

“十三五”职业教育商务英语规划教材

# 会展英语

HUIZHAN YINGYU

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# 前 言

随着全球经济一体化的发展,各国企业之间的商贸交流活动日益频繁。涉外会议和展览作为全球经济社会的重要交流形式,是商务人士经常组织和参与的活动。因此,具备较强的外语综合运用能力,了解会议、展览的相关知识和技能,掌握参加和组织会议展览的内容和流程,对现代商务人士有极大的帮助。

本教材以会展相关知识技能和英语语言综合运用为学习目标,以涉外型展览、会议为情境,以企业参展、参会、组织涉外会议过程中的典型工作任务为线索编写。

全书分为两个章节和七个单元。由广东机电职业技术学院朱敏姬老师拟定本书的编写大纲,统筹安排教材的编写工作,并负责最后的统稿与修改。其中,第一单元由广东机电职业技术学院朱敏姬和陈翠翠老师共同编写,第二单元由广东机电职业技术学院孙雯雯老师编写,第三、第七单元由广东机电职业技术学院朱敏姬老师编写,第四单元由广东机电职业技术学院陈杨老师编写,第五、第六单元由广东机电职业技术学院陈翠翠老师编写。本书为广东机电职业技术学院“广东省一流院校建设项目成果”。

本教材的特点如下:

## 1. 内容选材具有地区特色和时代特色

本教材的选材来源于国内外最新的相关书籍、互联网资料、报纸杂志、会议展览宣传资料等[如中国进出口商品交易会(广交会)、广东国际旅游展、广州国际汽车展、广州美博会等地方性会展材料],内容新颖翔实,语言规范地道,具有较强的实用性和时效性。

## 2. 重点突出,实用性强

本教材在选取角度上,主要针对商务人士日常参与涉外型会议和展览活动的需求来设计。重点介绍了会议策划、会议管理、会议发言、参展安排、展台展品准备、会展现场推广和展后跟进等会议和展览的核心环节,实用性强。

## 3. 教学活动设计多样化,可以培养学生专业英语的综合运用能力

本教材在章节的教学活动设计上以导入、文章阅读、情境对话、写作、实训和项目实践为单元教学线索安排。练习设计包括词汇填空、听力、阅读理解、翻译、角色扮演、写作训练、任务实训等,以训练学生在会展领域的专业英语词汇和表达为重点。本教材在内容上循序渐进,设计上遵循知识的认知规律,形式上强调“教、学、做”一体化的过程,可以综合锻炼学生英语听、说、读、写、译的能力。

#### 4. 图文并茂，增强教材的趣味性

本教材在文章、对话和练习中，插入了大量与内容相关的图片，增加了教学内容的趣味性，既可以帮助学生更好地理解教材内容，同时也有助于提高学生学习的积极性。

#### 5. 教材难度适中，使用对象广泛

本教材既适用于高职院校商务英语、会展相关专业学生作为英语教材使用，又适用于商务人士作为提高涉外展览、会议的英语运用能力的参考资料使用。

#### 6. 增加了校企合作案例，由企业指导教材的编写

本教材在内容选择和任务编写过程中，得到了合作企业的支持和指导，进一步增强了教学的实用性和权威性。

#### 7. 教材配有 PPT 和微课

本教材同步制作微课，以满足“互联网+”时代课程教学与改革的需要，满足多元化教学的需要，满足学生课外学习的需要。

本教材在内容上分为会议和展会两大章节，涵盖了会议和展览前、中、后三个阶段的主要工作内容。

### 第一章 组织会议

内容包括会议前期的策划、选址、设计议程和制定进度表，会议组织管理过程的参会人邀请、场地布置、现场接待和招待，以及会议进行中的会议主持、发言与交际。

### 第二章 参加展会

内容包括参展前的展会认知、展位预定、行程安排、展台和展品的准备、人员培训，参展过程中的客户接待、产品介绍、业务谈判和展会营销，以及参展后的参展效果评估和业务跟进。

本教材在编写过程中得到了企业人士的指导，他们为教材的编写提供了宝贵的建议。由于编者水平有限，不足之处在所难免，欢迎读者批评指正，以使本教材日臻完善。

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# *Chapter One*

## **Organizing Meetings**



## Unit 1 Planning a Meeting

### 背景介绍

会议是现代商务交流的重要方式。商务人士的日常工作离不开各种会议，包括行业信息交流会、技术研讨会、商务磋商会，企业内部计划会、协调会、解决问题会、学习培训、表决会，企业间商务交流、合作会议、谈判会议，等等。了解会议的流程和掌握会议的策划是现代商务人士必不可少的技能。会议策划包括会议方案的制订、会场的选择、议程的设计和会议工作时间表 4 个主要环节，需要确定会议的目标、预算、设备、交通、安全、食宿等方面的内容。

### Learning Objectives

#### Knowledge Objectives:

- Get an overall understanding of meeting planning procedure;
- Acquire the knowledge of meeting venue selection, meeting agenda, meeting timeline;
- Grasp professional English words and expressions of meeting planning.

#### Ability Objectives:

- Be able to make a meeting plan;
- Know how to choose venue, set agenda and create timeline for a meeting;
- Improve English listening, reading, speaking, writing, translation skills in meeting planning area.

### Lead in

#### I. Vocabulary

*Work with your partners and fill in the blanks with the right form of the words given in the box.*

budget	presenter	catering	agenda	venue
session	accommodation	attendee	timeline	theme

1. The \_\_\_\_\_ of the meeting will be “expanding new market for mechanical and electrical products”.



2. The conference will break into two \_\_\_\_\_ to discuss different issues.



3. As for meeting location, successful conference depends strongly on the \_\_\_\_\_ you choose.



4. The \_\_\_\_\_ for the next two meetings have yet to be worked out.



5. Your airfare and \_\_\_\_\_ will be on our account.



6. The company specializes in event \_\_\_\_\_, and you can contact them to inquire about the menu and service.



7. One critical success strategy to any meeting is advance planning, which requires constructing a \_\_\_\_\_ and sticking to it.



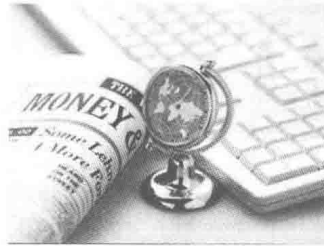
8. \_\_\_\_\_ are the people who participate in a meeting.



9. Considering his accomplishments in the industry, Dr Wu will be the most suitable \_\_\_\_\_ for the topic.



10. When establishing a meeting budget, you'd better \_\_\_\_\_ for a number of unpredictable items.



## II . Listening

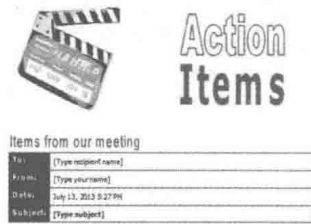
Work with your partners to predict the answers by the given pictures. Then listen to the recording and fill in the blanks with no more than 3 words.



1. You must set the deadlines and should start planning about 3 months \_\_\_\_\_ holding the meeting.



2. When planning your meeting, you should always keep in mind what kind of people will be attending the meeting and participating in the \_\_\_\_\_.



3. Creating an effective agenda is one of the most important elements for a \_\_\_\_\_ meeting.



4. Locating a meeting venue that is \_\_\_\_\_ the professional business district with easy access to public transportation is an ideal situation.



5. Scheduling a meeting can be tough. In some cases, you have to schedule a time that's convenient for the most important players and ask the other participants to \_\_\_\_\_ their schedules.



6. Share your \_\_\_\_\_ with members of your team and your superiors, so that everyone involved knows the status of his activity and the relationship with the whole event.

## Task 1

### Getting Started on Planning

#### Activity 1. Pair Work

*What aspects will you consider when planning a meeting?*

#### Activity 2. Reading



#### A Meeting Planning Guide

Organizing and executing a meeting is a very stressful and consuming task. Professional meeting organizers or catering services providers can make the process easier, as they can arrange everything, right from food to decoration and make your meeting ex-

traordinary. The information provided in this article will guide you to organize a meeting.

**Meeting Planning Analysis:** While planning and developing the strategies for a meeting, a number of factor must be considered, like:

- Vision and purpose of organizing the meeting.
- Goals of the meeting.
- People who will attend the meeting.
- Budget of the meeting.
- Invitations printing.
- The theme of the meeting.

Consider each of these factors carefully your meeting will acquire a huge success. You must set the deadlines and start planning about 3 months prior to holding the meeting. It is also important to have a regular agenda to make sure that everything is taking place in the right order.

**Budget of the Meeting:** Formulating a budget plan is the first and foremost thing. The funds for a commercial meeting can be arranged from hosts, supporters and sponsors. The selection of various services like catering, decoration, publicity, venue, and staffing should be based on the purpose of the meeting as well as the budget.

**Assembling a planning committee:** The size of your planning committee should be relevant to the size of your conference, as an oversized committee can lead to a lack of organization and the raise of indecision. Essentially you should look for persons to serve on your committee, include people who:

- Are qualified to serve due to their experiences on substantive issues.
- Are dependable.
- Are able to accept responsibility.
- Work well with others.
- Can make decisions.
- Can abide by the decision of the majority.

**Promoting an Meeting:** The most important point in making a successful meeting is to promote and publicize it well especially in the cases of making corporate meetings, fashion shows, social gatherings, seminars, etc. You can publicize it by:

- Distributing flyers and pamphlets.
- Putting posters in public areas.
- Publishing advertisement in newspapers.
- Announcing on the radio or TV.

These tools are effective ways to reach to a large number of people and will help in brand promotion as well.

**Meeting Safety Plans for the Final Day:** Safety and security of the people participating in the meeting is a critical point and whole meeting management team is respon-

sible for it. They need to identify the error prone areas where various hazards can take place during a meeting. To prevent any kind of mishaps, the team should make sure that:

- The exit doors should not be obstructed.
- The exit signs should be clearly visible.
- The decoration material used should be flame retardant.
- If lasers are used, signs must be posted.
- Smoking prohibited signs should be posted in the pivotal areas.

**After Meeting/Clean up:** Once the meeting is finished, it is necessary to clean up the entire facility. You can also hire a crew to help you with the clean-up process. You must not forget to thank the meeting managers, speakers, service providers for their making your meeting a success.



### Words and phrases

stressful [ 'stresfəl ]	a. 紧张的; 压力重的
consume [ kən'sʌm ]	v. 消耗, 消费
cater [ 'ketə ]	v. 提供饮食及服务; 满足(需要), 迎合
extraordinary [ ik'strɔ:dənəri ]	a. 非凡的; 特别的
deadline [ 'ded,laɪn ]	n. 最后期限
prior to	在……之前
formulate [ 'fɔ:mjuleɪt ]	v. 用公式表示; 确切地阐述
foremost [ 'fɔ:məʊst ]	a. 最初的; 最重要的
hassle [ 'hæsəl ]	n. 争论
seminar [ 'semə,nɑ:r ]	n. 研讨会; (大学的)研究班
flyer [ 'flaɪə ]	n. 传单
pamphlet [ 'pæmfli:t ]	n. 小册子
critical [ 'kri:tikəl ]	a. 批评的; 关键的; 严重的
prone [ prəʊn ]	a. 易于……的, 有……倾向的
hazard [ 'hæzəd ]	n. 危险, 危害
mishap [ 'mɪshæp, 'mɪshæp ]	n. 不幸的事故; 灾祸
obstruct [ əb'strʌkt ]	n. 阻碍 v. 阻碍; 阻塞; 阻止
retardant [ ri'tɑ:dənt ]	n. 阻滞剂
pivotal [ 'pɪvətl ]	a. 枢轴的; 中枢的; 关键的



## Exercises

## I. Answer the following questions based on the text.

1. What are the factors to be considered while planning and developing the strategies for a meeting?
2. When should you start to plan a meeting?
3. What is the first and foremost thing in planning a meeting?
4. What is the most important point in making a successful meeting?
5. What are the possible ways to publicize a meeting?
6. What should the meeting management team do to prevent any kind of mishaps in a meeting?

## II. Match the words and expressions in column A with their meaning in column B.

## A

1. catering services
2. purpose of organizing a meeting
3. set the deadlines
4. delegate the responsibilities
5. brand promotion
6. theme of a meeting
7. formulating a budget plan
8. planning committee
9. promoting a meeting
10. distributing flyers

## B

- a. 品牌推广
- b. 推广会议
- c. 分发传单
- d. 制订预算计划
- e. 提供饮食服务
- f. 策划委员会
- g. 委以……责任
- h. 会议主题
- i. 组织会议的意图
- j. 设定最后期限

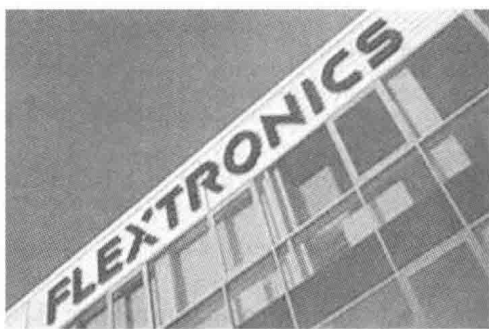
## III. Translate the following sentences into Chinese.

1. The funds for a commercial meeting can be arranged from hosts, supporters and sponsors.
2. Select meeting management professionals who can take your entire burden from sending invitations to the guests to arranging and organizing the entire event.
3. It's necessary to delegate the responsibilities for better planning and make someone be in charge of checking work in progress.
4. They need to identify the error prone areas where various hazards can take place during a meeting.
5. You must not forget to thank the meeting managers, speakers, service providers for their making your meeting a success.

### Activity 3. Speaking

Dialogue: Talk about the Budget

**Situation:** Adam Zhang and Betty Li are from Flextronics Shen Zhen, China. (伟创力科技有限公司), and they are responsible for the planning of an upcoming meeting with their clients from America. Now they are discussing about the budget of the meeting.



**Adam:** How is the planning and budgeting coming along for the upcoming meeting?

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

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

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

**Adam:** Well, the average price of a medium-sized meeting room is \$200, this price varies according to its location and the facilities they offer.

**Betty:** We could go back to Inter-Continental Hotel to reserve the meeting room. Since this would be the third time we have our meetings there, I am sure they can give us some discount.

#### Notes:

1. Flextronics Shen Zhen, China 伟创力科技有限公司, 是仅次于富士康的世界第二大电子合约制造服务商之一
2. How is the planning and budgeting coming along for the upcoming meeting? 为即将到来的会议所做的计划和预算怎么样了?
3. venues 会址, 会议召开的地点
4. preliminary budget 初步的预算
5. Do you think we can come in on budget? 你觉得我们的预算够吗?
6. bring the event in under budget 把活动控制在预算之内
7. medium-sized meeting room 中型会议室
8. Inter-continental Hotel 洲际酒店(五星级酒店)