

高校会展管理系列教材

会展英语

主 编 杨翠萍

副主编 戴红珍

编 者 瞿 杰 吴 扬 戴红珍 杨翠萍

上海交通大学出版社

内 容 提 要

本书是为了适应我国会展经济的发展而编写的专业英语教材。全书共有 12 个单元,每单元围绕主题由 3 篇阅读文章、一篇案例文章以及若干练习项目组成。所收内容不仅从宏观上介绍了会展活动管理的有关理论,包括会展业的形成及其发展、会展业对社会文化和政治经济的影响、会展营销、会展管理、会展各活动的协调及其评估等诸多方面,而且理论联系实际,设计了多种多样的课文讨论及案例分析题目,以培养读者解决问题的实际能力。该书还根据各单元的主题,设计了形式多样的英语读、写、说、译等项练习,以提高读者英语语言技能。全书选材于国内外最新的相关著作和文献,力求内容新颖,语言地道。

本书可作为普通高等院校、高职院校学生的专业英语用书,也可供相关专业在职人员作为培训教材与相关专业教师的参考用书。

图书在版编目(CIP)数据

会展英语/杨翠萍主编. —上海:上海交通大学出版社,2004

(高校会展管理系列教材)

ISBN 7-313-03619-1

I. 会... II. 杨... III. 展览会—英语—高等学校—教材 IV. H31
中国版本图书馆 CIP 数据核字(2003)第 103209 号

会展英语

杨翠萍 主编

上海交通大学出版社出版发行

(上海市番禺路 877 号 邮政编码 200030)

电话:64071208 出版人:张天蔚

常熟市文化印刷有限公司印刷 全国新华书店经销

开本:787mm×1092mm 1/16 印张:18.75 字数:354 千字

2004 年 1 月第 1 版 2004 年 1 月第 1 次印刷

印数:1-3 050

ISBN7-313-03619-1/H·715 定价:30.00 元

版权所有 侵权必究

前 言

近年来,一个新型行业——会展业在中国迅猛发展,作为我国国民经济新的增长点的会展经济已初具规模。会展业是一个内涵小、外延广的行业,其从业人员不仅需要有丰富的工作经验,精通贸易、管理、法律等专业,还必须有相当的外语语言能力。有鉴于此,我们编写了这本《会展英语》。

本教材以专业英语(ESP)的教学原则为指导,充分考虑了现代外语教育对教材的意义和功能的更新,力求以人为本,结合会展活动管理的理论与实际,通过各项训练任务,把会展活动管理的专业知识和英语语言技能的培养有机地结合起来。考虑到学生还须分门别类地学习有关会展管理方面的各专业课程,所以本教材在选材上避免过细,侧重帮助学生用英语掌握一定的专业基础知识,拓宽视野,了解会展经济发展的新动向。本教材有如下特点:

层次高。本教材主要针对高等教育的会展管理专业,从宏观上介绍了会展管理的有关理论,包括会展业的形成及其发展、会展业对社会文化和政治经济的影响、会展营销、会展管理、会展各项活动的协调及其评估等方面的内容,选材起点较高,并具有一定的深度。

信息量大。为了实现用英语进行交流的目的,本教材确保每单元有相当的信息输入量,主干内容由3篇围绕某一特定主题的阅读文章和一篇案例文章组成,总阅读量为4000词左右,均选材于国内外最新的相关著作和文献,不仅提供了具有一定前瞻性的新观念、新理念,而且内容丰富、翔实,语言地道,为学生进行有效的英语交流活动提供了大量可利用的素材。

应用性强。众所周知,许多发达国家凭借其在科技、交通、通信、服务水平等方面的优势,在世界会展经济的发展过程中始终处于主导地位。所以,本教材注重理论联系实际,在介绍发达国家会展管理的最新理念的同时,还设计了若干案例分析项目。所有案例均来自于世界上一些著名城市举办的大型会议、展览等活动的经典实例,反映了他们先进的会展经营方略,对发展我国方兴未艾的会展经济有很大的学习和借鉴价值。

实践性强。作为专业英语教学用书,本教材尤其突出了对学生英语交际能力的培养。为了实现教学过程中的互动性,教材结合我国将要举办奥运会、世博会等大型活动的实际情况,在读、说、写、译等方面精心设计了形式多样的训练活动,以期达到学以致用、学以致用的教学目的。为了保证实践活动的顺利进行,本教材还提供了大部分练习的答案,以供学生学习时参考。

《会展英语》共有 12 个单元。每单元由 5 部分组成,即课文 A(Text A)、课文 B(Text B)、案例分析(Case Study)、练习(Exercises)和补充阅读(Supplementary Reading)。建议在二年级下学期或三年级上学期使用,每单元不少于 6 个课时为宜。

本书可作为普通高等院校、高职院校学生的专业英语用书,也可用作相关专业在职人员的培训教材以及学校相关专业教师的参考书。

本教材在编写过程中得到了学校领导和部分教师多方面的支持和关心,尤其是上海交通大学出版社的领导和编辑同志在本书出版前给予仔细编审和精心设计,在此一并表示衷心的感谢。

本教材中的错误和缺点在所难免,欢迎各位专家、同仁以及读者批评指正。

编者

于华东师范大学

2003 年 12 月

Contents

Unit One	1
Creation and Development of Meetings, Conventions and Expositions	
Industry	1
Text A History of Meetings, Conventions and Expositions	1
Text B The Event Management Profession and Its Subfields	9
Case Study The First Convention Bureau	17
Exercises	19
Supplementary Reading The Future of Meetings, Conferences and Conventions	22
Unit Two	26
The Impacts of the Events Industry	
Text A The Impacts of the Events and Expositions	26
Text B Social and Community Implications of Events	33
Case Study Impacts of Sydney's Olympic Games	38
Exercises	40
Supplementary Reading Developing a Convention City: Opportunities as Thailand Moves towards Becoming a Convention Country	43
Unit Three	49
The Players of the Industry	
Text A Convention and Visitors Bureau	49
Text B Companies and Their Roles	54
Case Study The Intel Agency	61
Exercises	64
Supplementary Reading Some Major Players in the Industry	66

Unit Four	72
Event Marketing	72
Text A The Five Ps of Event Marketing (A)	72
Text B The Five Ps of Event Marketing (B)	80
Case Study Bill Veeck	87
Exercises	89
Supplementary Reading The Target Market	92
Unit Five	98
Human Resources Management	98
Text A Staffing	98
Text B The Demand for and Scheduling of Staff	103
Case Study Help Wanted	107
Exercises	109
Supplementary Reading Volunteer Coordination	112
Unit Six	116
Sponsorship of Great Events	116
Text A Identifying Sponsorships	116
Text B Return on Sponsorship Investment & Incentives to Attract Sponsors	123
Case Study Melbourne's Moomba Festival	128
Exercises	131
Supplementary Reading Funding for the Convention and Visitors Bureau	134
Unit Seven	139
Financial Management	139
Text A Financial Objective and Planning	139
Text B Developing the Budget	146
Case Study Sydney Gay and Lesbian Mardi Gras	152
Exercises	154
Supplementary Reading Creating the Budget	156

Unit Twelve	257
Closedown and Evaluation	257
Text A Evaluation: The Link to the Next Step	257
Text B When and How to Evaluate Events	263
Case Study IOC Evaluation Commission Deems Beijing's Bid "Excellent"	269
Exercises	273
Supplementary Reading Event Evaluation Reports and Profile	277
Key to Exercises	280
Bibliography	291

Unit One

Creation and Development of Meetings, Conventions and Expositions Industry

Text A

History of Meetings, Conventions and Expositions

For as long as there have been people, there have been meetings. Archaeologists, in their investigations of ancient cultures, have found primitive ruins that functioned as common areas where people would gather to discuss communal interests, such as hunting plans, war-time activities, negotiations for peace, or the organization of tribal celebrations. This occurred as nomadic lifestyle gave way to civilizations based on one geographic area. Each village, hamlet, or city had its common gathering place. As certain geographic areas grew and became centers of commerce, dynamic cities emerged as gathering places for people wanting to trade goods or discuss public problems.

Cities have always had a plethora of financial, technical, and intellectual resources that have made them an important factor in the history of mankind. As cities became the hub of activity for geographic regions and as transportation from location to location improved, the ability to gather for the discussion of common interest became more prevalent. Trade associations as well as professional, fraternal, and religious organizations assembled to address issues relevant to their

membership. Discussions of trade regulations and the selling or trading of goods were also important reasons for congregating.

Though there were many trade, professional, fraternal and religious associations with historical roots throughout Europe, it wasn't until the mid 1800's that such activity took place along the eastern seaboard of North America. As America grew, so did its trade, professional, fraternal, and religious associations.

Increased association activity led to the need for more meetings among association members. In 1896, a group of Detroit businessmen decided that these groups and the meetings they held provided significant revenue to whatever host city they met in. They acknowledged that these organizations and the meetings, conventions, and expositions they held were something desirable to have in one's community. These businessmen had the forethought to develop what is now recognized as the first convention bureau. The purpose of this bureau was to attract these organizations to the city of Detroit. It was not too much later that other cities followed suit.

Shortly after the turn of the century (1910), the hospitality industry founded its first professional organization called The American Hotel Protection Association, presently called the American Hotel and Motel Association. The convention bureaus that were forming all over the country organized themselves in 1914 to form the International Association of Convention Bureau. This association later became known as the International Association of Convention and Visitors Bureaus (IACVB). In 1927, the Hotel Sales Management Association was formed, which evolved into the Hotel Sales and Marketing Association International. These associations were the forerunners of numerous associations designed to improve and professionalize individuals and corporations associated with the hospitality industry. In 1949, the meetings, conventions, and expositions industry was growing at a tremendous rate, as were the associations affiliated with this industry. Therefore, the Convention Liaison Council was developed to provide a centralized clearinghouse of information related to the meetings, conventions, and expositions industry.

Although this industry was experiencing growing pains within its ranks, it was also experiencing other more serious problems. Hotels were not designed to host groups and basically had no desire to play an active role in this very

dynamic industry. It was not until hotel chains, such as Holiday Inn, Sheraton, Hilton, Marriott, and Hyatt, began recognizing the importance of meetings, conventions, and expositions to their economic well-being that hotels solicited group business. These chains took the purely functional meeting facilities of the 1950s and built upon the concept and worked with the meeting planners and association executives to design state of the art meeting facilities fashioned to promote meetings, conventions, and expositions.

In conjunction with the changes being made in the physical facilities, hotels realized the need for individuals whose primary responsibilities were to service meetings, conventions, and expositions. The concept of the convention service manager is often attributed to Jim Collins, a young salesperson at the Chicago Conrad Hilton Hotel. Collins recognized the need for someone to act on behalf of the groups meeting at their properties as well as someone to work in conjunction with the group's meeting planner and the association executives. In 1989 the Conventions Service Managers united to form their own professional association, the Association for Convention Operation Management (ACOM). It was also in this year that the U. S. Department of Labor added the job title of meeting and convention planner to its National Occupational Code Directory.

On the other side of the earth, in Australia, the industry was also growing in the form of celebrations and events. It originated from people's need to mark the important occasions in their lives, and to celebrate the key moments. Probably the first 'event' in Australia after the arrival of the First Fleet was a bush party to celebrate the coming ashore of the women convicts in 1788. Celebrations started to evolve to include balls, shows and traveling entertainments.

However, it was not until after World War II that a home-grown form of celebration took hold across Australia. In the 1940s and 1950s, city and town festivals were established, which created a common and enduring format of a festival with an aboriginal or floral name, a 'Festival Queen' competition, street parade, outdoor art exhibition and sporting event. Holding such a festival has become a badge of civic pride. They gave the cities and towns a sense of identity and distinction, and became the focus for community groups and charity fundraising. It is a tribute to their importance to communities that many of these festivals still continue after half a century.

Alongside this movement of community festivals was another very powerful model. In 1904 the Edinburgh Festival was founded as part of the post-war spirit of reconstruction and renewal. In Australia, the Festival of Perth (founded in 1953) and the Adelaide Festival of the Arts (founded in 1960) were based on this inspiring model. The influence of the Edinburgh Festival proved to be enduring, as shown by the resurgence of arts festivals in Sydney, Melbourne and Brisbane in the 1980s and 1990s.

The 80s saw an economic boom in Australia and the success of the Los Angeles Olympic Games. Events corporations formed to demonstrate that economic benefits could be generated through special events. Thus the America's Cup Defence in Perth and Fremantle in 1986-87 was treated as an opportunity to put Perth on the map and to attract major economic and tourism benefits to the hosting community. By 1988, there was a boom in special events, with Australia's Bicentenary seen by many as a major commemorative program and vehicle for tourism. This boom was matched by governments setting up state events corporations, thereby giving public sector support to special events as never before. The Bicentenary also left a legacy of public spaces dedicated to celebrations and special events.

Word List

convention	/ken'venʃən/	<i>n.</i>	代表会议
exposition	/ˈekspəzɪʃən/	<i>n.</i>	博览会, 展览会
archaeologist	/ˌɑːkiˈɒlədʒɪst/	<i>n.</i>	考古学家
nomadic	/nəʊ'mædɪk/	<i>adj.</i>	游牧的
hamlet	/ˈhæmlɪt/	<i>n.</i>	村庄
dynamic	/daɪ'næmɪk/	<i>adj.</i>	有活力的
plethora	/ˈpleθərə/	<i>n.</i>	过剩, 过多
hub	/hʌb/	<i>n.</i>	中心; 网络中心
prevalent	/ˈprevələnt/	<i>adj.</i>	普遍的; 流行的
fraternal	/frə'tɜːn(ə)l/	<i>adj.</i>	兄弟的; 共济会的
assemble	/ə'sembl/	<i>vi.</i>	集合
address	/ə'dres/	<i>vt.</i>	提出
congregate	/ˈkɒŋgrɪgeɪt/	<i>v.</i>	聚集, 集合
revenue	/ˈrevənjuː/	<i>n.</i>	收入; 收益; 税收

forethought	/ˈfɔ:θɔ:t/	<i>n.</i>	深思; 预见
hospitality	/ˌhɒspɪˈtæləti/	<i>n.</i>	好客; 招待
affiliated	/əˈfɪliəteɪd/	<i>adj.</i>	附属的; 有关联的
clearinghouse	/ˈkliəriŋhaʊs/	<i>n.</i>	信息交换站
solicit	/səˈlɪsɪt/	<i>vt.</i>	设法获得; 恳求
fashion	/ˈfæʃən/	<i>vt.</i>	使适合; 使适应
title	/ˈtaɪt(ə)l/	<i>n.</i>	职别
originate	/əˈrɪdʒɪneɪt/	<i>vi.</i>	起源; 发生
ashore	/əˈʃɔ:/	<i>adv.</i>	向岸地; 在岸上地
convict	/ˈkɒnvɪkt/	<i>n.</i>	罪犯; 囚犯
enduring	/ɪnˈdʒʊəriŋ/	<i>adj.</i>	持久的
aboriginal	/əˈbɒrɪdʒənəl/	<i>adj.</i>	土著的; 土著居民的
floral	/ˈflɔ:rəl/	<i>adj.</i>	花似的; 花的
parade	/pəˈreɪd/	<i>n.</i>	游行
badge	/bædʒ/	<i>n.</i>	标记; 象征
civic	/ˈsɪvɪk/	<i>adj.</i>	市民的; 公民的
distinction	/dɪˈstɪŋkʃ(ə)n/	<i>n.</i>	非凡; 殊荣
charity	/ˈtʃæərɪti/	<i>n.</i>	慈善; 慈善团体
fundraising	/ˈfʌndˌreɪzɪŋ/	<i>n.</i>	筹款; 募款
tribute	/ˈtrɪbjʊt/	<i>n.</i>	证明; 称赞
renewal	/rɪˈnju(:)əl/	<i>n.</i>	复兴; 恢复
resurgence	/rɪˈsə:dʒəns/	<i>n.</i>	复兴; 苏醒
boom	/bu:m/	<i>n.</i>	一段时间的经济繁荣
demonstrate	/ˈdemənstreɪt/	<i>vt.</i>	证明
commemorative	/kəˈmemərətɪv/	<i>adj.</i>	纪念的
legacy	/ˈlegəsi/	<i>n.</i>	遗产

Idioms & Expressions

give way to	让位于
relevant to	与...有关的
follow suit	跟着做; 仿效
build upon	发展; 以...为(进一步发展的)基础
state of the art	(学科、技术等当前的或某一时期的)发展水平或最新水平

in conjunction(with)	(与)…相连,(与)…一起
be attributed to	归功于
on behalf of	作为…的代理;为了…
take hold	扎根
set up	建立
dedicated to	专用的;为某一特定的用途或功能而设计的

Proper Nouns

Detroit /di'trɔɪt/	底特律 (美国密歇根州东南部一个城市)
International Association of Convention and Visitors Bureau	国际会展旅游推广协会
Hotel Sales and Marketing Association International	国际旅馆营销联盟
Convention Liaison Council /-li'eizən 'kaʊns(ə)l/	会议协调委员会
Holiday Inn /'hɒlədi in/	假日旅馆 (由 Kemmons Wilson 于 1952 年在田纳西创办)
Sheraton/'ʃerət(ə)n/	喜来登宾馆 (始于 1937 年, 由 Earnest Henderson 和 Robert Moore 创办; 是第一个在纽约证交所上市的旅馆集团; 1998 年被收购)
Hilton/'hiltən/	希尔顿酒店 (由 Barron Hilton 于 1946 年创办)
Marriott/'mæriət/	玛利洛特饭店 (建立于 1957 年; 创立人 J. Willard Marriot) 现为美国万豪酒店管理集团)
Hyatt/'haɪət/	悦来集团 (原为 John Rickey 创建的饭馆, 1962 年由 Hyatt 收购, 并命名为悦来)
Chicago Conrad Hilton /-'kɒnrəd 'hiltən/	芝加哥康拉德希尔顿酒店

Association for Convention's
Service Management(ACOM)
National Occupational Code Directory
/ˌɔkjuːpeɪʃən(ə)l kəʊd dɪ'rektəri/
the First Fleet /-fli:t/

Edinburgh Festival/'edinbərə 'festɪvəl/

Adelaide Festival of the Arts/'ædələɪd/

Sydney/'sɪdni/

Melbourne/'melbən/

Brisbane/'brɪzbən/

Los Angeles/lɒs'ændʒələs/
America's Cup Defence
Perth /pə:θ/
Fremantle/'fri:mənt(ə)l/

Australia's Bicentenary/-ˌbaɪsen'tɪ:nəri/

会务管理委员会

全国职业编码目录

第一舰队(1788年1月26日
英国船长 Arthur Phillip 登上了
悉尼港。他的船只带来了
1030人,其中大多数是来自英
国监狱的罪犯)

爱丁堡(苏格兰首府)国际
艺术节

阿德雷德(澳大利亚南部一
个城市)国际艺术节

悉尼(澳大利亚东南部港市;
新南威尔士州首府)

墨尔本(澳大利亚东南部一
个港市)

布里斯班(澳大利亚东部港
市;昆士兰州首府)

洛杉矶(美国城市)

美国杯帆船冠军卫冕赛

珀斯(澳大利亚城市)

弗里曼特尔(澳大利亚西部港
市)

澳大利亚建国二百周年年庆

Notes to the Text

1. This occurred as nomadic lifestyle gave way to civilizations based on one geographic area. 它出现在定居文明取代游牧生活方式的时期。
2. Cities have always had a plethora of financial, technical, and intellectual resources that have made them an important factor in the history of mankind. 城市总是拥有的过多的金融、技术和智囊资源,这便使城市成为人类历史中的重要因素。
3. ... were something desirable to have in one's community.是自己的社

区值得追求的。

4. These associations were the forerunners of numerous associations designed to improve and professionalize individuals and corporations associated with the hospitality industry. 这些协会是许多协会的先驱,其创办旨在提高与接待行业相关的个人和公司的水准并使之专业化。
5. ... as were the associations affiliated with this industry.从属于这个行业的协会也一样。
6. Although this industry was experiencing growing pains within its ranks,... 尽管本行业正经历着自身发展的种种艰难,...
7. These chains took the purely functional meeting facilities of the 1950s and built upon the concept and worked with the meeting planners and association executives to design state of the art meeting facilities fashioned to promote meetings, conventions, and expositions. 这些连锁集团承接了(20 世纪)50 年代纯功用型的会务设施,并拓展了会务概念。他们与会议企划人员和公司执行官员合作,设计最新颖的会务设施,以招徕会议、会展和展览。
8. The concept of the convention service manager is often attributed to Jim Collins,... 会务业务经理这一概念通常被认为是由吉姆柯林斯确立的.....
9. It is a tribute to their importance to communities... 这一点证明了重大活动对社区发展的重要性.....
10. This boom was matched by governments setting up state events corporations, thereby giving public sector support to special events as never before. 与此迅猛发展的势头相适应,各地政府成立了州一级的重大活动机构,由此政府部门给予重大活动前所未有的支持。

Task for Comprehension

Answer the following questions.

1. When did the most primitive gathering place come into existence? Why do you think it occurred during that historical period?
2. What are the fundamental merits of the cities that enabled them to become centers for meetings?
3. Who proposed to establish the first convention bureau? What purpose did it desire to achieve?
4. What role did the Convention Liaison Council play in the convention

history In which way did it differ from the first convention bureau ?

5. What did the hotel chains do in the development of the convention industry ?

6. Who put forward the concept of convention service manager ? Do you think it is well-timed ?

7. What are the essential features of the industry in Australia ? Were these features evident in USA ? If not, how can you account for such a difference ?

8. Which of the following places is likely to have played an important role in the development of the industry, a village, an inland town or a coastal community ? Please state some reasons to support your argument.

9. Arrange the following expressions in such an order as to reflect the development of the industry.

Convention Liaison Council convention service manager hotel chain the first convention bureau the International Association of Convention and Visitor Bureau trade association tribal celebration

Text B

The Event Management Profession and Its Subfields

Event management is a profession that requires public assembly for the purpose of celebration, education, marketing, and reunion. Each of these overarching activities is encompassed by the profession of event management. Although it can be argued that like tourism, event management is actually comprised of many industries, increasingly as data are gathered and scientific tests conducted, it becomes more apparent that event management represents a unique body of knowledge.

According to experts in the field of professional certification, all professions are represented by three unique characteristics. The profession must have a unique body of knowledge; the profession typically has voluntary standards that often result in certification; and the profession has an accepted code of conduct or ethics. The profession of event management meets each of these qualifications.

Let us explore further the definition of event management. The term public assembly means events managed by professionals who typically bring