

高等职业教育“十二五”会展策划与管理专业规划教材

会展实用英语

沈金辉 主编 ● ● ● ● ●

- ▶ 以任务为引导，按会展组织工作的开展顺序为主轴组织教学内容，旨在培养学生的专业英语能力，具有鲜明的职业教育特色。
- ▶ 各单元内容以趣味热身作为起点，引入选篇阅读、情景任务、深化练习、行业信息补充等环节，教习结合，学练叠成。



配电子课件



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高等职业教育“十二五”会展策划与管理专业规划教材

会展实用英语

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本书是在综合考虑行业实际要求和现有教学资源缺乏的基础上编写的。它一方面有助于满足日益国际化的会展发展需要,为国际化的招商招展以及外宾接待服务奠定基础;另一方面它也很好地填补了专业的空缺,以任务为导向,按会展组织工作的开展顺序为主轴组织教学内容,旨在培养学生的专业英语能力。

全书共 11 单元,分别为场地选择、书面材料翻译、营销推广、预订工作、会展接待注册、现场服务、餐饮安排、社交与交流、志愿者工作、旅游服务和会展评估。各单元均按照项目教材的结构进行编写:第一部分为课堂趣味热身,通过讨论、表演等多种方式引导学生进入学习主题;第二部分为选篇阅读,篇幅较短,难易适中,紧扣学习主题,适当延伸课堂趣味热身的内容,在锻炼学生阅读能力的同时,使其掌握专业常用词汇和学习专业技能;第三部分为情景任务,也是本书最主要的环节,在前几部分基础上,创设贴近工作的情景,以任务的方式布置要求,借助角色扮演的方式进行专业英语学习;第四部分为深化练习;第五部分为行业信息补充,为学生进一步自主学习打下基础。

本书可作为高等职业院校会展及相关专业的教学用书,也可作为会展从业人员的业务参考书。为方便教学,本书配备了电子课件等教学资源。凡选用本书作为教材的教师均可登录机械工业出版社教材服务网 www.cmpedu.com 免费下载。如有问题请致信 cmpgaozhi@sina.com,或致电 010-88379375 联系营销人员。

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前 言

会展业的蓬勃发展给商家带来了无限商机和交流互动。纵览当今各类会展活动,专业化程度逐年提升,规模日渐扩大,吸引了越来越多的国际客商前来参展、观展。但不可否认的是,在会展行业内英语水平良好、能够满足会展行业国际化需求的人才仍处于极度匮乏状态,而高校会展专业学生的英语水平,尤其是口语交流水平,也普遍未能达标。为紧密联系实际,适应新的社会需要,在机遇与挑战并存的教育背景下,我们组织编写了这本面向高职院校的《会展实用英语》教材。

本教材是在研究了国内外同类教材的基础上编写而成的,借鉴了其他教材的优点,同时又突出自己的特色,在编排上力求突出重点,注重实际,具备鲜明的职业教育特色。本教材以校企合作为基础,结合双方优势,以任务为主线推进素质提升和技能提高。各单元的内容以趣味热身作为起点,引入选篇阅读、情景任务、深化练习、行业信息补充等环节,教习结合,学练叠成,适合在校学生课堂学习,并有针对性地加强英语听说水平训练,也适合各会展公司作为日常的员工英语普及培训资料。

全书共 11 单元,分别为场地选择、书面材料翻译、营销推广、预订工作、会展接待注册、现场服务、餐饮安排、社交与交流、志愿者工作、旅游服务和会展评估。

本教材由沈金辉担任主编,负责全书的整体设计和统稿工作。具体编写分工如下:俞圆编写第 1、2 单元;黄芸茵编写第 3、4 单元;沈金辉编写第 5~11 单元;吴飞、唐静艳作为会展行业人员参与任务的设计与资料提供工作。

在本书的编写过程中,我们吸取了近年来会展英语的相关研究成果,得到了宁波国际会展中心管理有限公司、宁波雅卓展览服务有限公司等企业的大力支持。在此,谨向这些文献作者和行业人员表示由衷的感谢。

由于编写人员经验和水平有限,作为对高职教材的一次探索,本书无论在体例上还是内容上还存在有待商榷之处。我们希望借本书与更多的专业人士沟通交流,恳请广大专家与读者不吝赐教。

编 者

目 录

前言

Unit 1 Venue Selection..... 1

Fun start	1
Selected article reading	1
Situation tasks	2
Further practice	8
Supplementary industry info	9

Unit 2 Written Materials..... 12

Fun start	12
Selected article reading	12
Situation tasks	13
Further practice	17
Supplementary industry info	18

Unit 3 Promotion & Marketing..... 20

Fun start	20
Selected article reading	20
Situation tasks	21
Further practice	26
Supplementary industry info	27

Unit 4 Reservation..... 28

Fun start	28
Selected article reading	28
Situation tasks	29
Further practice	36
Supplementary industry info	37

Unit 5 Registration & Reception..... 38

Fun start	38
Selected article reading	38
Situation tasks	39
Further practice	43

88. Supplementary industry info	44
---------------------------------------	----

Unit 6 Scene Service 45

Fun start	45
Selected article reading	45
Situation tasks	46
Further practice	50
Supplementary industry info	51

Unit 7 Food & Beverage 53

Fun start	53
Selected article reading	53
Situation tasks	54
Further practice	58
Supplementary industry info	59

Unit 8 Social & Communication Activities 61

Fun start	61
Selected article reading	61
Situation tasks	62
Further practice	67
Supplementary industry info	67

Unit 9 Volunteer 69

Fun start	69
Selected article reading	69
Situation tasks	71
Further practice	75
Supplementary industry info	76

Unit 10 Travel 78

Fun start	78
Selected article reading	78
Situation tasks	79
Further practice	83
Supplementary industry info	83

Unit 11 Evaluation 85

Fun start	85
-----------------	----

VI Exhibition Practical English

Selected article reading	85
Situation tasks	86
Further practice	90
Supplementary industry info	91
Appendix	93
Appendix A: Frequently used event English.....	93
Appendix B: Everyday English.....	109

Unit 1

Venue Selection

Fun start



1) It is a group practice. Please team up with your friend.

2) Suppose that you are in charge of the annual high education conference of China. Now you are having a meeting with your colleagues. The topic you are discussing is where to hold the conference. Please voice your opinion.

3) Discussion: When you select an event location, what will you value?

Selected article reading



Choosing venues is one of the most important decisions you'll make in the event planning process, as it sets the tone for your entire event.

Step 1: Find a location

As you did when you were setting a date, consider your audience's needs and choose a location to suit. Consider:

- ☐ Weather
- ☐ Local attractions and restaurants
- ☐ Parking and public transport
- ☐ Other local events

Step 2: Research the facilities

Look for venues that have all the necessary facilities to ensure a successful event. You will need to consider room set-up too when looking at venues. For example, do you need a classroom, theatre, banquet hall or boardroom?

The venue should have access for people with disabilities, and you may also need to consider audio-visual requirements, the need for natural light or blacked-out windows, and function furniture such as sign easels.

Step 3: Consider catering

Don't underestimate the value of food and beverages to a successful event. Speak with each potential venue about their in-house catering and facilities.

Step 4: Count costs

Cost is important, but not always the deciding factor for a venue. Ask all potential venues what value they can add to improve the event for your guests. When you do decide on a venue, check the contract carefully for any additional charges.

Step 5: See for yourself

If you're considering a new venue, choose one with a proven track record. Conduct a site inspection of the venue before you make your decision, checking for service, cleanliness and facilities.

Step 6: Request a proposal

Once you've decided on a venue, if you haven't used them before, submit a Request for Proposal (RFP) to ensure they can meet your needs. Many venue websites have their own RFP online forms. If not, follow the Request for Proposals guide to get the best result.

🔍 Vocabularies

venue *n.* 地点

tone *n.* 基调, 口气

blacked-out *adj.* 染黑的, 遮黑的

ensure *vt.* 保证

underestimate *vt.* 低估

potential *adj.* 潜在的, 可能的

boardroom *n.* 会议室

inspection *n.* 检查

cleanliness *n.* 洁净

disability *n.* 伤残, 缺陷

additional *adj.* 额外的

audio-visual *adj.* 视听的

submit *vt.* 递交

track record *n.* 记录

easel *n.* 架子, 画架

catering *n.* 餐饮接待

contract *n.* 合同

proposal *n.* 提案

🔍 Questions

- 1) When finding a location, what should we consider?
- 2) What other factors are important when we select a venue?
- 3) How do we research the facilities?

Situation tasks

Since we've already got some knowledge about event venue selection, let's move a little bit further and finish the following tasks:

Task one

You and your partners are colleagues, working in an organization. Now you are having a brainstorm meeting to get some ideas about the location selection for the next annual convention.

A: Staff member A <ul style="list-style-type: none"> <input type="radio"/> Greet / give the topic <input type="radio"/> Discuss with Staff member B/C/D <input type="radio"/> ... 	B/C/D: Staff member B/C/D <ul style="list-style-type: none"> <input type="radio"/> Voice opinions, such as: <ol style="list-style-type: none"> 1. Rotate the convention across the country's map 2. Ask members and get potential attendees' suggestion 3. Find out the average daily high and low temperatures for each possible cities 4. Find out if there are similar conventions <input type="radio"/> ...
---	---

Example

- A:** Good afternoon! The annual convention of our organization will be held in March next year. Any ideas about the location selection this time?
- B:** We should rotate our annual convention across the country's map. This strategy will not only allow us to meet in all regions where our membership is based, but it'll also benefit membership growth in addition to keeping the meeting fresh in terms of climate, attractions, and cost of attending.
- C:** How about asking our members, both actively attending members and those who don't attend often, where they'd like the convention to be held? Do they expect warm weather? How about rain or snow?
- D:** I think it is a good idea. On one hand we show them our respect, on the other hand we can get more options.
- A:** Certainly. We know that education and networking are the two main attractions for most convention attendees, but all of the terrific sessions and social functions won't mean a thing, if we can't get them there first. So potential attendees' suggestion is quite meaningful.
- B:** By the way, do we have many outdoor activities this time?
- C:** Yes, outdoor activities are on the agenda. We can't make the mistake of meeting in the wrong destination at the wrong time of year. We need to find out the average daily high

and low temperatures for each of the cities we are considering later.

D: And we also need to find out if there are organizations in a field similar to ours. If our convention conflicts by date or location with a competing convention, we are running the unnecessary risk of losing our attendees to another event.

➡ **Select the correct phrase from the group and translate the corresponding phrase into English.**

转动 潜在的 户外活动 网络 会员增长 在议程中

1) We need to attract more _____ customers. They mean a lot to our business.

2) The negotiation is _____. We may have the result next week.

3) When you preparing an event, _____ is one of the important factors.

4) The earth is _____ all the time.

5) Our association's development depends on _____.

6) The _____ is quite popular this time. Next year, should we have more?

➡ Notes

1) We should rotate our annual convention across the country's map. This strategy will not only allow us to meet in all regions where your membership is based, but it'll also benefit membership growth in addition to keeping the meeting fresh in terms of climate, attractions, and cost of attending. 我们应在全中国各个地区滚动召开年会。这一策略不仅可以让我们到每个会员的所在地去,而且也可以对会员人数的增加有所帮助,同时在气候、吸引力和会务费方面保证新的体验。

in addition to 除……之外: We have next generation facilities in addition to event professionals.

2) On one hand we show them our respect, on the other hand we can get more options. 一方面我们显示了对他们的尊重,另外一方面我们也有了更多的选择。

on one hand, on the other hand 一方面,另一方面: On one hand they say they wish to reduce the cost of living, on the other hand they increase the duties on a number of articles.

3) We know that education and networking are the two main attractions for most convention attendees, but all of the terrific sessions and social functions won't mean a thing, if we can't get them there first. 我们知道教育和网络对于大多数的本次会议参加者来说是两大吸引,但是如果与会者不能到来的话,那么所有精妙的会议和社交安排都会变得毫无意义。

session 作为“会议”解释时,通常指大型会议的阶段小会议。

4) We also need to find out if there are organizations in a field similar to ours. If our convention conflicts by date or location with a competing convention, we are running the unnecessary risk of losing our attendees to another event. 我们还需要知道是不是还有跟

我们类似的组织。如果我们的会议在时间和地点上与其他会议冲突，我们就会冒着失去与会者的不必要的风险。

run the risk of 冒着……的风险: He ran the risk of losing his life to save you.

Task two

Imagine that you are a planner of a conference and your partner is a convention center clerk. Please try to get the detailed information about everything you need to know and finish the task of facilities research.

C: Convention center clerk	S: Staff member
<input type="radio"/> Open the dialogue	<input type="radio"/> Introduce yourself and put forward your requirement
<input type="radio"/> Ask about date and the number of the attendees	<input type="radio"/> Answer the questions
<input type="radio"/> Show the planner around and try your best to introduce the center	<input type="radio"/> Try to get the detailed information
<input type="radio"/> ...	<input type="radio"/> ...

Example

C: Hello. Anything I can do for you?

S: Hello. I am Xiao Lin from Ningbo Education Association. I would like to reserve a meeting room in your convention center.

C: OK. When will the meeting be held? And how many people will attend?

S: It is from Mar. 5th to 8th. About 50 people.

C: Wait a minute. Let me check. I suggest you choose our Continental Hall. Let me have the honor to tour you around.

S: Better. Thanks.

C: Here is Continental Hall. (It has) Enough space for 50 people.

S: What kind of facilities are available?

C: In terms of facilities, we provide the best, including 6-line simultaneous translator, laptop, projector and screen. Additionally, the infrastructure for conference is also first class.

S: I see, illumination here is quite good. The light can be adjusted.

C: Right, and the wall is sound-insulated. Here you can find no pillars. And the most important thing is we are so familiar with conference service.

S: Great, I will give you confirmed call in a few days.

C: OK. This is my name card. Please contact me within 5 working days to confirm the meeting room.

S: No problem.

➡ Match each number in column A with a letter in column B.

A

- 1) 参加
- 2) 照明
- 3) 隔音
- 4) 柱子
- 5) 预订
- 6) 会议服务
- 7) 联系
- 8) 确认
- 9) 基础设施
- 10) 会议中心

B

- A. illumination
- B. pillar
- C. convention center
- D. convention service
- E. confirm
- F. attend
- G. infrastructure
- H. sound-insulated
- I. contact
- J. reserve

➡ Match the pictures with the words.



- 1) laptop
- 3) projector

- 2) simultaneous translator
- 4) screen

➡ Notes

1) I am Xiao Lin from Ningbo Education Association. I would like to reserve a meeting room in your convention center. 我是宁波教育协会的林晓, 我想在你们会议中心订个会议室。

I am ... from ... 意为“我是某单位的某人”, 是自我介绍的常用句型。

2) Wait a minute. Let me check. I suggest you choose our Continental Hall. Let me have the honor to tour you around. 稍等, 我查看一下。我建议您选择我们的五洲厅。我很荣幸地带您去实地看一下吧。

have the honor to do 意为“很荣幸做某事”，是一种比较礼貌的表达方法。

3) Better. Thanks. 那最好了，谢谢！

这是一种口语上常用的表达方式。

4) In terms of facilities, we provide the best. 就设备而言，我们提供的是最先进的。

in terms of 就……而言：In terms of climate, Ningbo is a good place to hold the meeting.

5) OK. This is my name card. Please contact me within 5 working days to confirm the meeting room. 好的。这是我的名片，请在 5 个工作日内跟我们确认会议室。

● Task three ●

Your company is interested in launching an automobile exhibition in China. Discuss with your partner about the venue selection.

A: Staff member A	B: Staff member B
<input type="radio"/> Open the conversation. Ask about the exhibition.	<input type="radio"/> Sketchy plan / Look for the location
<input type="radio"/> Give some suggestions	<input type="radio"/> Discuss with A
<input type="radio"/> ...	<input type="radio"/> ...

➔ Example

A: Jane, how is the automobile exhibition going?

B: We've already got a sketchy plan. Now our team is looking for a perfect location for the event. Any suggestions?

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

B: Yes, people there do not have the purchasing power for cars.

A: It is not necessary so. Quite a number of automobiles are not suitable for rural area use as well.

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

A: Much better. As you know, people's living standards in different cities are varied. The more developed the city is, the better it will be.

B: Like Beijing and Shanghai?

A: That's right. I suggest we try out with Shanghai. Since it is one of the economic centers in China, there will be more target exhibitors and buyers.

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

A: There are quite a lot exhibition halls. However, the most popular one may be Shanghai New International Expo Center.

B: That would be wonderful. We can arrange some time to make an on-site visit.

A: Sure.

Find proper meaning and make sentences.

中文解释

例句:

1) automobile exhibition

2) sketchy plan

3) ideal

4) purchasing power

5) living standard

6) vary

7) try out

8) familiar

9) arrange

10) on-site visit

Notes

1) How is the automobile exhibition going? 汽车展进行得怎么样了?

2) In China, I am afraid that rural areas may not ideal for it. 在中国,我想农村地区并非理想之选。

3) Quite a number of automobiles are not suitable for rural area use as well. 有很多汽车也不适合农村地区使用。

4) As you know, people's living standards in different cities are varied. The more developed the city is, the better it will be. 就如你所知道的,不同城市人们的生活水平不一样。城市越发达越好。

as you know 经常用于口语中,意为“如你所知”。

5) I suggest we try out with Shanghai. Since it is one of the economic centers in China, there will be more target exhibitors and buyers. 我建议展览开在上海。它是中国的经济中心之一,因此会有很多的目标参展商和目标客户。

6) You are more familiar with Shanghai than me. 你比我更熟悉上海。

be familiar with 熟悉: She is so familiar with the working process.

Further practice

Translate the following useful terminologies and make sentences.

会议室

舞台,平台

装饰

活动式挂图

大厅

布置,规划

讲台

对讲机

➡ Work in pairs. Try to do some short plays about venue selection.

Role play one	
A: <ul style="list-style-type: none"> Greeting Show the meeting room Use sound-insulated board(使用隔音板) 	B: <ul style="list-style-type: none"> Introduce yourself, your purpose Too spacious Deal
Role play two	
A: <ul style="list-style-type: none"> The function room — OK; ask something about food and beverage Thanks. Sign contract in a few days Say goodbye 	B: <ul style="list-style-type: none"> Introduce your F&B (当地特色与国际兼顾) Exchange business card

Supplementary industry info

Unless you are completely familiar with a venue already and know the sales and management team in place, it's important to fully review a site in person before signing any agreements. Please bring a checklist with you to make sure that you don't overlook any important details:

1) Ask about amenities. When meeting with a venue sales manager, it's important to make sure that the property allows you to incorporate some on-site promotion for your event. The sales manager should explain limitations or availability of the following:

- Ability to display banners / signage / directional signs
- Any restrictions to displaying event information
- Availability of concierge / information desks
- On-site business center and office services
- Shipping and receiving services requirements
- House phones in meeting rooms

2) View the facilities. The venue should be updated and its facilities manager should anticipate any situation. Consider the following:

- Condition of the grounds and parking
- Condition of carpet, paint, and décor
- Condition of appropriately sized draperies / skirting
- Adequate room size and capacity to hold event
- Flexibility to adjust room layout / tables

- No visual obstructions within room
- Indoor lighting
- Ability to control natural light
- Limited noise distractions in hallways / behind walls
- Event room away from kitchen
- Nearby restroom access
- Nearby medical access

3) Inquire about audio / visual & equipment. Nearly every event incorporates one or more elements of A / V. Confirm the availability of each of the following:

- High speed Internet access (wired / wireless)
- Microphones: lavalier system and standing
- LCD projectors and hand-held remotes
- Appropriate screen sizes and draping options
- Flat screen monitors, TV screens for video needs
- Easels, white boards and supplies

4) Explore all catering options. You can't stress enough the importance of selecting the right food and beverage for an event. Your venue sales manager will have great suggestions, but event planners should make sure they know the full range of choices. You are suggested confirming the following:

- Full service on-site kitchen operation
- Detailed menu & serving options
- Meet the executive chef if possible
- Taste test the menu you're considering

5) Document your budget. Compile all expense items, including the following:

- Meeting facility costs
- Catering costs
- A / V & equipment rental costs
- Office services costs
- Guarantee policy
- Complimentary services
- Payment options

除非你已经完全熟悉活动举办场地，而且知道管理和销售队伍已经准备就位，不然在签订合约前亲自去现场是非常重要的。请随身携带清单，以确保您不忽略任何重要的细节：

1) 询问设施。当与场地销售经理会面时，确认场地是否能为你的活动提供现场推广很重要。销售经理应该解释以下限制和可用性：

- 是否能够张贴横幅广告/标牌/指示牌
- 对于活动信息显示是否有限制
- 礼宾/信息服务台的可用性