

# CONVENTION

AND EXHIBITION ENGLISH

## 会展英语

主 编◎李雪松

副主编◎朱 韬



中国旅游业普通高等教育“十三五”精品教材

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贵州师范学院内部使用

中国旅游出版社

项目策划：段向民  
责任编辑：段向民 武 洋  
责任印制：谢 雨  
封面设计：何 杰

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**图书在版编目(CIP)数据**

会展英语 / 李雪松主编. — 北京 : 中国旅游出版社, 2019.7

中国旅游业普通高等教育“十三五”精品教材

ISBN 978-7-5032-6282-1

I. ①会… II. ①李… III. ①展览会—英语—高等学校—教材 IV. ①G245

中国版本图书馆CIP数据核字(2019)第128126号

---

书 名：会展英语

作 者：李雪松 主编

出版发行：中国旅游出版社

(北京建国门内大街甲9号 邮编：100005)

<http://www.cttp.net.cn> E-mail: [cttp@mct.gov.cn](mailto:cttp@mct.gov.cn)

营销中心电话：010-85166536

排 版：北京旅教文化传播有限公司

经 销：全国各地新华书店

印 刷：北京工商事务印刷有限公司

版 次：2019年7月第1版 2019年7月第1次印刷

开 本：787毫米×1092毫米 1/16

印 张：13.75

字 数：250千

定 价：39.80元

I S B N 978-7-5032-6282-1

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# 前言

会展业是会议业、展览业和节事活动的总称，其影响面广、关联度高，是行业间、地区间和国家间交流与合作的桥梁纽带。随着我国经济、文化和科技实力的增强以及对外交流合作的不断加深，会展业正不断成为我国新的经济增长点。2018年上海“中国国际进口博览会”更是为国际各方进行开辟中国市场的合作搭建了新平台。会展业的快速发展促进了会展高等教育的进步，为了适应新时代会展英语专业人才培养的需要，本教材以实践性作为指导思想，从“读、说、译、写”四个方面进行编写，具有较强的基础性、专业性和实用性。与已出版的同类型教材相比，本书具有以下特点：

1. 内容全面，体系清楚。本书分为两个部分，第一部分为会议业，第二部分为展览业。每个部分各含六个章节，每个章节包含对话、精读、延伸阅读、案例、写作和练习六个单元，呈现出系统完整的会展理论、知识与技能要求；

2. 注重基础，巩固积累。本书关注会展英语知识的基础性，对专业词汇与长难句进行了注解，在方便阅读与理解的同时注重知识积累，课后练习有助于巩固学习，拓宽思维；

3. 案例生动，实用性强。本书内容丰富生动，案例选择典型深刻，案例与练习结合相得益彰，融知识性、实践性、趣味性于一体，有助于了解会展业发展动态，为社会实践做准备。

本书由云南财经大学旅游与酒店管理学院李雪松担任主编，朱韬担任副主编，

参加编写的人员还有张晶、吴万莹、寇方译、陈诚、何少琪和许秋云。在编写过程中，我们参阅并借鉴了国内外专家、学者的相关著作。谨向所有相关作者及单位表示诚挚的谢意！中国旅游出版社的段向民主任、武洋编辑在本书课程理念定位、板块设计、审稿等方面做了大量工作。我们对他们付出的辛勤劳动，表示衷心的感谢！

由于作者水平有限，难免有不妥之处，敬请读者不吝赐教。

编者

2019年7月

# 目 录



## Part I English for Convention

Chapter 1	Introducing Meeting Industry	3
Chapter 2	Planning a Meeting	20
Chapter 3	Promoting a Meeting and Inviting	38
Chapter 4	Preparing a Meeting	52
Chapter 5	Servicing a Meeting	71
Chapter 6	Concluding a Meeting	89

## Part II English for Exhibition

Chapter 1	Introducing Exhibition Industry	107
Chapter 2	Planning an Exhibition	123
Chapter 3	Promoting an Exhibition and Inviting	139
Chapter 4	Preparing an Exhibition	157
Chapter 5	Servicing an Exhibition	175
Chapter 6	Concluding an Exhibition	189
Answers		206
参考文献		215

Chapter 1

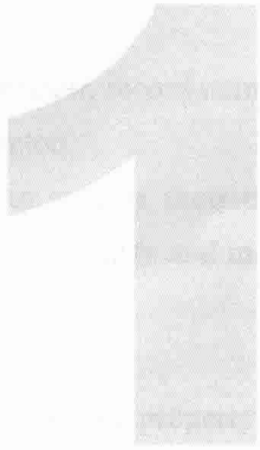
Introducing Meeting Industry

Dialogue 1: The Meeting and Guest Service

# Part I

# English for Convention

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# Chapter 1

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## Introducing Meeting Industry

### Dialogue 1 What Makes a Great Convention City

**Scenario:** Christina is a college student doing her internship in NMSDC; Bob is NMSDC's director of conferences. They are talking about how to choose a great convention city.

**Christina:** 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?

**Bob:** 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.

**Christina:** Sure, no wonder most renowned convention cities have direct air links to many major cities worldwide, such as Hong Kong, Singapore and Melbourne.

**Bob:** 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.

**Christina:** In most cases, the location should be affordable. However, record numbers of attendees descend upon more costly cities like New York and Washington.

**Bob:** 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.

**Christina:** How about those corporate meetings?

**Bob:** 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.

**Christina:** Any other factors to consider when selecting a convention city?

**Bob:** 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.

**Christina:** It seems that there are numerous criteria that must be met when you begin planning a convention.

**Bob:** That's right. I just mentioned some important factors which contribute to a great convention city. You may find more later.

### Notes:

1. NMSDC (National Minority Supplier Development Council) 全美少数族裔供应商发展委员会
2. block n. 街区
3. headquarter hotel 总部酒店
4. descend upon 涌入
5. sample vt. 体验
6. CVB (Convention and Visitor Bureau) 会议观光局
7. draw upon 利用
8. peak, shoulder or off season 旺季, 平季或淡季
9. stay abreast of 了解……的最新情况

## Dialogue 2 Calling for the Further Information about the Convention

**Scenario:** The senior PCO Mary is training two new comers, Nancy and Owen, how to enter the meeting industry and some fundamental concepts of a good PCO. They are very attentive to what Mary direct them to be a qualified staff.

**Mary:** Nancy and Owen, welcome on board! I'd like to get some idea how you know

about the meeting industry. Nancy, perhaps you may first tell me the concept of the PCO?

**Nancy:** Thank you, Mary. PCO means professional conference organizer, right? They provide consultancy and services for clients, and get paid according to the services provided.

**Mary:** Ok, good. But partly right. They should have more duties today. Owen, what's your idea?

**Owen:** Well, I think the work of a PCO is mainly to develop a meeting program according to the customers' requirements and to carry out marketing and promotion work. Moreover, they have to make site selection for their customer.

**Mary:** Close to the point! In fact, a modern PCO must be an all-rounder. They should possess the expertise, know-how and networks of the clients.

**Nancy:** But, Mary, as I know various kinds of companies get involved in organizing meetings. What does our company differ from those?

**Mary:** You're right. Those travel agencies, PR companies or DMCs also offer PCO services. However, frequently their service offered is partial. For example, a travel agency may focus on air ticketing, lodging and boarding, but put less emphasis on detailed program for the meetings.

**Owen:** Mary, I understand there are mainly corporate, government and association meetings. What's the main business our company specializes in?

**Mary:** They are very different in nature and forms. We accept them all, but more experienced in association meetings.

**Owen:** Anything special for the association meeting?

**Mary:** Yes. The feature of this type of meeting is membership based. They usually have common interest in its industry. And it's necessary to generate funds for the meeting.

**Nancy:** So what should we do for this meeting?

**Mary:** Well, for this kind of clients, marketing is essential to attract participants. Apart from those members of the association, we still have to draw attention of more industrial experts to the meeting.

**Owen:** But who takes charge of the funding for the association meeting?

**Mary:** Good question! This kind of meeting is mainly supported by registration fees and sponsorships from industrial players. That's why we must carry out a successful marketing for our customers.

**Nancy:** Oh, I see! Then how can we provide professional services for them?

**Mary:** This is what you must keep in mind in your future work. We'll take full advantage of expertise in our company to develop a well-structured program for the meeting. This is vital for a sound success.

**Owen:** What do we have to do if we want to make the meeting successful?

**Mary:** PCO is a demanding job. You must be creative, good at planning, and have a global vision. Furthermore, you are required to be sensitive in relationships of different levels, because an event involves various parties.

**Nancy:** Thank you very much, Mary! We've learned a lot from your directions.

**Owen:** Yes, we'll double our efforts in learning and working for the company. Thanks a lot!

### Notes:

1. PCO (Professional Conference Organizer) 专业会议组织者

2. welcome on board 欢迎加入我们

3. all-rounder 全能人才

4. expertise n. 专业技术

5. know-how n. 技术诀窍, 专门知识, 实际技能

6. networks of the clients 客户网络

7. PR companies (public relations companies) 公关公司

8. DMC (Destination Management Company) 目的地管理公司

9. registration fee 注册费

10. well-structured 周密安排的

11. demanding adj. 要求高的

12. global vision 国际眼界

13. double our efforts 加倍努力

## Focus Reading 1 The Historical Development of Convention Industry

For as long as there have been people, there have been meetings. Archeologists have found primitive ruins that functioned as common areas where people would gather to discuss communal interests, such as hunting plans, wartime activities, negotiation for peace, or the organization of tribal celebration. In ancient Rome, numerous buildings were especially used for holding debates and meetings. The Roman Forum, a public square located in the center of a city, was used for public discussion, judicial matters, and other business. Many terms used in the convention industry today are based on Latin terms; for example, “conference” stems from the medieval conferential (to bring together). However, the foundations of modern convention industry were laid only in the past two centuries, especially in Europe and the United States.

During the late 19th and early 20th centuries, industrialization spread throughout the Western Europe and the United States. With the growth of industry and commerce, the need for meeting between businessmen and entrepreneurs materialized. Meetings were not confined to businessmen and professionals but also extended to those individuals who would gather to discuss and exchange ideas on political, religious, recreational, and other topics.

The first convention bureau in the United States was set up in Detroit in 1896. It happened at a time when national trade and professional associations had developed and displayed great interest in bringing their members together at the conventions at locations around countries. Initially, hotel management promoted their city or region in addition to advertising their services and facilities for hosting conventions and meetings. Yet as the economic benefits derived from convention business became more recognized by cities, it was businesspeople in Detroit who first employed a full-time salesperson to actively solicit convention business for the area. This approach proved extremely popular, and other cities quickly followed suit in the ensuing decade. Convention bureaus were established in Cleveland in 1904, in Atlantic City in 1908, in Denver and St. Louis in 1909, and in Los Angeles in 1910.

Europe starkly contrasted to the United States in this period. The Congress of Vienna, held from September 1814 until June 1815, may be regarded as the first truly international conference, with representatives of most of the major world powers of the day being in attendance. However, the few international conference, mostly political and scientific in nature, that took place during the remainder of the 19th century and the first half of the 20th century were too infrequent and insignificant to be regarded as an industry. The two world wars taking place in the first half of the 20th century in Europe also prevented a more rapid development of the industry in the region.

The growth of the convention industry since 1950s is due to a number of factors on both the supply and demand sides. The increase in disposable income, the greater propensity to travel, increased leisure time, and improvement in transportation and technology have all facilitated the growth of the convention industry. Resulting from the greater demand for conventions and meetings and in view of the industry's potential economic benefits, many destinations around the world invested heavily in infrastructure development. National and local convention bureaus actively promote destination's facilities and other attributes that influence the site selection process.

Today, the convention industry is regarded as one of the most buoyant sectors of the tourism industry. The convention industry has the potential to attract high-spending visitors who often stay longer at and make repeat visits to a destination. Furthermore, it is seen as prestigious to host international conferences, with tourism authorities throughout the world

being keen to attract convention visitors to their destinations.

### Notes:

#### Key Vocabularies:

1. archeologist n. 考古学家

2. primitive ruins 原始遗址

3. The Roman Forum 罗马论坛

4. judicial matters 司法事务

5. materialize vi. 突然出现

6. solicit vt. 招揽

7. followed suit 跟着做

8. disposable income 可支配收入

9. propensity n. 倾向; 偏好

10. buoyant sectors 蓬勃行业

11. prestigious adj. 有声望的

#### Key Sentences:

1. Archeologists have found primitive ruins that functioned as common areas where people would gather to discuss communal interests, such as hunting plans, wartime activities, negotiation for peace, or the organization of tribal celebration. 考古学家发现了原始遗址, 这些遗址是人们聚集在一起讨论集体利益的公共区域, 比如狩猎计划、战时活动、和平谈判, 或组织部落庆典。

2. Meetings were not confined to businessmen and professionals but also extended to those individuals who would gather to discuss and exchange ideas on political, religious, recreational, and other topics. 会议不仅限于商人和专业人士, 而且还包括那些聚集在一起讨论和交流有关政治、宗教、娱乐和其他想法的人。

3. It happened at a time when national trade and professional associations had developed and displayed great interest in bringing their members together at the conventions at locations around countries. 当时国内的贸易和专业协会已经发展起来, 他们对聚集全国各地的成员开会表现出极大兴趣。

4. The Congress of Vienna, held from September 1814 until June 1815, may be regarded as the first truly international conference, with representatives of most of the major world powers of the day being in attendance. 维也纳会议于1814年9月至1815年6月举行, 可以说是第一次真正意义上的国际会议, 当时世界上大多数大国的代表都出席了会议。

5. However, the few international conference, mostly political and scientific in nature, that

took place during the remainder of the 19th century and the first half of the 20th century were too infrequent and insignificant to be regarded as an industry. 然而，19 世纪末期和 20 世纪上半叶举办的为数不多的主要以政治和科学为主题的国际会议，因其不少且不重要，不能被视为一个产业。

## Focus Reading 2 Types of Meetings

“To join, be united, encounter, come face to face, come together, come into contact or connection with” is one definition of the term meeting. The term is sufficiently generic to cover any type of gathering. Yet there are many kinds of meetings, and different names are given to them depending on such factors as their size and objectives. Some common types are listed below. Trade shows, exhibitions, and mini-trade shows are additional types of meetings.

Keep in mind that one can call a meeting by any name desired. The name of a meeting is up to the meeting organizers.

### Convention

This term usually is used to describe meetings that are national in scope. In many cases, convention goers are chosen to attend as representatives of their local organizational chapters. Most conventions are quite large. The Democratic and Republican party conventions are prime examples, although a statewide meeting of public health nurses can also be called a convention.

### Congress

The term congress often denotes national or international participation. The political implications are obvious, but a congress can be held by any group on any subject. To some extent, the term indicates that many delegates, each representing a local chapter or geographical area, will attend.

### Conference

Confer means to bring together. Two people can confer, but conferences often count large numbers of participants. Attendees at a conference have like careers or interests. A conference could be made up solely of chemical engineers or a conference on chemical genetic engineering might involve chemists, engineers, doctors, and researchers. Conference is one of the most commonly used terms for meeting.

## **Council**

The term council means to call or summon together. It can be used as the name of a group or as the name of a meeting. For example, one can act as a consultant to the Tourism Council, and one can also attend the Tourism Council.

## **Seminar**

Many college students attend seminars—small, highly focused classes that promote the exchange of ideas on a particular topic. Seminars can last one hour or several days. They might be offered as part of a larger meeting. The term suggests that people are there to draw information, not to give information. A seminar may be open to the public. For example, a seminar on “How to Invest in Real Estate” may be advertised in many cities. People attending ostensibly have nothing in common except the desire to learn about investing in real estate.

## **Forum**

A forum is very similar to a seminar. One definition for forum is a public program with panel discussions and audience participation. To some extent, a forum suggests an open and informal meeting, such as a town forum on zoning regulations.

## **Symposium**

A particular topic is discussed by several specialists at a symposium. It has a rather formal implication and is used primarily when scientific topics are discussed. An example would be a symposium on combating acquired immune-deficiency syndrome (AIDS). The term is also often used for political meetings. A symposium on preventing desecration of the Central American rain forest might involve the international environmental community.

## **Retreat**

Retreats are often held for intensive problem solving, introspection, and study. Customarily, only a few people attend retreats. A retreat may include a brainstorming session at which a moderator or facilitator leads attendees in seeking new ideas. For example, the board of a Chamber of Commerce might go on a retreat to develop the next year’s strategies for attracting new industry to a region.

## **Workshop**

A workshop is a short educational program where small groups talk over specific

problems. Workshops may be small sessions held during conferences or conventions or entire meetings to themselves. A workshop may also mean a short meeting—one that lasts only two or three hours. One can attend a workshop on historic preservation, knitting, or learning Windows XP. The variety is limitless.

### **Clinic**

Due to its medical usage, the term clinic implies that aid, help, or diagnosis of problems will be offered. However, the range of problems is quite broad. There can be clinics in telephone techniques or stenciling.

### **Lecture**

A very simple meeting can involve an expert lecturing about a specific topic to an audience. Examples would be a university lecture on nineteenth-century political parties or a garden club holding a lecture on ikebana.

### **Notes:**

#### **Key Vocabulary:**

1. goer n. 常去……的人
2. local organizational chapters 地方组织分会
3. implication n. 影响
4. summon vt. 召集
5. real estate n. 不动产, 房地产
6. panel n. 小组
7. zoning regulations 分区规划规定; 土地用途管制规则
8. desecration n. 亵渎
9. introspection n. 反省
10. workshop n. 研讨班
11. talk over 讨论
12. stenciling n. 印刷
13. lecture n. 演讲会
14. ikebana n. 插花(术)

#### **Key Sentences:**

1. The term is sufficiently generic to cover any type of gathering. 这个术语相当笼统, 足以涵盖任何类型的聚会。