

专业外语系列教材

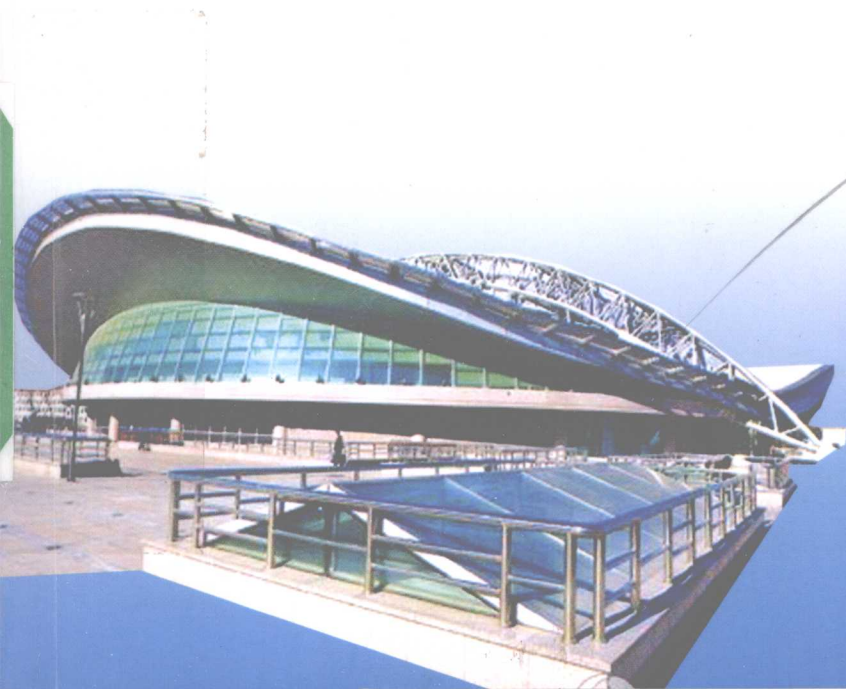
# English for Conventions and Exhibitions

(供本科生使用)



# 会展英语

■ 主编 冯玮 / 副主编 杜昌国



WUHAN UNIVERSITY PRESS

武汉大学出版社

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# 前 言

经济全球化是当代世界经济的重要趋势。随着经济全球化进程的不断加快，会展业已发展成为新兴的现代服务贸易型产业。会展经济逐步成为城市发展新的增长点，同时也成为衡量一个城市国际化程度和经济发展水平的重要标准之一。当前我国会展业的国际化程度不断提高，会议和展览活动都面临着与国际接轨的严峻挑战，客观上要求会展从业人员具备较强的英语沟通能力，能为各种大型国际会议和展览活动提供符合国际标准的专业化服务。

为了满足广大会展从业者提高会展商务英语技能的迫切需要，适应当前会展专业教育和培训的飞速发展，我们特组织高校会展专业和英语专业的骨干教师和会展业界的专业人士编写了本书，力求为学习者提供一本具有全球化视野和时代特色的会展专业英语教材。本教材特点鲜明：第一，内容新颖，信息量大，内容涉及会展组织和服务的主要环节和工作重点；第二，专业性和实用性较强，会话、阅读和写作材料均与会展行业的实务操作紧密衔接；第三，突出商务沟通技能培养，语言难度适宜，英语表达通俗地道。

本教材既可作为高校本科和专科会展专业、会展职业培训的教学用书，也可作为会展从业人员和有志从事会展工作的学习者的自学参考用书。

本教材根据会展行业特点以及工作要点，将内容分为两大部分：会议英语和展会英语。每一部分包括七个单元，每个单元均有五大模块：

模块一：会展商务背景。介绍会议和展览活动的相关背景和工作指南。

模块二：会展交际会话。内容涉及会展活动的主要环节和工作重点，包括会展介绍、会展策划、会展预订、会展销售、会展接待、物流服务、会后旅游和展会调查。

模块三：会展短文阅读。帮助学习者熟悉会展业务和工作要点，提高阅读理解能力。

模块四：会展应用文写作。精选会展实务写作案例，重点培养会展商务沟通的写作基础技能，帮助学习者掌握规范、简洁、流畅、有利的会展商务应用文。

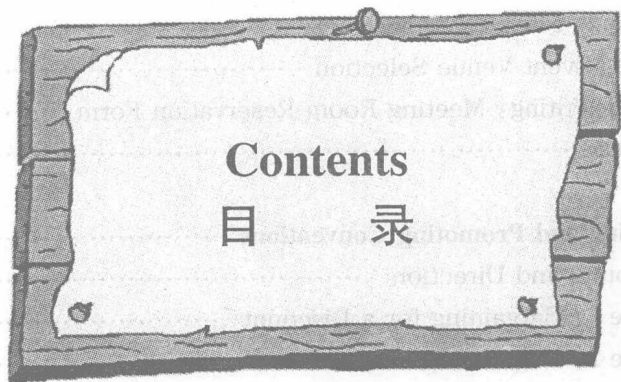
模块五：练习。主要形式有术语翻译、完形填空、英汉互译和写作训练。旨在通过大量的练习帮助学习者强化和巩固所学内容，并提高他们的会展商务沟通技能。每个单元的练习均配有答案供学习者参考使用。

鉴于会展行业涉及贸易、旅游、宾馆、交通、运输、金融、房地产、零售、教育等诸多行业和领域，且实务性和专业性较强，本教材在附录部分添加了展会关键术语、会展商务写作实例和展会常见问题，其目的是帮助学习者扩大会展专业知识和关键词汇，提高学习者的会展商务沟通能力。

本教材由湖北大学冯玮担任主编，四川大学杜昌国担任副主编，参加本教材的编写人员还有：李丽敏、林华英、陶士娟、袁荣、杨文彬和张姝。本教材的完成也得到了会展业界人士的支持与帮助，他们一直关注着本教材的编写并提出了宝贵的建议。武汉大学出版社的编辑和其他工作人员在付梓前仔细审阅、精心设计，在此一并表示衷心的感谢。由于编者水平有限，不足之处在所难免，欢迎读者批评指正，使得本教材能日臻完善。

冯 玮

2009年2月于沙湖之滨



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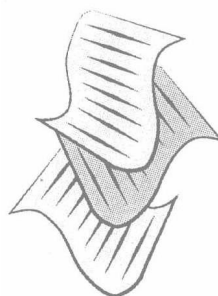


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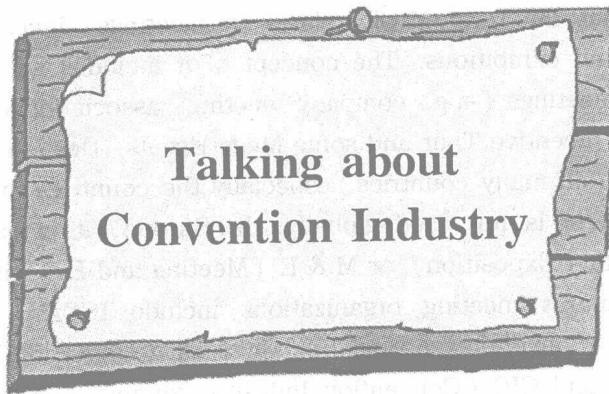
Part One  
English for Conventions

会议英语





## ***Unit 1***



### **Background and Direction**

The convention industry worldwide has been the focus of much activity during the last 20 years. The last decade has seen significant development of both the facilities and infrastructure to support the expansion of this fast-growing industry. It is now a truly international industry, witnessing huge investments across most of the countries in the world. The convention market is one of Singapore's fastest growing industries in business tourism and hospitality sector. The island state has been ranked among the world's top three cities for meetings and conventions and has been voted top convention city in Asia for 23 consecutive years.

"Meeting" is a generic term that is used to indicate almost any type of get-together. It covers all off-sight gatherings including conventions, congresses, conferences, seminars, workshops and symposia, all of which bring people together for a common purpose—the sharing of

information ( Australian Commonwealth Department of Tourism ). Basically, there are four categories of meetings such like corporate meetings, association meetings, government and intergovernmental meetings and common interest meetings, each meeting has different objectives that need to be met.

The acronym "MICE" came into being in the mid 1990s, it's fully recognized that the term MICE relates to meetings, incentive travels, conventions and exhibitions. The concept of it includes various types of professional meetings ( e. g. company meeting, association conference ), Fairs, Expo, Incentive Tour and some Mega Events. Despite being widely recognized within many countries, especially the countries in Asia-Pacific region, the term is not used globally. In Europe, it is called C & E ( Convention and Exposition ) or M & E ( Meeting and Exposition ).

World famous meeting organizations include ICCA ( International Congress and Convention Association ), UIA ( Union of International Association ) and CIC ( Convention Industry Council ). The Convention Liaison Council was founded in 1949 by four organizations to facilitate the exchange of information within the meetings, conventions and exhibitions industry. Now the Convention Industry Council, the organization has grown to include 34 member organizations. CIC's members represent more than 103, 500 individuals and 19, 500 firms and properties involved in the meetings, conventions and exhibitions industry. CIC offers many tools and programs designed to support the industry and meet its challenges; facilitate the exchange of information and ideas; and educate the public on its profound economic impact.

The International Congress and Convention Association was founded in 1963 by a group of travel agents to exchange information on international congresses and conventions. ICCA, headquartered in Amsterdam, the Netherlands, is a not-for-profit trade organization whose primary purpose is to be the global community for the meetings industry, enabling its members to generate and maintain significant competitive advantage. ICCA has approximately 800 members in 80 different countries. The members are divided by the type of the company into different sectors which include destination marketing, meetings management, meetings support,

transport, venues and honorary members. The member companies and organizations situated in the same geographical area are divided into chapters. The divided chapters include African, Iberian, Latin American, Mediterranean and UK Ireland. The purpose of dividing the members into sectors and chapters is to enable networking between those members which have certain aspects in common in order to enhance their business activities in the industry. ICCA is a member of the following global organizations: Convention Industry Council (CIC), Joint Meetings Industry Council (JMIC), World Tourism Organization (UNWTO), Affiliate Members Director (2007), Union of International Associations (UIA). The association now has an international network of suppliers which is in service for the international meetings industry.

### Notes:

1. fast-growing industry 快速增长的行业
2. generic term 专业术语
3. business tourism and hospitality sector 商务旅游和接待部门  
hospitality sector: It includes all businesses that provide food, beverages, and/or accommodation services.
4. Australian Commonwealth Department of Tourism 澳大利亚联邦旅游部
5. MICE: It refers to meetings, incentive travels, conventions and exhibitions. 会展业统称, 具体包括会议、奖励旅游、会议和展览节事活动。
6. company meeting 公司会议
7. association conference 协会会议
8. Mega Events 盛事
9. not-for-profit 非赢利
10. ICCA: (International Congress and Convention Association) ICCA 的网络系统有助于同一类型成员间的合作, 同时, 它也使在同一地区的成员都能够相互合作。为便于会员间的合作, ICCA 在许多国家和地区设立了分会。

### Dialogue 1: What Makes a Great Convention City?

A: Christina (a college student doing her internship in NMSDC); B: Bob

(NMSDC's director of conferences). They are talking about how to choose a great convention city.

- A:** When you begin planning a convention, you need to consider different aspects of the city. What do you think are some of the important criteria when choosing a convention city ?
- B:** In my view, the first concern is how accessible the city is. Since most delegates now travel by air, the city to be selected must have a major airport with frequent arrivals and departures. The city must also have good local transportation, such as buses and trains.
- A:** Sure, no wonder most renowned convention cities have direct air links to many major cities worldwide, such as Hong Kong, Singapore and Melbourne.
- B:** Another important factor is the accommodation capacity of the city. Convention organizers concern about whether there is enough hotel space and a variety of accommodations for attendees. For major conventions, like the National Minority Supplier Development Council (NMSDC), a city must have available 1,000 rooms per night and offer access to large blocks of exhibit and meeting space. Most groups want this space in the headquarter hotel or at a nearby convention center.
- A:** In most cases, the location should be affordable. However, record numbers of attendees descend upon more costly cities like New York and Washington.
- B:** That's true, they select those costly cities in order to sample their cultural attractions, entertainment possibilities and myriad of activities, fine restaurants and modes of local transportation.
- A:** How about those corporate meetings ?
- B:** The planners of corporate meetings want to see a city, CVB or property that is interested in and values their business. Besides, choosing a city where the organization has or can develop a strong corporate base is also important. Often members of an organization employed by these companies can draw upon them for such support as sponsored activities or corporate recruitment.



- A:** Any other factors to consider when selecting a convention city ?
- B:** Well, be aware of the time. You may hold your meeting during peak, shoulder or off season, but the time affects the hotel rates and airfares that are available. In addition, check whether there are other meetings that will be held at the same time as your meeting, in the same city or in the same hotel. The burden is on the organization planning the meeting to stay abreast of who's coming. Make sure that no one else can have anything at the same time that would conflict with your program, and put it in your contract.
- A:** It seems that there are numerous criteria that must be met when you begin planning a convention.
- B:** That's right. I just mentioned some important factors which contribute to a great convention city. You may find more later.

### Notes:

1. NMSDC: It refers to the National Minority Supplier Development Council. NMSDC 指的是全美少数族裔供应商发展委员会。
2. renowned convention cities 著名的会议城市
3. accommodation capacity 住宿接待能力
4. CVB: Convention and Visitor Bureau 会议观光局
5. peak, shoulder or off season 旺季, 平季或淡季

### Dialogue 2: Booking a Meeting

(Ann is a sales representative of Minneapolis Convention Center. Now she is answering a call from John Charles who enquires about booking a meeting at MCC. )

**Ann:** Good morning, this is Minneapolis Convention Center. What can I do for you?

**Charles:** Good morning. I want to hold a meeting at your convention centre.