瞿杰策划、统稿，汪莹、瞿杰、陈小芳、曹永玲、吴文婷、钱嘉颖等老师参与编写。本书在前期准备和编写过程中得到了学校领导及相关教师的大力支持，在此表示衷心的感谢。

本书的错漏在所难免，谨此恳请读者不吝指正。

编 者

2010年9月26日

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Chapter One

Overview of the Convention and Exhibition Industry

Special Terms

convention	a large formal assembly 大会
conference	a prearranged meeting for consultation or exchange of information or discussion (especially one with a formal agenda) 会; 会议; 会晤; 谈判
congress	a national legislative assembly; a meeting of elected or appointed representatives 代表会议
forum	a public meeting or assembly for open discussion 论坛; 座谈会
exhibition	a collection of things (goods or works of art etc.) for public display 展览; 展览会
full gamut of foreign representative	full range of 全面的, 全方位的 海外代表
agenda	a list of matters to be taken up (as at a meeting) 议程
contractor	someone (a person or firm) who contracts to build things 承包商
exhibitor	someone who organizes an exhibit for others to see 参展商
manufacturer	someone who manufactures something 生产厂家, 制造商
encompass	include in scope; include as part of something broader; have as one's sphere or territory 环绕, 包括, 拥有
exposition	a collection of things (goods or works of art etc.) for public display 展览, 展览会
trade fair	gathering of producers to promote trade and business 贸易博览

	会	
retail sector	a portion where some products are sold	零售部
seminar	研讨会	
symposium	专题学术讨论会	
assembly	大会	

Lead-in

A trade fair (or trade show) is an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products, service, study activities of rivals and examine recent trends and opportunities. Some trade fairs are open to the public, while others can only be attended by company representatives (members of the trade) and members of the press, therefore, trade shows are classified as either “Public” or “Trade Only”. They are held on a continuing basis in virtually all markets and normally attract companies from around the globe.

This chapter talks something about the overview of the Convention and Exhibition Industry, which will help you learn some knowledge about the aspects.

Text A

Trade Show and Exhibition Industry Overview

World's Fairs and Expositions

World's fair is the generic name for various large expositions held since the mid 19th century. Such expositions feature exhibits like arts and crafts, scientific discoveries, and products of industry and agriculture, provided by countries from around the world. These exhibitions and expositions are organized and themed displays of products or other items; for example, of goods and services in a particular retail sector, or of pictures by a particular artist. Although the terms are used interchangeably, in strict usage an exhibition is for a short period only, while an exposition is for a longer period and usually on a larger scale.

Modern trade fairs have their origin on the large commercial fairs once common in Europe, to which every kind of merchandise was brought to be sold. It was discovered that exhibitions stimulated sales, and arrangements were ultimately made to exhibit goods not for immediate sale but for purposes of advertising and promotion. The first such exhibition was held in 1756-1757 in England by the

Society of Arts, which exhibited all the entries and awarded prizes for the best English manufactured products.

Beginning with the latter half of the 19th century, three types of exhibitions and expositions became prominent. The first was the industrial exhibition, devoted to the stimulation and progress of a specific industry or to all the industries of a specified country or area. A second type of exhibition, particularly popular in the United States, was regional and was dedicated to the commemoration of a historical event. The third type, the grand or universal exposition, was international in scope; it was sponsored by a national government and displayed a wide variety of products. The first such exposition was the Great Exhibition held in London in 1851.

Universal expositions encompass universal themes that affect the full gamut of human experience, usually at a unique period of time for mankind. These universal expos usually have themes based on which pavilions are made to represent the country's opinion on that theme. For example, the theme for the Expo at Lisbon (1998) was "water" and the theme for the 2005 Expo held in Japan was "nature's wisdom". Universal expositions are usually held less frequently than specialized or international expositions because they are more expensive. To distinguish them from lesser fairs, they require total design of pavilion buildings from the ground up. As a result, nations compete for the most outstanding or memorable structure.

International expositions are also united by a common theme—such as transportation (Vancouver Expo'86) or "Leisure in the Age of Technology" (Brisbane Expo'88). International expositions are specialized expositions whose themes are narrower than the worldwide scope of universal expositions, such as the International Garden Expositions, held in Osaka in 1990 and Kunming, China in 1999.

Specialized and international expositions are usually smaller in scale and cheaper to run for the host committee and participating nations because the architectural fees are lower and they only have to rent the space from the host committee, usually with the pre-fabricated structure already completed. Some say this leads to better creative content as more money can be spent in this area.

Specialized and international expositions are similar in that the host organization provides the rental space to participating countries, as well as the building itself, which is usually pre-fabricated. Countries then have the option of "adding" their own colors, design etc. to the outside of the pre-fabricated structure

and filling in the inside with their own content. One example of this is China, which invariably has chosen to add a Chinese archway in the front of their pre-fabricated pavilions to symbolize their nation (Expo'88, Expo'92, Expo'93).

Eight Renowned International Exhibition Groups

Deutsche Messe AG was founded on 16 August 1947 as Deutsche Messe-und Ausstellungs-AG (German Trade Fair and Exhibition Company) with a registered share capital of 1.2 million reichsmarks. Nowadays, achieving annual revenues of over EUR 250 million, around 790 employees, 60 agencies abroad and an exhibition center with a superb infrastructure totaling over 1 million square meters of space, Deutsche Messe AG, based in Hannover, Germany, is the world's foremost trade fair company.

Munich Trade Fairs International Group (MMI) is one of the world's leading organizers of trade fairs. It organizes some 40 trade fairs for capital goods, consumer goods and new technologies and has special expertise in the following sectors: Building and construction, Environmental technology, Food technology, Transport and logistics, Ceramics industry, Real estate, Sports and fashion, Clocks, watches and jewellery, Tourism, Electronics, IT and telecommunications, Analysis and the life sciences, Skilled trades and crafts. More than 30,000 exhibitors from over 100 countries, and more than two million visitors from some 180 countries participate in fairs and exhibitions in Munich each year. MMI also organizes trade fairs in Asia and South America. With four subsidiaries abroad and 75 foreign representative serving 97 countries, MMI has a network that spans the globe.

The Messe Frankfurt corporate group, one of the world's leading exhibition corporations, organizes more than 100 trade fairs worldwide and is one of the few global players in the trade fair sector. The basis of its success is a portfolio of showcase events, the third largest exhibition complex in the world and an extensive network of subsidiaries, branch offices and foreign agencies. The business operations of Messe Frankfurt are conducted by the two companies Messe Frankfurt Venue GmbH & Co. KG and Messe Frankfurt Exhibition GmbH. The bracket surrounding the two independent 100% subsidiaries is formed by the holding company Messe Frankfurt GmbH, which controls the activities of the two companies. The holding company Messe Frankfurt Venue and Messe Frankfurt Exhibition are run by one Board of Management.

Messe Berlin is a service company specializing in the organization of regional, national, and international trade shows, exhibitions, and conventions. With a program of nearly 80 international trade events taking place at the Berlin Exhibition Grounds each year, Messe Berlin ranks as one of the world's top ten exhibition companies. The trade show and convention industry is a key economic factor in the Berlin-Brandenburg area. It attracts significant buying power and brings in additional tax revenues. Trade shows and conventions play an important part in Berlin's role as an international center of communications and commerce.

Koelnmesse GmbH stands for the group's core businesses operations: the regular organization of trade fairs and specialist exhibitions. These include the leading global trade fairs for about 25 different sectors. The trade fair program focuses on Koelnmesse's main areas of expertise, which are bundled in the following business units: Communications, New Media and Fashion; House, Garden and Leisure; Art and Culture; Food; Furniture, Interior Design and Textiles; Technology and Environment and Health and Facilities.

Messe Dusseldorf is a leading international trade fair partner and provider of event-specific exhibitor and visitor services. Founded in 1947, Messe Dusseldorf currently has a workforce of around 600, with consolidated sales for 2004 around EURO 369 million. Around 29,500 exhibitors presented their products and services to 1.8 million visitors in 17 exhibition halls with a gross area of some 252,000 m². 22 of around 40 fair events staged in Dusseldorf represent the No. 1 in their sector. The international network behind the Messe Dusseldorf group of companies spans 100 countries and comprises 65 foreign representatives, 13 direct shareholdings and subsidiaries. The group can draw on 40 years' experience in organizing foreign trade fairs, with a track record of over 4,000 events staged worldwide.

With complete control over the exhibition medium, Expositum organizes the world's leading trade exhibitions. Expositum has been organizing market-leading events for over fifty years. An exhibition is the most accessible and effective form of promotion for exhibitors and visitors alike. Each synthesis of time, place and theme, these commercial crossroads bring together the optimum conditions for dialogue, discussion and a productive meeting between supply and demand.

Reed Exhibitions excels in creating high profile, highly targeted business and consumer exhibitions to establish and maintain business relations, and generate new business. Every year they run over 460 events in 38 countries, bringing together over

90,000 supplies and more than 5.5 million buyers. With 2,300 employees in 33 offices around the globe they serve 52 industries worldwide. Their network of offices and promoters extends to 45 countries. With more market-leading exhibitions than any other organizer, nobody delivers more business contacts than Reed Exhibitions.

Text B

The Development of Meetings, Conventions and Expositions

As cities became the hub of activity for geographic regions and as transportation from location to location improved, the ability to gather for the discussion of common interest became more prevalent. Trade associations as well as professional, fraternal, and religious organizations assembled to address issues relevant to their membership. Discussions of trade regulations and the selling or trading of goods were also important reasons for congregating.

Though there were many trade, professional, fraternal and religious associations with historical roots throughout Europe, it wasn't until the mid 1800s that such activity took place along the eastern seaboard of North America. As America grew, so did its trade, professional, fraternal, and religious associations.

Increased association activity led to the need for more meetings among association members. In 1896, a group of Detroit businessmen decided that these groups and the meetings they held provided significant revenue to whatever host city they met in. They acknowledged that these organizations and the meetings, conventions, and expositions they held were something desirable to have in one's community. These businessmen had the forethought to develop what is now recognized as the first convention bureau. The purpose of this bureau was to attract these organizations to the city of Detroit. It was not too much later that other cities followed suit.

Shortly after the turn of the century (1910), the hospitality industry founded its first professional organization called The American Hotel Protection Association, presently called the American Hotel and Motel Association. The convention bureaus that were forming all over the country organized themselves in 1914 to form the International Association of Convention Bureau. This association later became known as the International Association of Convention and Visitors Bureaus

(IACVB). In 1927, the Hotel Sales Management Association was formed, which evolved into the Hotel Sales and Marketing Association International. These associations were the forerunners of numerous associations designed to improve and professionalize individuals and corporations associated with the hospitality industry. In 1949, the meetings, conventions and expositions industry was growing at a tremendous rate, as were the associations affiliated with this industry. Therefore, the Convention Liaison Council was developed to provide a centralized clearinghouse of information related to the meetings, conventions and expositions industry.

Although this industry was experiencing growing pains within its ranks, it was also experiencing other more serious problems. Hotels were not designed to host groups and basically had no desire to play an active role in this very dynamic industry. It was not until hotel chains, such as Holiday Inn, Sheraton, Hilton, Marriott, and Hyatt, began recognizing the importance of meetings, conventions, and expositions to their economic well-being that hotels solicited group business. These chains took the purely functional meeting facilities of the 1950s and built upon the concept and worked with the meeting planners and association executives to design state of the art meeting facilities fashioned to promote meetings, conventions, and expositions.

In conjunction with the changes being made in the physical facilities, hotels realized the need for individuals whose primary responsibilities were to service meetings, conventions, and expositions. The concept of the convention service manager is often attributed to Jim Collins, a young salesperson at the Chicago Conrad Hilton Hotel. Collins recognized the need for someone to act on behalf of the groups meeting at their properties as well as someone to work in conjunction with the group's meeting planner and the association executives. In 1989 the Conventions Service Managers united to form their own professional association, the Association for Convention Operation Management (ACOM). It was also in this year that the U.S. Department of Labor added the job title of meeting and convention planner to its National Occupational Code Directory.

On the other side of the earth, in Australia, the industry was also growing in the form of celebrations and events. It originated from people's need to mark the important occasions in their lives, and to celebrate the key moments. Probably the first event in Australia after the arrival of the First Fleet was a bush party to celebrate the coming ashore of the women convicts in 1788. Celebrations started to

evolve to include balls, shows and traveling entertainments.

However, it was not until after World War II that a home-grown form of celebration took hold across Australia. In the 1940s and 1950s, city and town festivals were established, which created a common and enduring format of a festival with an aboriginal or floral name, a “Festival Queen” competition, street parade, outdoor art exhibition and sporting event. Holding such a festival has become a badge of civic pride. They gave the cities and towns a sense of identity and distinction, and became the focus for community groups and charity fundraising. It is a tribute to their importance to communities that many of these festivals still continue after half a century.

Notes

1. Smithsonian Institution's Arts and Industries Building in Washington, DC.: 位于美国华盛顿的国立史密森博物馆艺术与工艺大楼
2. Deutsche Messe AG: 德国汉诺威展览公司，是世界上知名展览公司之一。其举办的汉诺威工业博览会是世界上最大的展览会，净展出面积超过 40 万平方米。世界上拥有并运作自由展馆设施的展览公司中，汉诺威展览公司年营业收入排名第一。
3. reichsmark: 马克（德国货币单位）
4. Munich Trade Fairs International Group: 德国慕尼黑国际博览集团成立于 1964 年，发展至今，公司已经在世界各地拥有 80 个代表处和 4 个全资子公司，是德国五大展览公司之一，也是世界上最重要的十大展览公司之一。每年在全球范围内举办近 40 个博览会，其中一半以上是国际认可的导向博览会。展览重点为：资本货物类、电子、信息、新科技、高级消费品和手工艺品。
5. Messe Frankfurt Venue GmbH & Co. KG: 法兰克福展览中心管理有限公司
6. Messe Frankfurt Exhibition GmbH: 法兰克福组展有限公司。其业务是由 Messe Frankfurt Venue GmbH & Co. KG（法兰克福展览中心管理有限公司）和 Messe Frankfurt Exhibition GmbH（法兰克福组展有限公司）这两家公司组成的。
7. Messe Berlin GmbH: 德国柏林展览公司，每年举办近 80 项展览活动，是世界上十家营业额最高的展览公司之一。柏林展览公司举办的展览会与其他展览会相比，其突出特点是，在进行实物展示的同时举办网上展览（虚拟展览），参展商的资料可在柏林展览公司网站上保留一年。此举不仅使网上

展览会成为实物展览会的有益补充，也使其在德国众多展览公司中独树一帜。

8. **Koelnmesse GmbH:** 科隆展览有限公司，成立于 1922 年，是世界上最大的展览公司之一，以不同周期定期主办的 40 多个国际专业博览会和展览会是世界上 25 个行业的主导博览会。在这些领域，全球 90% 以上的出口型产品在此展出。科隆博览会的核心主题包括：居室、园林与休闲；通信、媒体与时装；技术与环境；健康与设施；家具、室内装饰与纺织品；食品行业；艺术与文化。
9. **Messe Dusseldorf:** 德国杜塞尔多夫展览公司，始创于 1947 年，是世界领先的展览主办机构之一。其经营的杜塞尔多夫展览中心拥有 17 个展厅，面积约 23.4 万平方米。全球性运作的杜塞尔多夫展览公司在世界各地均拥有子公司或代表处。其设在海外的 65 个代表处覆盖了五大洲的 105 个国家和地区。
10. **Exposium:** 法国爱博集团，是专业展览领域内世界十大展览公司之一，具有 50 年主办展会的经验。爱博集团拥有 100 多个展览会，办展的领域包括：农牧业、工业设备、建筑、印刷、电子、电信、信息、信息技术、食品、食品加工、包装、销售、城市规划与生活环境、旅游等。
11. **Reed Exhibitions:** 励展博览集团，是全球首屈一指的展览会主办机构，每年在全球 32 个国家举办 420 个展览会，专业上涉及 49 个不同的领域。优势项目包括航空、电子、娱乐、餐饮、信息技术、体育及休闲、制造、市场及商业服务、出版、零售及旅游等领域。励展博览集团举办的展会每年都能吸引来自世界各地约 9 万名供应商和 400 万名采购商的积极参与，并促成几十亿美元的交易。

Questions on Text A

1. What is a world's fair?
2. How do modern trade fairs evolve?
3. What are the major types of exhibitions?
4. What are the characteristics of universal expositions?
5. How do you distinguish between universal expositions and international expositions?
6. What are the eight renowned international exhibition groups?

Questions on Text B

1. When did the activity of trade, professional, fraternal and religious associations with historical roots throughout Europe take place along the eastern seaboard of North America?
2. When did a group of Detroit businessmen decide that these groups and the meetings they held provided significant revenue to whatever host city they met in?
3. When did the hospitality industry establish its first professional organization presently called the American Hotel and Motel Association?
4. When did the Conventions Service Managers unite to form their own professional association, the Association for Convention Operation Management (ACOM)?
5. When did a home-grown form of celebration take hold across Australia?

Group Discussion

1. Give a brief introduction of the eight renowned international exhibition groups.
2. According to the text, which stages are mentioned for the World Exposition? And make an account.

Term Matching

Match the following terms on the left with their appropriate definitions on the right.

() convention	a. A meeting of people for particular matters, it includes a general session and smaller meetings and are held once a year.
() conference	b. Everyone at the meeting takes parts in the discussion, and is often used in the scientific area, it may or may not be a smaller meeting.
() congress	c. Large groups come together at a regular period of time, it may be held for several days and is commonly used in Europe and in international meetings.
() forum	d. When many people go to a seminar, members can speak and get to know each other's experience and knowledge.
() exhibition	e. the principles of right and wrong that are accepted by an individual or a social group

() contractor	f. the quality or habit of adhering to an appointed time
() trade fair	g. someone (a person or firm) who contracts to build things
() exposition	h. the organized action of making of goods and services for sale
() manufacture	i. a person who represents others
() representative	j. gathering of producers to promote trade and business

Situational Dialogue

Jack wants to be involved in the exhibition industry after graduation. Now he is talking with his friend Marry about those famous exhibition cities.

Marry Jack, where would you like to work after graduation?

Jack You know, I hope to have an opportunity to work in a purpose-built convention and exhibition center with an excellent reputation worldwide.

Marry That sounds good, but have you any idea about those large exhibition centers?

Jack As far as I know, Germany boasts a few top exhibition centers in the world, there are several famous exhibition cities such as Hannover, Munich, Frankfurt and Dusseldorf. The exhibition industry in France and Italy is also quite developed.

Marry What about that in Asian countries?

Jack Singapore is regarded as the top convention city in Asia, it has always been recognized as having the highest standards in the quality and services of its exhibitions and conferences. Singapore Expo and the Suntec Singapore International Convention and Exhibition Center have built on their solid foothold in the MICE markets in Singapore and the world. Besides, Hong Kong, Beijing, Shanghai and Guangzhou also boast some convention and exhibition centers of international standards.

Marry Wow, the exhibition industry is developing rapidly in the world.

Jack That's true, the exhibition industry is rather promising.

Marry Good luck.

Jack Thank you.

Role Play

Jack and Marry are talking about some famous exhibition cities. You and your partner respectively act as them and make another dialogue about the exhibition