



教你说 会展英语

A Comprehensive Guide to the English You Need for the MICE Industry
Including Conventions, Trade Shows and Other Major Business Events

赖世雄 著

会展业务 (MICE Industry) 包含会议 (Meeting)、奖励旅游 (Incentive)、大型国际会议 (Convention)、展览 (Exhibition), 为结合贸易、交通、金融、旅游等多项相关产业的火车头型服务业。本书从筹办会展到实际参展的各类必备用语, 无论是主办单位、参展商或专业人士, 只要人手一册, 保证你尽显专业素养, 现场沟通零负担, 活动进行无障碍。

16 类 常见会展情境

96 句 重要句型架构

16 篇 主题式阅读

96 句 实用句型替换

32 篇 重点情境对话

152 句 实用高频例句



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作 者: 赖世雄



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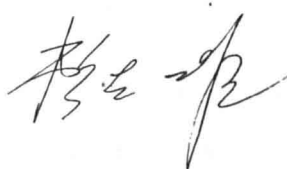
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教你說 会展英语 书序

会展产业 (MICE), 包括会议 (Meeting)、奖励旅游 (Incentive)、大型国际会议 (Convention) 以及展览 (Exhibition), 是结合贸易、交通、金融、旅游等多项相关产业的龙头型服务业, 在欧美各国的发展已超过百年。而国际展览产业协会 (UFI) 也指出, 会展产业全球年产值已高达 11600 亿美元, 可为举办国家及城市带来可观的经济效益, 所以各国无不积极发展会展产业, 以促进经济发展。在这样的趋势之下, 各家企业都积极参与各式会展以拓展商机。而在会展中企业常需要接待来自国外的客户, 此时具备流利英语能力的员工往往就能获得上司的青睐。因此本社本着服务广大读者的宗旨, 以最严谨的态度编写此书。本书提供了 16 类常见会展情境、152 句高频实用例句、32 篇重点情境对话、96 种重要句型架构、96 个实用句型替换练习、16 篇主题式阅读、16 篇额外小知识以及 161 个专有名词。目的就是要让读者能够轻松掌握会展用语, 在会展里能和主办单位及国外客户有效沟通, 达成共识, 进而为公司创造庞大的商机。

本书特色

本书依据国人在会展上的需求, 针对常见情境进行编撰。内容囊括了 16 个单元。每个单元都是会展必备主题: “活动规划与预算”、“选择地点”、“处理议程、演讲嘉宾及娱乐细节”、“视听设备”、“发出邀请与回复邀请”、“宣传活动”、“报名”、“活动管理”、“接洽媒体”、“举办游览”、“选择想要参加的贸易展”、“贸易展展位及展品”、“贸易展的运输与物流”、“配对服务、接待、参展商及买家休息室”、“吸引人们到展位与介绍展品”、“协商合约与追踪潜在客户”。



本书结构

Warm-up

热身练习：针对主题设计各式小练习，让你对主题有初步的认识。

Useful Expressions

高频实用例句：整理该主题情境高频例句，让你轻松掌握正确的表达方式。

Language Focus

语法难点：剖析语言方面的相关重点，帮你理清语法上的难点。

Dialogue

重点情境对话：依主要情境引出范例对话，让你熟悉会展主题常见对话。

Listening Comprehension

听力随堂考：听完对话马上测验，让你学有成效。

Sentence Patterns

重要句型架构：利用英文句型架构起你的英文思维，让你举一反三。

Substitution Drills

实用句型替换练习：句型替换，让你的用词造句更加灵活多变。

Bonus Reading

主题式阅读：针对主题进行深入探讨，让你了解相关背景知识。

Exercises

课后练习：根据该主题设计配对题及填空题等，让你马上活学活用。

Extra Tips

额外小知识：介绍和主题相关的额外小知识，让你对会展知识有更广泛的了解。

Terms & Definitions

专有名词：介绍和主题相关的额外专有名词，让你和客户交流时游刃有余。

Introduction 简介

As an ESL (English as a Second Language) learner or teacher, you know that attempting to master a language is a major challenge. Not only are there a multitude of common definitions and pronunciations to memorize, but there are numerous colorful idioms that are often quite confusing to non-native speakers. And we haven't even mentioned business English yet, which can be difficult at times even for native speakers who are not involved in the business world. There's a common saying, "Money makes the world go round." This expression highlights the importance of money, of course. And, quite often in a global business environment still largely dominated by English, a discussion of money requires good knowledge of business English vocabulary.

This book takes an in-depth look at an important aspect of business English: conferences, conventions and trade shows. Due to the specific nature of the topic and the fact that there are many special terms to learn, you will most likely find this subject matter to be somewhat more difficult than most of the other English vocabulary and phrases you have studied or perhaps taught. However, with a good plan that includes a lot of review and repetition, rest assured that the contents of this book can be mastered. You should also know that by learning the language of conferences, conventions and trade shows, you will become quite competent in speaking in English about this very specific and important field.

Before we discuss the contents of this book further, though, let's take a look at some basic definitions and synonyms you should be aware of.

Trade Shows

Also known as **trade fairs**, **trade exhibitions**, and **trade expos**, **trade shows** display products and services from a certain industry. These events are attractive for both **exhibitors** (people who display products and services) and **attendees** (people who attend the event). Some of the people attending the event are buyers or suppliers who are looking to do business with the exhibitors. Others are members of the general public who are interested in buying products for themselves. It's common for trade shows to be named after the type of businesses that are being highlighted. For example, a trade show focusing on cars is often called a "car show" or an "auto show." Likewise, there are numerous "boat shows," "computer expos," and "home shows" (these display items to be used inside and around the home, not the buildings themselves) around the world.

Conventions, Conferences, and Congresses

These terms are similar in that they are all meetings of large groups of people. Conferences tend to involve more discussion among participants who attend the event and the possible presentations of papers and / or the results of experiments and other academic research (although a **business conference** would not feature these elements). In many cases, however, the terms **conference** and **convention** are used interchangeably. The decision whether to call an event a **conference** or **convention** may depend upon individual preference. On the other hand, **congress** is a term that is used less frequently. A **congress** is a very formal gathering that usually involves representatives from international organizations or governments. **Congresses** typically deal with significant issues.

MICE

A fairly common term in the industry, this acronym stands for **Meetings, Incentives, Conferences** and **Exhibitions**. Sometimes, people use the "C" in **MICE** to refer to **Conventions** and the "E" to mean **Events**. The "I" – **Incentives** – relates to rewarding employees for excellent performance, such as making the highest sales during a particular sales period. **Incentives** may also refer to providing staff with a trip to boost morale and make them feel refreshed. **MICE** is most commonly used when discussing the entire amount of business generated by large group events, including the tourism and other travel-related aspects associated with them, such as hotel accommodations, convention center bookings and equipment rentals, for example. This is also sometimes known as **business tourism**. In addition, **MICE** is sometimes simply referred to as the **meetings industry** or **events industry**.

Forums, Symposiums, Seminars, Workshops and Retreats

These terms refer to smaller events all involving groups of people. **Forums** and **symposiums** typically involve the examination of issues. They may include participation from experts and are designed to stimulate open discussion. In contrast, **workshops** and **seminars** usually focus more on training than discussion from people on panels and those in attendance. For more information on the difference between a **seminar** and a **workshop**, please see the Language Focus section of Unit 3. Finally, **retreats** are where all or some of the staff of a company are taken to a site that is usually relaxing (e.g. a hotel in the mountains or near a lake). A retreat may be seen as part of **MICE**, as an incentive for employees, if the primary purpose of the event is to allow employees to relax and enjoy themselves. However, retreats are often used for work purposes as well; for instance, to brainstorm about solving problems or to come up with a strategy for a big campaign.

Layout and Design of the Book

As mentioned previously, the vocabulary contained in this book will most likely be challenging for most students. Fortunately, the writers, editors and designers of this publication have taken this fact into consideration. The result is that the book has been carefully put together with the student always firmly in mind. Let's take a look at what this means.

- **Warm-up:** Each unit begins with a section created specifically to get students thinking about the topic, to stimulate their interest and to get them talking with a partner about interesting topics.
- **Useful Expressions:** Here, students will find many sentences featuring key vocabulary to help them express themselves in specific situations.
- **Language Focus:** To further help the students' comprehension, this information takes a close look at particular words, expressions and idioms.
- **Dialogues:** Two sets of dialogues are used to illustrate how the key vocabulary is used in dynamic, yet realistic, situations.
- **Comprehension Exercises:** Based on the two dialogues of each unit, these exercises are in the form of (1) true or false questions and (2) multiple choice questions.
- **Vocabulary and Phrases:** There are many, many words and expressions translated into Mandarin to help students understand them. In addition, sample sentences in English using the vocabulary and phrases are added to assist in understanding.

- **Sentence Patterns and Substitution Drills:** Using sentence patterns taken directly from the dialogues, these sections provide further review and practice for students. At the same time, they also encourage fluency and flexibility.
- **Bonus Reading:** In addition to offering useful extra vocabulary to students, these short articles provide valuable industry knowledge related to conventions, conferences and trade shows.
- **Exercises:** Near the end of each chapter, students are given two sets of exercises to complete. These exercises come in several forms, including matching vocabulary with definitions, filling in the blanks with appropriate words and phrases, correcting errors, arranging the words of sentences into the proper order and connecting answers to appropriate questions.
- **Extra Tips:** Written in Chinese, these tips give students even more useful information about the MICE industry.
- **Appendix of Additional Terms & Definitions:** Finally, there are more than 150 additional words and expressions related to conferences, conventions and trade shows at the back of the book. All of these useful industry terms are directly related to the theme of each unit. Since the Chinese definitions are given directly under the English vocabulary, the appendix is an excellent reference for students.

To sum up, we – the writers, editors and designers of this publication – believe we have created a comprehensive, first-rate book with you, the student and the teacher, firmly in mind. We sincerely wish you good luck on your voyage of discovery into the world of conferences, conventions, seminars, workshops, trade shows and other large professional gatherings.

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 **Warm-up**

Below is part of a budget for an event. Put the items from the Box A into the correct categories of the Budget B. The first one is done for you.

以下是一场活动的部分预算。请将方框 A 中的选项填入正确的预算种类 B 中。第一个选项已帮你完成。

 **Box A**

newspaper ads

coffee

parking fees

an official website

ballroom rental

musical equipment

buffet

extra tables

a four-piece band

promotional flyers

a dance group

wine and beer

 **Budget B**
Venue

Entertainment

Publicity
 newspaper ads

Food & Beverage



Useful Expressions

01-01

- ▶ We are looking at different venues.
我们正在考虑几个不同的地点。
- ▶ We are in the midst of developing a preliminary budget.
我们正在制定初步预算。
- ▶ These are only projected costs at this point.
这些都只是此刻的预估成本。
- ▶ Do you think we can finish the project within budget?
你认为我们能在预算范围内完成这个项目吗?
- ▶ What is our break-even point?
我们的盈亏平衡点在哪儿?
- ▶ Were you able to arrange Mr. Johnson as a keynote speaker?
你能安排约翰逊先生担任主讲人吗?
- ▶ Has the catering been arranged?
承办宴会的事安排好了吗?
- ▶ Everything is on schedule at this point.
此刻所有事都在按计划进行。



Language Focus: Budget

Budget is most often used as a noun, meaning the amount of money one can spend on something. However, it can also be used as a verb: to budget for something (meaning to allot a certain amount of money for an expense). For example, "We have budgeted \$200,000 for the event." As well, budgeting is a noun meaning the process of allocating expenses and coming up with a budget.

In addition, there are numerous other expressions using the word budget:

- ▶ **on / within budget:** when you spend not more than you expected to
- ▶ **under budget:** when you spend less than you expected to
- ▶ **over budget:** when you spend more than you expected to
- ▶ **a tight budget:** a situation where not much money is available to spend





Dialogue 1

01-02



A → Adam



B → Betty

Adam and Betty are discussing plans for an **upcoming**¹ international conference.



A: How is the planning and budgeting **coming along**² for the international conference?



B: Well, currently we are **looking at**³ different **venues**⁴. Right now we're **in the midst of**⁵ developing a **preliminary**⁶ budget for the entire event.



A: That's always a tough **process**⁷. Do you think we can come in on budget?



B: We're hopeful that we may even be able to bring the event in under budget. Of course, we're just dealing with **projected**⁸ costs at this point. We won't know for sure until we see the actual costs.



A: How's the **revenue**⁹ side looking? Are we looking at a **surplus**¹⁰?



B: There's a good chance of that, yes. With the number of paying attendees who have **registered**¹¹ so far, we are definitely past our **break-even point**¹² already.



Listening Comprehension

Write T (True) or F (False) in the blanks below.

- _____ 1 The planning and budgeting for the international conference has been completed.
- _____ 2 Betty is still trying to find a location to hold the event.
- _____ 3 Betty says the event will probably cost less than originally expected.
- _____ 4 The costs for event have not yet been finalized.
- _____ 5 Betty is worried the event will not earn enough money.

1. **upcoming** [ʌpˈkʌmɪŋ] *a.* 即将来临的
例: Tom was very nervous about the upcoming test.
 汤姆对于即将来临的考试感到非常紧张。
2. **come along** 进展
例: Your French has come along a lot recently.
 你的法语最近有很大的进步。
3. **look at...** 考虑 / 看待……
例: If you'd had children, you might have looked at things differently.
 如果你当时有小孩的话, 你可能会以不同的方式来看待事情。
4. **venue** [ˈvenju] *n.* 地点
例: Please note the change of venue for this event.
 请注意这场活动地点的变更。
5. **be in the midst** [ˈmɪdɪst] of + N/V-ing 在……当中
例: Cindy discovered the picture frame in the midst of sorting out her father's things.
 辛迪在帮父亲整理东西时发现了那个相框。
6. **preliminary** [prɪˈlɪmənɪəri] *a.* 预备的, 初步的
例: We've decided to change the design based on our preliminary findings.
 基于我们的初步调查结果, 我们决定改变这项设计。
7. **process** [ˈpræsɪs] *n.* 过程
 in the process of... 在……的过程中
例: We're in the process of selling our house.
 我们正在卖房子的过程中。
8. **project** [prəˈdʒekt] *vt.* 预测, 预估
 = forecast [ˈfɔːrkæst]
例: A growth rate of 2% is projected for next quarter.
 下一季度的增长率预计为 2%。
9. **revenue** [ˈrevənju] *n.* 收益
例: The company's annual revenues rose by 15%.
 该公司的年收入增幅达 15%。
10. **surplus** [ˈsɜːpləs] *n.* 盈余
例: The company's bank account is still in surplus.
 那家公司的银行账户头仍然有盈余。
11. **register** [ˈredʒɪstə] *vi.* 报名, 登记 (与介词 for 并用)
 register for... 登记 / 报名……
 = sign up for...
例: Students have to register for the new course by the end of May.
 学生必须在 5 月底前报名新课程。
12. **break-even point**
 break-even [ˈbrek,ɪvən] *n.* 盈亏平衡 (不可数)
例: The company expects to reach break-even next year.
 该公司预计在明年达到收支平衡。