

目 录

Unit 1 Main Practice of Public relation

第一部分:公共关系

Chapter 1 News conference	
一、新闻发布会	2
Chapter 2 Special Action & Interview Case	
二、专题活动要素及应对范例	5
Chapter 3 Banquet	
三、宴会	16
Chapter 4 Family Dancing Party	
四、家庭舞会	31
Chapter 5 Reception	
五、公关接待	38
Chapter 6 Etiquette	46
六、公关礼仪	

Unit 2 Interview lase in Public Relations

第二部分 公关应对范例

Chapter 1 Greetings	
一、问候	91
Chapter 2 Speeches	

二、演讲	97
Chapter 3 Presenting a proposal	
三、提交建议书	101
Chapter 4 Inviting speaker	
四、邀请演讲嘉宾	103
Chapter 5 Communication with the media	
五、联络传媒	105
Chapter 6 Araing appointments	
六、安排约会	108
Chapter 7 Looking around	
七、参观	111
Chapter 8 Visiting	
八、拜访	115

unit 3 proctical english of sociality

第三部分 社交实用英语

Chapter 1 Communication at Work	
一、工作交际用语	118
Chapter 2 Communication with the Media	
二、与媒体打交道	133
Chapter 3 Public Relations Activities	
三、公关活动	156
Appendixes 附录	
Sentences for Communicational Etiquette	
社交礼仪用句	186

Unit 1 Main Practice of Public relation

第一部分 :公共关系实务要素

Chapter 1 News conference

一、新闻发布会

公共关系的从业人员应与传媒经常保持联络,掌握最新资讯,以便及时调整和改善企业及立品乃至公众人物的形象。

1. Communicating with the press 与新闻界保持经常联络

(1) Advertising agency 广告公司

Dear Mr Wang,

We have seen some of your locally produced commercials and were impressed with their quality. We are planning a series of promotion to announce our new product and we are interested in your agency.

We want to produce a 30-second television spot for local stations. Please contact us as soon as possible so that we could discuss how you would propose to handle our account.

Baker

Public Relations Manager

王先生:

我们看过贵公司本地制作的广告,对你们的广告有深刻的印象。我们正准备为新产品作出一连串的推广计划,并对贵公司的制作感兴趣。

我们希望制作一个 30 秒之电视广告,请尽快与我们联系,以安排如何处理这些计划。

公共关系经理

贝克

(2) Newspaper; r agency 报章

Dear Miss Rose

We are planning an Autumn Sale and we would like to advertise in the Successful Daily.

Please send us your rate sheet as soon as possible. If you have any special requirements for the printing of artwork, please forward those with the rate sheet.

Thank you for your cooperation.

Yours sincerely,

Miller

Public Relations Manager

罗斯小姐：

我们正筹备本年度的秋季大减价并希望于《成功日报》刊登广告。

请尽快寄上价目表。另外，如贵公司对广告的美术制作有何特别要求，请一并提供资料。

谢谢你们的合作。

公共关系经理

米勒

2. New Conference's Plan 新闻发布会的组织程序

a) 主题词会标

b) 场厅(酒店或高尔夫球场等)

c) 形式(酒店会或茶话会等)

d) 工作人员选择(自备、外聘或服务单位提供)

The Choice of news mediums 新闻媒介选择

a) 通用新闻稿

b) 媒介为报社、电视台等

Inviting Guest 邀请宾客

a) 对象(主宾)

b) 相关单位(政府、客户、供应商、公共关系系统)及新闻媒介

c) 请柬发出

Chapter 2 Special Action & Interview Case

二、专题活动要素及应对范例

1. Open touring 对外开放参观

要使客户或未来的合作伙伴了解公司的实力及产品的品质或项目的水准,安排参观公司或工厂或项目的水准,安排参观考察公司或工石或项目的活动是最直接的方法。参观考察厂家(公司)工点:

将参观考察工厂(或公司)的日程表(包括全天的行程),事前送客户或合作伙伴,征求对方意见时调整约定。

特别注意在参观前,应首先介绍工厂的举足轻重的重要管理人员。介绍时先说姓,然后介绍其职务。

为力求使客户或合作伙伴在较短的时间对工厂(公司)产生一个总体的认识,散发工厂(公司)简介或播放工厂(公司)专题录像片,特别是产品广告或项目目录,或获奖项目的荣誉证书与宣传画册,更应随时准备最新版本。

工厂(公司)的规模大小是客户或合作伙伴选择签约的重要参考,公共关系人员应在安排参观活动的过程中,不露痕迹的销售公司及产品或项目在同行业中的地位,并贯穿必要数据:不要忽视销售公司的经营理念,业绩、人物及技术实力、设备、员工素质。

安排参观要有张有弛,不要让客人太劳累,行程安排既紧凑,又不失情趣,中途短憩小饮是必要之安排,留意客人的表情,体贴入微,询问得体。

参观过程中,要不失时机的通过与客人交流了解到他们的感观,印象,意见,作为改进工作之重要参考资料,并作为把

握成交可能性的渠道之一。

2. Touring plant's interview case 参观工厂应对范例。

(1) Greeting 问候

P=Public relations manager 公关经理

G=Guest 客人 S=Staff 职员

P: Good morning, Mr. Biter. I'm in the lobby.

早安, 彼特先生。我在大厅。

(2) Conversation 寒暄

P: Nice day isn't it?

天气不错哦?

P: Cold, isn't it?

很冷哦?

Muggy, isn't it

很闷哦?

(3) For Schedule 安排日程

P: I think we should discuss today's schedule before we leave.

我想我们应该在离开之前先讨论今天的行程。

Now I'd like to escort you to our company.

我现在带您到我们公司。

We'll be leaving here by car at 8:30 and should reach the SenDar plant by 9:30. We're scheduled to be back here in Shenzhen by 5:00 this evening.

我们 8 点坐车离开, 预定在 9 点以前到达深达工厂。我们预定傍晚 5 点以前回到深圳。

Where we arrive at the factory, I will give you a tour of

the facilities and introduce you to some of our key people. After that we can start our discussions.

到了工厂,我会带您参观各项设备,并为您介绍敝公司的重要人物。随后我们就开始讨论。

(4) Introducing plant for customers 带客户参观

P: Here we are.

到了。

G: Oh, that was fairly quick.

哦,很快嘛。

P: These are the facilities at the SenDar plant. The gray building over there is the dormitory. Let me show you around.

这是深达在厂的设备。那边的灰色建筑特是宿舍。我带您到处走走。

G: Oh, thank you. I'd like to see it.

哦,谢谢。我想参观一下。

P: Oh, thank you, I'd like to see it.

我带您参观我们的工厂。

G: Let me show you around the plant.

我带您参观我们的工厂。G: That's a good suggestion
好主意

P: We'd like to give a complete picture of our operation.
我们希望让您对敝工厂的运作有个整体的了解。

(5) Introducing manager 介绍有关人员

P: Ms. Mary, this is Mr. Chen, our president.

玛丽女士,这是我们董事长陈先生。

Mr. Barrk, this is Mr. Chen, manager of the pesonnel af-fairs section here in Sen Da Plant.

巴里先生,这是深达厂的人事部经理陈先生。

I'd like to introduce Mr. Ridge, our sales manager.

我来介绍,这是我们业务经理里奇先生。

Let me introduce you to the man in charge of this pro-ject.

我来介绍这项计划的负责人。

You haven't been introduced to Mr. Lu yet, have you?

您还没有见过刘先生吧?

I've been waiting to introduce you to Ms. Fang for some time.

我一直想把您介绍给方女士。

G: Coule you introduce me to this young woman, please?

请您把这位年轻的女士介绍我认识好吗?

Of course. Mr. Smith, this is Ms. Lin;

Ms. Lin, Mr. Gary from New York.

当然可以,这位是林女士;林女士,这位是从纽约来的格雷先生。

(6) Exchanging the card 交换名片

S: Here Business card. I'm in the international division.

我是我的名片。我在国际部工作。

G: Here's my card.

这是我的名片。

S: Let me give you my card. It's in Chinese on one side

and English on the other.

我给您这名片。一边印中文,另一边印英文。

(7) Let customers to see manual and introducing movie
请客户看说明书、介绍影片

P: Would you please look through these pamphlets?
This will give you an outline of the SenDar plant. Now, we'll
show you a 20-minute film about our company.

请您看那几本小册子好吗? 这样您就可以对深达工厂有个概括的认识。现在,我为您放一段 20 分钟的影片介绍本公司。

G: How do your quality control systems operate here?
你们这里的品管制度如何运作呢?

P: Please look on six of the catalogue. It can give you a
better explanation than I can.

请看目录第 6 页。它比我解释得更清楚。

(8) Showing the catalogue 展示产品目录

G: I'm interested in your personal computers.

我对你们的个人电脑很感兴趣。

P: In that case, please take this brochure which explains
products made here.

那就请看本厂立品说明书。

G: Do you have any literature on it?

有产品广告单吗?

P: May I show you our catalogue?

要不要看我们的产品目录?

Shall I show you our product information sheet?

要不要看我们的产品说明书。

(9) Touring showroom 参观产品展示室

P: Please step this way. I'd like to show you our showroom.

请往这儿走。我带您参观我们展示室。

Almost all of my company's products can be seen in this showroom.

这间展览室几乎陈列了本公司所有的产品。

Please ask any questions.

有任何问题请提出来。

Please take a look at this. It's a new video system we've just developed.

请看这儿。这是我们刚发展成功的映像系统。

(10) Salestalk product 宣传本公司产品

P: Broadly speaking, we make two kind of things: kitchen appliances and vacuum cleaners.

一般而言,我们制造两种产品:厨房用具和吸尘器。

We handle primarily refrigerators.

我们主要是经销电冰箱。

We sell primarily automotive parts.

我们主要是卖汤车零件。

Our company supplies a wide range of office automation devices.

本公司供应一系列的办公室自动化设备。

(11) Introducing corporation 介绍公司的规模

P: Our company is one of the world's biggest manufac-

turers of integrated circuits, and we have offices in every major country.

本公司是世界最大的积体电路制度商,办事处分布各主要国家。

We're the second largest paper manufacturer in China.

本公司是中国第二大纸张制造商。

C: How big is your company?

贵公司的规模有多大呢?

How many employees do you have?

贵公司有多少位员工呢?

S: About 900 in the plant, and 350 in the office.

工厂有 900 名,公司则有 350 名。

the SenDar plant was built 4 years ago.

深达工厂是 4 年前设立的。

S: At present, there are 940 people at the SenDar works. Of that number, 736 work in the factory itself, 64 are employed in the general affairs department, and the remaining 140 are technical engineers.

目前深达拥有 940 名员工。其中有 736 名在工厂, 64 名在总务部, 而其余 140 名是技术工程师。

P: The general affairs department is involved mostly in management and accountancy.

总务部主要是处理营业和会计事项。

S: The engineering department concentrates on maintenance and quality control.

工程部负责修护和品管。

(12) Sale Corporation 谈优势

P: As far as technology is concerned, we believe we are among the best in the world.

就技术而言,我们在世界上名列前茅。

S: We've spent a great deal of money on equipment in this plant.

我们花了许多钱在这家工厂设备上。

P: We are all very conscientious about keeping the factory clean.

我们都非常注意保持工厂整洁。

S: We're very proud of our quality control. Our standards are very high.

我们标榜品质管制。我们的标准相当高。

S: We have continually upgraded our products while also producing them faster.

我们不但不断提升产品品质,同时也加速生产。

(13) In times of answer 不便回答之时的应对

P: I'm sorry, but I'm not authorized to give out that information at this stage.

抱歉,我无权在此时公开部分资料。

S: The prices of our new products have not yet been decided, so I'm afraid I'm not at liberty to discuss that point yet.

我们新产品的价格尚未决定,因此我恐怕不能擅自讨论这个问题。

Mr. Li is really informed on the East Europe market.

Please try to ask him about that.

李先生最清楚东欧市场,请您去问他有关事宜。

P: Mr. Wang is up to date on computer software. He'll be here in just a moment.

王先生精通电脑软件。他一会儿就过来。

In that case, I believe you should see our sales manager, Mr. Yang. Mr. Yang usually deals with our sales activities.

这样的话,您应该见见我们的业务经理杨先生。他通常负责处理销售事宜。

(14) To have lunch and eat 招待午餐、茶点

P: Would you like a cup of Chinese tea?

要来杯中国茶吗?

You must be hungry by now.

你现在一定饿了。

(15) To take a break 建议稍作休息

P: Shall we take coffee break?

我们休息一下喝杯咖啡好吗?

Well, shall we have a break? You must be tired, having seen all of our plants all at once.

我们休息一会儿好吗?您一下子参观我们所有的工厂一定累了。

Please, make yourself comfortable.

请不要拘礼。

Would you like me to open the window for you?

我替你开窗户好吗?

(16) Leaving 离席时

P: Will you excuse me ?

失陪了。

If you'll excuse me now, I'll join you at 4.

现在失陪了,我 4 点钟和您会面。

Excuse me, I'll be right back.

抱歉,我马上回来。

(17) Apology 致歉

P: I'm sorry to have kept you waiting for such a long time.

很抱歉让您久等。

(18) About smoking 抽烟话题

G: May I smoke ?

我可以抽烟吗 ?

Do you mind if I smoke ?

我可以抽烟吗 ?

(18) Asking translate 要求翻译

G: Excuse me for speaking in Chinese.

对不起,我用中文说。

P: My English ability is not good enough for normal conversation, so I have asked Mr. Lin to translate for us.

我的英文程度不足以应付一般会话,因此我已经请林先生为我们翻译。

Mr. Liu, would you please translate for us today ?

刘先生,您今天为我们翻译好吗 ?

(19) Taking impression from customers 了解客户参观工厂的印象

P: What do you think of the plant ?

您觉得这家工厂怎么样？

Having seen the showroom and our factory, what's your overall impression ?

看完产品展览室和工厂，您的概括印象是什么？

(20) Farewells 分手时分

P: I hope to see you again.

希望能够再见到您。

G: I'm looking forward to having another chance to talk with you.

我盼望以后还有机会跟您聊天。

P: Good-bye. Have a nice flight.

祝您平安返家。

Good-bye. Have a nice trip.

再见。祝旅途愉快。

Take care of yourself.

保重。

P: So long. Hope to see you again soon. Good luck on your trip.

再见，希望很快再度见到您，旅途顺利。

S: Happy Landings !

一路顺风！