

高职高专会展专业新形态教材

# 会展英语听说教程

## （第2版）

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## 内 容 简 介

本书以全新的视角实践了“会展与英语一体化、理论与实践一体化”的教学理念，充分体现了高职高专会展英语“以实践为核心、以英语为主线、以会展为背景”的教学模式，重点培养学生的英语听说交际能力。

本书包括会议和展览两大部分，每部分由8个单元组成，共计16个单元。内容包括会议准备、会议选址、会议预订、会议接待与登记、会议室布置及会议设施、开幕式和闭幕式、会议餐饮服务、会后观光、展会特性确认、贸易展、展会策划、展会营销与推广、展会邀请、展品介绍、展品物流与运输、展会风险管理等，涵盖会展服务与管理的主要内容。每个单元内容包括背景知识、热身活动、示范对话、实用句型、实践实训项目等。

本书不仅可以作为高职高专院校会展专业的教材，还可以作为旅游、酒店、商务英语等专业学生的教材、参考书，以及有志于从事会展工作的专业人士、管理人员、翻译人员的参考资料。

为便于教师教学以及学生学习和参考，本书配有系统的教学大纲、习题库、音频资料、参考译文、术语表以及课件等教辅材料。读者可扫描书中二维码以获取音频资料，还可以扫描封底二维码以获取其余配套资源。

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# 前言

近年来，随着我国社会主义经济高质量发展，会展业发展迅猛，在经济社会发展中的作用日益凸显，成为现代服务业新的增长点，享有城市经济的“晴雨表”和“助推器”等美誉。

由于中国会展业的蓬勃发展，国际化、专业化步伐的加快，对会展专业人才的需求也越来越旺盛，对从业人员的要求也越来越高。现代会展业发展需要的是“既能熟练进行会展行业的规范操作与管理，又能熟练运用英语进行交流与沟通”的复合型会展人才。这是行业发展趋势对专业会展人才素质的必然要求，也是高职会展英语教学应该肩负的使命和需要实现的目标。本教材就是在综合考虑行业实际需要和现有教学资源的基础上编写的。

本再版书在第1版的基础上进行了全面的更新与完善。书中对话的背景信息(如展会届次及年份、展会名称信息等)已更新，在会议及展会设备、设施等方面，坚持与时俱进，紧跟当代科技和新业态发展的步伐，摒弃传真、幻灯机、投影仪等过时的设备，取而代之的是网络及新型数字化平台及模拟仿真设备等，同时将线上展会这种新型展会形式增加进来。

## 本书的特色

1. 职业特色鲜明，专业特色突出。本教材涵盖会展业服务和管理的主要内容，将职业技能的训练贯穿于英语学习中，使学习者感到明确的职业指向性。

2. 专业性和实用性强。在示范对话模块中，设置具体的对话情景，并在内容上与会展活动实践对接，帮助学生通过示范对话内容的学习和训练，掌握英语会话技巧和会展工作相关技能。

3. 注重能力训练。每个单元结尾都科学设计、精心组织综合训练内容，注重英语听说能力的培养和职业素质的养成。

4. 使用对象广泛。本教材不仅可以作为高职高专院校会展专业的教材，还可以作为旅游、酒店、商务英语等专业学生的教材、参考书，以及有志于从事会展工作的专业人士、管理人员、翻译人员的参考资料。

5. 为便于教师教学以及学生学习和参考，本书配有系统的教学大纲、习题库、音

频资料、参考译文、术语表以及课件等教辅材料。读者可扫描书中二维码以获取音频资料，还可以扫描封底二维码以获取其余配套资源。

本书由长春职业技术学院会展英语主讲教师陈颖和旅澳学者李世平教授主编，陈颖老师负责定稿、文本翻译，以及编写第5~10单元，李世平老师负责统稿和编写第1~4单元。其他参编人员具体分工：张威老师编写第11~12单元；吴殿龙老师编写第13~14单元；于海波老师编写第15~16单元。

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本书在编写过程中得到了众多同行和相关人士的大力支持，清华大学出版社的编辑对本书的结构安排以及内容选取等方面提出了许多宝贵建议，在此一并致谢。

由于编者经验和水平有限，书中难免存在不当之处，敬请广大专家及读者不吝指正。反馈邮箱：[wkservice@vip.163.com](mailto:wkservice@vip.163.com)。

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**part**  
**One**

**会议英语**

**English for Conventions**

# Unit One

## 会议准备

### Preparing for the Meeting



#### Teaching Targets 教学目标

To learn how to prepare for a meeting

To master some basic guiding principles for preparing a meeting

To grasp some useful words, phrases, and key sentences related to the topic

To hold conversations concerning this topic



## 背景知识 Background Knowledge

为保证会议的成功，会前必须做好充分的准备。会议顺利与否，关键在于会前是否做了精心策划。会议的准备工作一般包括会议的发起、会议召开时间和地点的选择、会议的邀请以及会议议程的拟定、会议文件的准备和有关的技术性问题。周密的准备工作可为会议的成功奠定良好的基础。

## 热身活动 Warming Up

Listen to the recording carefully and answer the following questions.

1. What's the first thing you need to do while preparing a meeting?
2. What should attendees know before they attend the meeting?
3. Why is a written agenda helpful?
4. Why is it so important to plan for a meeting?



## 示范对话 Model Dialogues

### Dialogue 1



A: Hi, Cindy, you have been a secretary for many years in this company. Could you tell me what a secretary should do for a meeting?

B: Well, an important part of the duties of a secretary, I think, is to do well the preparation work for the meeting.

A: What should a secretary do to prepare for a meeting? Could you give me a detailed explanation?

B: First of all, the agenda should be prepared before the meeting. Then you should ensure that those entitled to be present are properly informed.

A: I see, and how about the documents and the information?

B: All the necessary documents and the information relevant to the meeting should be

available, preferably printed and distributed before the meeting.

A: And what should a secretary do during the meeting?

B: Of course, she/he should take minutes.

A: And after the meeting?

B: After the meeting, she/he should type the minutes up, and then keep proper records of the business transacted and the resolutions passed, and also implement the decision reached at the meeting.

A: Thank you very much. You are very professional.

B: My pleasure.

## Word bank

secretary ['sekɹɪ(ə)nɪ] *n.* 秘书; 书记; 部长

agenda [ə'dʒendə] *n.* 议程; 日常工作事项

entitle [ɪn'taɪ(ə)l; en-] *v.* 使……有资格; 使……有权利; 给……称号

document ['dɒkjʊm(ə)nt] *n.* 文件; 公文

relevant ['relɪv(ə)nt] *adj.* 相关的; 切题的; 中肯的

distribute [dɪ'strɪbjʊ:t; 'dɪstrɪbjʊ:t] *v.* 分配; 散布

transact [træn'zækt] *v.* 交易; 谈判 *v.* 办理; 处理

resolution [rezə'lu:ʃ(ə)n] *n.* 决议; 决心

implement ['ɪmplɪm(ə)nt] *v.* 实施; 执行

## Notes

1. What should a secretary do to prepare for a meeting?

秘书要为会议做哪些准备工作呢?

2. First of all, the agenda should be prepared before the meeting.

首先, 要在会前准备好日程安排。

3. Then you should ensure that those entitled to be present are properly informed.

然后, 要确保通知那些有资格参加会议的人员。

4. All the necessary documents and the information relevant to the meeting should be available, preferably printed and distributed before the meeting.

所有与会议相关的必要文件和信息都应该准备妥当, 最好在会前打印好并分发。

5. After the meeting, she/he should type the minutes up, and then keep proper records of the business transacted and the resolutions passed, and also implement the decision

reached at the meeting.

在会议结束后，她/他应该把会议记录打印出来，完好地记录商讨的事宜、通过的决定并执行会上的决定。

## Dialogue 2

(It's 9: 00 a.m. Laura, a meeting planner, is coming to the reception office of Good Luck International Hotel to make sure the dinner that will be served tomorrow evening for the meeting is in order. Ada, a staff member of the hotel, is talking with her.)



A=Ada; L=Laura

A: Hello, Laura. Is there anything that I can do for you?

L: Hello, Ada. The meeting is going well and the service you provide is excellent. I just want to make sure that the dinner will be served tomorrow evening.

A: We are pleased that you are satisfied with our service. Don't worry about the dinner. It will be served on time at 7 o'clock tomorrow evening as planned. Do you want to check the menu again?

L: Yes, but I think there will be some changes. I have ordered Western food for our conferees when I booked the meeting, but some of our conferees prefer trying some Chinese food. They think Chinese food is usually very delicious.

A: That's very true. You may change the menu and add some Chinese food.

L: Thank you very much!

A: It's my pleasure. What types of Chinese food do you prefer? Our Chinese restaurant offers a variety of Chinese food — Sichuan food, Cantonese food, Shanghai food, Hunan food, and Jilin food, to name a few.

L: Sichuan food is my favorite.

A: Yes, Sichuan food is delicious, but with spicy taste. I suggest that you should use Cantonese food instead, which is well known for cooking with fresh ingredients. It's light and small in amount.

L: Sounds good. I think our conferees will like it.

A: So you need both Western and Chinese food for your conferees?

L: Sure.

A: We need to change the menu right now.

L: Thank you very much, Ada.

A: You're welcome.

## Word bank

staff [stɑ:f] *n.* 全体职员; 全体员工

conferee [kɒnfə'ri:] *n.* 参加会议者

delicious [dɪ'liʃəs] *adj.* 美味的; 可口的

menu ['menju:] *n.* 菜单

variety [və'raɪəti] *n.* 多样; 种类

Cantonese [ˌkæntə'ni:z] *adj.* 广东的 *n.* 广东人; 广东话

ingredient [ɪn'ɡri:diənt] *n.* 原料; 要素; 组成部分 *adj.* 构成组成部分的

## Notes

1. We are pleased that you are satisfied with our service.

您对我们的服务满意, 我们感到非常高兴。

2. I have ordered Western food for our conferees when I booked the meeting, but some of our conferees prefer trying some Chinese food.

我已经在预订会议时为参会人员点了西餐, 但是有些参会人员想要尝一尝中餐。

3. It is possible for you to change the menu and add some Chinese food.

您可以更改菜单并添加一些中餐进去。

4. Our Chinese restaurant offers a variety of Chinese food — Sichuan food, Cantonese food, Shanghai food, Hunan food, and Jilin food, to name a few.

我们的中餐厅提供很多种中餐——四川菜、广东菜、上海菜、湖南菜和吉林菜等。

5. I suggest that you should use Cantonese food instead, which is well known for cooking with fresh ingredients.

我建议您试试广东菜, 它以用新鲜食材原料而闻名。



### 实用句型

#### Practical Sentence Patterns

1 The monthly executive committee meeting is planned for the next week. 每月一次的执行委员会会议定于下星期召开。

2 I come to inform you about a meeting scheduled at nine o'clock this morning. 我来通知您今天上午九点有个会议。

3 How long do you expect the meeting to take? 您期望会议开多长时间?

4 Could we possibly rearrange the meeting schedule? 我们可否重新安排会议日程?

5 Shall we postpone the meeting until later in the week? 我们把会议推迟到这周晚些时候, 好吗?

6 I'd like to reserve a meeting room for our company. 我想为我们公司预订一间会议室。

7 I wonder if you have any meeting room available for this Friday morning. 我想知道星期五上午是否有空的会议室。

8 I'd like you to make some necessary arrangements for me. 请帮我做一些必要的安排。

9 Please get all things ready and report back to me as soon as you can. 请把一切都准备好, 尽快向我汇报。

10 All the necessary documents and the information relevant to the meeting should be available. 所有与会议相关的必要文件和信息都得准备妥当。

11 If there are any problems, I'll be in charge of dealing with them. 如果有什么问题, 我将负责处理。

12 It seems that everything is in good order. 似乎一切都秩序井然。

13 We are very glad that you are satisfied with our service. 我们很高兴您对我们的服务感到满意。

14 Do you want to check the menu again? 您想要再核对一下菜单吗?

15 What types of Chinese food do you prefer? 您喜欢什么样的中国食物?



## 实践实训项目 Practical Training Project

### I. Building Up Your Vocabulary

1. Match the words on the left with the best translations on the right.

- |             |        |
|-------------|--------|
| (1) agenda  | a. 有权利 |
| (2) entitle | b. 日程  |
| (3) menu    | c. 菜单  |

- |                |         |
|----------------|---------|
| (4) document   | d. 办理   |
| (5) staff      | e. 参会者  |
| (6) ingredient | f. 美味的  |
| (7) conferee   | g. 文件   |
| (8) delicious  | h. 分配   |
| (9) distribute | i. 配料   |
| (10) transact  | j. 全体员工 |

2. Complete the following dialogue with proper words or expressions.

Z=Mr. Zhou; T=Mr. Thomas

Z: Excuse me, aren't you Mr. Thomas from Australia?

T: Yes. And you are...?

Z: I'm Zhou Feng from Guangdong Import and Export Company.

T: How do you do, Mr. Zhou? \_\_\_\_\_ (谢谢您来机场接我).

Z: You're welcome. \_\_\_\_\_ (我来帮您拿行李).

T: Oh, thank you very much.

Z: Did you have a good trip?

T: \_\_\_\_\_ (总的来说), it's not too bad.

Z: It's a long way to China, isn't it? \_\_\_\_\_ (我想您一定非常累了).

T: Yes, Exhausted. But I'll be all right by tomorrow and ready for business.

Z: \_\_\_\_\_ (您打算在这里待多久)?

T: About a week.

Z: Good, We'll have enough time for our business talks, \_\_\_\_\_ (如果您感兴趣的话, 我们会为您安排一些著名的景点).

T: Wonderful! Nothing would please me more.

Z: But I'm sure \_\_\_\_\_ (您需要好好休息一下) after your long journey. Shall we get into the car and go to the hotel?

T: Exactly! I hope there will be no problem in having one room for one week.

Z: Not at all. \_\_\_\_\_ (我们已经为您预订好了房间).

T: Thanks a lot.

Z: Let's go. This way please.

## II. Substitution Drills

Replace the underlined words with the words in the following boxes.

1. Preparing is very important in having a successful meeting.

conference convention session

2. Follow these steps to help encourage success in your next meeting.

promote strive for lead to

3. Knowing how to prepare for a meeting is important for all employees and critical for any manager or leader.

important crucial vital

4. Knowing when not to have a meeting is equally important.

the same similarly fairly likewise

5. Decide the type of meeting you are going to have.

kind mode nature

6. Determine the roles and ask those participants to accept them.

attendees conferees conventioners

7. Prepare a notice. This should include the date, time, agenda, and venue of the meeting.

place spot site location

8. Distribute the notice to the members in good time for the meeting.

hand out spread pass around

9. Clarify the purpose of the meeting. If you can't figure out what you need to accomplish, you shouldn't be calling a meeting.

aim goal intention target

10. Prepare an agenda with the focus stated in a single sentence at the top.

declared specified stipulated prescribed

## III. Listening Comprehension

Listen to the dialogue and fill in the blanks according to what you hear. Then practice the dialogue with your partner.

A: Miss Wang, the meeting is scheduled for 9: 00 this morning. Have you made the \_\_\_\_\_?

B: Yes, sir. We'll use the \_\_\_\_\_ for the meeting.

A: That's fine. The meeting is very important. Where will the guests be received before the meeting begins?



B: In the \_\_\_\_\_. It's spacious there.

A: We'll have several \_\_\_\_\_ to attend the meeting.

B: I've arranged for an interpreter to be present. But \_\_\_\_\_ that these foreign guests could speak Chinese.

A: Yes, I'll try to speak slowly. How do you seat our guests, then?

B: We've prepared name cards to be put on the \_\_\_\_\_. By the way, what time would you like refreshments to be served?

A: Well, after my report, there'll be an \_\_\_\_\_ for rest and refreshments.

B: All right. I see.

#### IV. Role Play

Work in pairs or more. Try to act out the following situations.

1. Suppose it is 3: 00 p.m. You are Mr. Zhang. Your meeting is going to be held tomorrow afternoon. You are inspecting the meeting spot now and you find some problems. You want the staff member, Mrs. Liu, to make all the corrections before the meeting and add more flowers. Mrs. Liu is talking with you and promises to make everything done on time.

2. Suppose it is 10: 00 a.m. You are Ada, the planner for the conference at 2: 00 in the afternoon, but now you find some conferees don't have pork. You are worried about it and come to Brown for help. Brown is the manager of the hotel. Brown gives you some suggestions and helps you to deal with the problem.

#### V. Writing and Speaking

Write one sentence on your own for each of the following words or expressions and speak them out to your partner. Then your partner interprets them into Chinese.

1. an important part
2. the documents and the information
3. goes well
4. be satisfied with
5. booking the meeting
6. well known



### Steps on Preparing for a Business Meeting

A well run meeting can be used to effectively train employees, close an important sale, set business goals, and keep major projects on the right track. A successful meeting starts well before everyone is gathered in a conference room. The person running the meeting needs to make arrangements, gather materials, send out invitations, and coordinate the activities. Participants need to be prepared to handle any required tasks, provide feedback, give presentations, or brainstorm ideas. Doing the groundwork ahead of time will keep the meeting running smoothly and help you meet your goals.

#### Step 1

Determine if you are running the meeting or expected to participate in any fashion. If you are in charge of arrangements, be ready to coordinate scheduling, materials, and the pacing of the meeting.

#### Step 2

Set a goal for the meeting. Decide if you are trying to make a sale, bring an investor on board, train employees about company policies, or brainstorm new product ideas.

#### Step 3

Set an agenda for the meeting. Give participants a heads-up if the meeting is expected to be particularly long. Allow time for bathroom or refreshment breaks. Prepare a schedule if there will be multiple speakers or presenters.

#### Step 4

Make arrangements for a meeting room, conference call, or online meeting. Book a time that works for all key participants. Call or email the group to make sure that the chosen time works for everyone.

#### Step 5

Send out time and location details to all participants. If you are dealing with employees, let them know if attendance is mandatory or optional. Email conference call-in numbers and codes if you are arranging a phone meeting.

#### Step 6

Prepare for any needed equipment. For example, if you are going to have a computer

presentation, be sure that the conference room has a screen and projector. Know how to hook your laptop up to the projector so that you don't have to waste valuable meeting time dealing with technical details.

### **Step 7**

Take your presentation for a test drive before you do it in front of clients. Make sure your sales or investment pitch is professional, concise, and interesting. Endless charts projected on a screen don't make for compelling meetings. Understand your audience, how you can meet their needs, and what goals you want to reach.

### **Step 8**

Gather materials. Print off handouts. Make sure there are enough chairs for everyone. Prepare refreshments or make catering arrangements if necessary.

### **Step 9**

Remind participants 24 hours ahead, or on the morning of, the actual meeting. Aim to start the meeting promptly at the given time.

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