

Key To Exercises

Unit One

Part One:

III. Word study:

1. handicraft
2. embroidery
3. dispatch
4. utilization
5. Commission
6. Revitalize
7. revealed
8. launch
9. sensation
10. centennial

Part Two:

II. Check Your Understanding:

A. Match each event with its theme:

1—5: FDGEB 6—10: CA

B. Tell China's Achievements at each of the following expos:

1—5: EDAGB 6—10: IJCHF

C. Answer the following questions:

1. It shows that China has in fact been active on the stage of the World Expo since its inception.
2. Describe the scale of China's participation in the 1876 Philadelphia World Expo.
3. What benefits did China receive through participating the early expos?
4. Why is China's participation in the 1904 St. Louis World Expo considered Chinese government's first official participation in the World Expo?

D. True or false.

1—5: FTFTF 6—10: FFFTF

E. Translate the following sentences into English.

1. Before the foundation of the People's Republic of China, many forward-thinking and far-sighted Chinese people learned about the rest of the world by participating in the World Expos so as to learn the advanced science and technology of other countries and ultimately revitalize China.
2. China's participation in the first World Expo started in the World Expo held in London in 1851 while it was the 1876 Philadelphia World Expo that China sent its official delegates to for the first time.
3. At the 1926 Philadelphia World Expo, apart from the United States, the host country, China and Japan were two major participants in terms of the numbers of exhibits displayed.
4. In 1982, the World Expo held in Knoxville, Tennessee, U.S.A. had as its theme "Energy

Turns the World". Exhibits in the China Hall, including various works of art with rich Chinese characteristics, created a sensation .

5. At all the sessions of World Expos in which China officially participated, the Chinese Hall, with its exotic and rich contents and unique design, was time and again well received and won honour for her.

Part Three: Further Development:

I. Cloze:

1—5: CCBDB 6—10: BAABD 11—15: DCADC

II. Practical Translation

Theme Thought of 2010 Shanghai World Expo

Cities are created by human beings. They evolve and grow into an organic system. Man is the most dynamic and innovative cell in this organic system. Human life interacts closely with the shape and development of cities. With the acceleration of urbanization, the interaction between the urban organic system and the earth's biosphere and resource system is deepening and expanding. The three organic systems of human, city and earth are interlinked. This relationship runs through the course of urban development, and the three systems will increasingly merge into an inseparable whole.

III. Aural and/or Oral Activity

A. Listening:

1. London's Crystal Palace
2. countless waving hands
3. so unforgettable
4. grand and astonishing
5. few other rituals
6. products and craftsmanship
7. of human civilization
8. as early as
9. the idea of organizing
10. through four major stages

Unit Two

Part One: Preparation

III. Word Study

1. differentiate 2. moderator 3. substructure 4. legislative 5. address 6. clientele
7. generic 8. virtual 9. auxiliary 10. delegated

Part Two: Subject Study**II. Check Your Understanding:****A. Matching the name of the event with the features**

1—5: FCHEB 6—10: JDAGI

B. True or False.

1—5: TTFFF 6—10: TTFTF

C. Translate the following sentences into English.

1. To differentiate how we serve /what we do versus how our competitors serve /what our competitors do can help to gain a certain market share for us.
2. The differences between a conference and a convention are of semantics rather than in real execution.
3. A few forums feature much back-and-forth discussion and involve much audience participation.
4. Most industrial, professional and scientific trade shows are not open to the public
5. A workshop is very hands-on, where the attendees will actually have to work on a project, or try out a product, or make something particular.

Part Three: Further Development:**I. Cloze**

1—5: CADBC 6—10: ACDAB

II. Practical Translation

According to the different nature, exhibitions can be divided into trade exhibitions and consumer exhibitions. Trade exhibition is one for manufacturing, business and other industries. The main purpose of the exhibition is to exchange information and negotiate trade. The trade exhibition usually lasts for 3 to 5 days, with its date and place being relatively stable and regular. This kind of exhibition pays attention to the quality of the audience. The exhibitors and the audience are mainly businessmen.

The main purpose of the consumer exhibition is to sell directly. The content of the exhibition is basically consumer goods. The duration of consumer goods is longer than that of trade exhibitions, usually 10-15 days. This kind of exhibition pays attention to the number of visitors and is open to consumers.

III. Aural and/or Oral Activity**A. Listening**

1. providers of products 2. a group of attendees 3. experienced great growth
4. has undergone 5. the driving force 6. they represent 7. a number of categories
8. contract out their services 9. destination management companies
10. much of the revenue

Unit Three

Part One: Preparation

III. Word Study

1. community
2. condominiums
3. archeologist
4. delineate
5. constituent
6. typology
7. tribulations
8. implement
9. pilgrimage
10. segment

Part Two: Subject Study

II. Check Your Understanding:

A. True or false.

1—5: FFTTF 6—10: FFTFT

B. Translate the following sentences into English.

1. When speaking in the broad sense of meeting planning, there would have been a planner for the Last Supper and certainly for the first Olympics.
2. The size of the convention and meeting industry has expanded to the point that it now encompasses a variety of players; moreover, many hotels now have convention centers incorporated into the hotel.
3. Meeting planners are perhaps the most diversified group of players in the MICE industry, and planning meeting may comprise only a small segment of an individual planner's job descriptions.
4. Presently, some hotels have outlets or retail stores selling food and beverage, and others even have entertainment, catering to both the tourist, meeting-goer and local resident.
5. It is much easier for a well-established company to hold a new event which is unknown to potential clients than it is for a newly established small company to do it because the reputation of the former may benefit it.

Part Three: Further Development:

I. Cloze

1—5: CCDBA 6—10: DCBCA

II. Practical Translation:

1. The rapid development of MICE industry, its ever increasingly predominant trend towards internationalization, big scales, specialization all put forward higher and higher demand not only for the number but also for the quality of MICE professionals.
2. The members of the event committee or team to be set up should seek to match skills, areas of interest and time availability with areas of responsibility.
3. The development trend of the MICE industry also reflects people's concerns about the general economy and the rising costs of oil and travel.

4. There are two senses of the term “MICE”, namely a strict sense and a broad sense. The former refers to exhibitions and the latter refers to meetings and exhibitions while a still broader one refers to meetings, exhibitions, events and incentive travels.
5. You are well advised to know how to create and build in time buffers that will work in both your personal and professional life and eliminate deadline stress.

III. Aural and/or Oral Activity

1. to participate in 2. the logistics of 3. make a profit 4. oversee transactions
5. professional and inviting 6. the property 7. food and beverage outlets
8. the overall strategy 9. to find lodging 10. alternate accommodations

Unit Four

Part One: Preparation

III. Word Study for Warming-up

1. corporate 2. Preliminary 3. accommodation 4. is comprised 5. optimism
6. membership 7. excess 8. associate 9. affiliate 10. board of directors

Part Two: Subject Study

II. Check Your Understanding:

A. True or false.

1—5: FTFTF 6—10: FFTTF

B. Translate the following sentences into English.

1. Trade associations represent the most lucrative form of meeting business.
2. The chamber of commerce takes the form of a membership organization that is privately funded.
3. This association represents a major market segment for many properties because of the large number of room nights occupied each year.
4. Small associations have a broader selection of locations, and therefore require less lead time to secure needed accommodations and facilities.
5. Some enterprises and organizations rotate their meetings, thereby dispersing hosting opportunities and responsibilities throughout their total membership which are in their geographic regions.

Part Three: Further Development:

I. Cloze:

1—5: CBDDA 6—10: BCACD 11—15: BABCC

II. Practical Translation

Notice on Convening the Working Meeting of the Secretary-General
of the Association

No. 10, Metallurgical Association (2016)

Secretaries-General of the Committees and Professional Committees of the Association:

After research, the working meeting of the Secretary-General of the association will be held in Harbin from February 23 to 25, 2016. The main contents of the meeting are as follows: to learn and implement the spirit of the four presidential office meetings, standing council meetings and the Third Council meeting of the five sessions; to listen to the reports of the Secretary-General of various branches on the work summary of 2015, the status of financial revenue and expenditure and the work plan of 2016; to coordinate the implementation of the work plan of the association and its branches in 2016; and to study and allocate 2015. Association membership fee; study and determine the implementation rules for evaluating outstanding project managers and enterprises in the industry. Secretary-General is requested to prepare a brief written report and bring it to the meeting for use.

The Secretary-General of each branch office shall bring the completed financial statements of the Department for 2015 (Annexes 1 and 2) to the meeting after being signed by the chairman and members for the use of the meeting, and then proceed with the formalities for the allocation of membership fees.

Report time: 22 February. Venue: _____, Tel: _____

The meeting will not stop. Delegates are invited to go to the hotel by themselves. Unified arrangement of accommodation and meals and self-care of expenses.

Contact person:

Email: <mailto:cacm84@sohu.com>

China Metallurgical Construction Association

January 13, 2016

III. Aural and/or Oral Activity

A. Listening:

1. in size and nature
2. several general categories
3. are composed mostly of
4. in conjunction with exhibits
5. different levels of the trade
6. their own association
7. far and wide
8. its national association
9. two national conventions a year
10. all have associations

B. Review and Discussion

Open.

Unit Five

Part One: Preparation**III. Word Study for Warming-up**

1. brainstorm 2. Synergistic 3. Oversee 4. hierarchy 5. headquarters 6. disperse
7. mandatory 8. proxy 9. promotion 10. morale

Part Two: Subject Study**II. Check Your Understanding:****A. True or false.**

1—5: TFFFF 6—10: TTFFF

B. Translate the following sentences into English.

1. Convention business breaks down into three major categories, corporations, associations and nonprofit organizations.
2. The business scope of this company ranges from small regional associations through statewide associations to national and international ones
3. The CEO of some corporations, as the fraternity members, may help you land a big piece of business.
4. If some big stockholders cannot attend the meeting, they do participate in the governance of the corporation by filing a proxy statement in which they make it clear how they want their shares voted.
5. At these meetings, managers and others can be kept up-to-date on issues relevant to their role within the company and enhance their knowledge of their service providers.

Part Three: Further Development:**I. Cloze**

1. B 2. D 3. A 4. F 5. E 6. H 7. C 8. G

II. Practical Translation

Characteristics of Business Meetings

Business meetings are meetings of a commercial nature. This kind of meeting mainly includes new product launching, order meeting, distributor meeting, supplier meeting, customer thank-you meeting, enterprise annual meeting and so on. In addition to their strong commercial characteristics, they also have the following characteristics:

1. Purpose

Any business activity has the characteristic of clear purposes.

2. Planning

Everything should be planned, with business activities being no exception, and they even require more careful planning, which needs to be conducted before conducting business activities to ensure that there are no mistakes.

3. Dissemination

Widespread social communication is an obvious feature of business activities. Business activity itself is a medium of communication. Once carried out, the activity will play a very good role in communication.

4. Reliable Operation

In business activities, the operation of the whole process must be carried out strictly to ensure that there is no mistake. Once there is a slight mistake, it will amount to irreparable consequences.

5. High investment

Business activities are large-scale activities, and the funds invested are relatively large.

6. Interests

Business activities are measured by returns on investments. The greater the benefits brought to the enterprise, the more successful the event will be. Business activities can also improve the visibility and reputation of enterprises, bringing invisible benefits to companies.

III. Aural & Oral Activity**A. Listening:**

1. to an iceberg
2. intra-company communications
3. professional and business activity
4. tax-deductible
5. as business expenses
6. a strong factor
7. the hotel sales manager
8. in various sizes and durations
9. sales technique workshops
10. a prime contact

Unit Six**Part One: Preparation****III. Word Study for Warming-up**

1. gala
2. proximity
3. designate
4. coupons
5. supervise
6. cannibalization
7. inexorably
8. tournament
9. typically
10. dedicate

Part Two: Subject Study**II. Check Your Understanding:****A. True or false.**

1—5: FTTFT 6—10: FTFFT

B. Translate the following sentences into English.

1. MICE industry is one of the fastest growing segments within the tourism industry

generating millions in revenues for cities and countries.

2. New technology tools are being launched in MICE exhibitions around the world to help buyers or meeting planners to do their job in a more effective way.
3. MICE industry, as the fastest growing segment within the tourism industry, generates millions in revenues for cities and countries.
4. The distribution of discount *coupons* is a common promotion tool, by which marketers can expect to bring in a high volume of traffic at the exhibition to satisfy the needs of the exhibitors, which is essential for the marketing effort.
5. The companies are all profit-making enterprises that hold exhibitions because they have found areas of economic interest that attract either the general public or members of a specific industry.

Part Three: Further Development:

I. Cloze

1. emerging
2. lodging
3. streaming
4. involvement
5. compatible
6. eliminating
7. complement
8. downsized
9. transferred
10. evaluations

II. Practical Translation

The Main Bodies of Exhibition Activities

The main bodies of exhibition activities include exhibition sponsors, exhibition organizers, exhibition co-organizers, exhibitors, spectators, exhibition service providers, etc.

The so-called exhibition sponsor refers to the institution who owns the ownership of the exhibition and bears the main legal responsibility for the exhibition. In practice, exhibition sponsors have three forms: one is to own the ownership of the exhibition and assume the main legal responsibility for the actual planning, organization, operation and management of the exhibition; the other is to own the ownership of the exhibition and assume the main legal responsibility for the exhibition, but not participate in the actual planning, organization, operation and management of the exhibition; the third is to take the name only. The sponsor neither participates in the actual planning, organization, operation and management of the exhibition, nor assumes legal responsibility for the exhibition.

When planning and organizing an exhibition, the organizers can make arrangements according to their actual needs. Common exhibition organizers are as follows:

1. Government departments. Government departments play an important role in Convention and Exhibition activities. They often appear as sponsors and represent national and local interests.
2. Industry associations, professional societies and chambers of commerce;
3. Professional exhibition companies;
4. Convention and Exhibition Center;

5. Large Enterprises

III. Aural & Oral Activity

A. Listening

1. meeting professionals
2. largest branches of
3. association planners
4. meeting planning functions
5. given an association
6. the convention industry
7. a stressful job
8. In theory
9. a small segment of
10. independent meeting planners

Unit Seven

Part One: Preparation

III. Word Study for Warming-up

1. curtail
2. contractor
3. mitigate
4. outsource
5. emergencies
6. prominent
7. optimum
8. acquisition
9. transparent
10. preference

Part Two: Subject Study

II. Check Your Understanding:

A: True or false.

1—5: FFFTT 6—10: TFTFT

B: Translate the following sentences into English.

1. The marketing department has to set specific objectives and to develop plans to help bring about the desired results.
2. The head of the marketing department is supposed to distribute the marketing plan to each relevant department.
3. The company has to commit money to a certain department or market segment to play their respective part in the action plan.
4. The head of the department is responsible for ensuring that marketing goals are “on track” and that money is not being wasted on strategies that are not producing the desired results
5. It is advisable that a crisis management team be set up whose members are well versed in assessing the potential for a crisis, taking actions to prevent emergencies, and taking control in case of an emergency.

Part Three: Further Development:

I. Cloze

1—5: DCBAD 6—10: ACCDB

II. Practical Translation

The Planning of Exhibition Theme

The planning of exhibition theme activities includes the theme of the exhibition and the

main activities of the exhibition. The main activities of the exhibition should describe in detail the exhibition and related activities and operation methods. Its main contents are: 1. Commercial exhibition; 2. Opening ceremony and welcome party; 3. Closing ceremony and award-giving party; 4. Performing activities; 5. Competition activities; 6. Various meetings, forums and exchange activities; 7. Prize-awarding activities.

The investment promotion strategy includes the analysis of the geographical distribution and demand situation of the main consumer markets of exhibits and the investment promotion proposal. The investment promotion plan is to determine the channels, division of labor and progress of investment.

Exhibition investment promotion strategy includes exhibitor analysis and Exhibition Scheme

The contents of exhibitors' analysis include: 1. Target exhibitors of this exhibition; 2. Distribution of exhibitors; 3. Selection criteria of exhibitors. That is to say, it mainly determines the scope, conditions and methods of participation. The scope and conditions of the exhibition are the regulations for the industrial and regional attributes of the enterprises or organizations participating in the exhibition, and the registration methods, deadlines and places.

The exhibition plan includes: 1. the division of exhibition area and booths; 2. the pricing of booths; 3. the division of labor between the exhibition agent and the exhibition; 4. the marketing method of the exhibition; 5. the overall progress plan of the exhibition; 6. the compilation and sending of the exhibition letter

III. Aural and/or Oral Activity

A. Listening

1. other special event
2. a live stage production
3. no second chances
4. dress rehearsals
5. a movie script
6. will go wrong
7. a lifetime memory
8. does the budget
9. millions of dollars
10. event objectives

B. Questions:

Open.

Unit Eight

Part One: Preparation

III. Word Study for Warming-up

1. Hospitality
2. integrates
3. facilitated
4. roam
5. discern
6. constraint
7. configuration
8. presentation
9. perspective
10. impart

Part Two: Subject Study**II. Check Your Understanding:****A. True or false.**

1—5: TFTFT 6—10: FFFFF

B. Translate the following sentences into English.

1. Nowadays when the markets for various products are satiated, it is tougher than it was 20 years ago to get a new show off the ground, because it takes more effort, and it's riskier.
2. Generally speaking, exhibit design may be limited by the rules established by the exhibit management company, the constraints of the facility, or the business culture of the host country, but there are some general principles that should merit your concern.
3. The support of industry publications is also important, whether financial, in terms of underwriting the event, or editorial, which adds to your visibility and credibility.
4. A prospectus for an established show usually trumpets the success of the previous one, stating the number of exhibitors and attendees, the major companies represented by both groups, what percentages of attendees were responsible for making or influencing purchasing decisions and perhaps quotes from satisfied exhibitors and attendees.
5. Rather than justifying whether or not a company is participating in the right shows and using the right strategy and planning techniques, one should calculating ROI for each show, which is more critical.

Part Three: Further Development:**I. Cloze:**

1—5: BEHAJ 6—10: FIGKC

II. Practical Translation**Exhibitors**

Exhibitors refer to the main body who, at the invitation of the exhibition organizers, leases booths from the organizers and displays products or services at a specific time by concluding exhibition agreements (or exhibition contracts). Exhibitors must have legal business qualifications, and their business activities should conform to the provisions of national laws, regulations and rules.

According to the nature, exhibitors can be divided into government organizations, enterprises and institutions, non-profit organizations and obligees; according to their identity, exhibitors can be divided into member units and non-member units.

SEMICON China is the largest semiconductors exhibition in the world and one of the most famous semiconductors industry events in China. Every year, more than 1,000 exhibitors and more than 50,000 professional spectators from all over the world attend this annual exhibition. At the same time, senior managers from industries, research institutes and

governments gather together to talk about the development of the industry. From chips to systems, from design to manufacturing, SEMICON China fully demonstrates the leading companies and industry leaders in the global microelectronics industry.

III. Aural and/or Oral Activity

A. Listening:

1. the responsibilities of the position
2. exhibiting companies
3. prime decision-makers
4. through the prospectus
5. exposition service contractor
6. booth signage and decorating
7. basically two categories of
8. additional part-time responsibility
9. professional exhibit specialists
10. coordinate their company's exhibit

Unit Nine

Event Initial Planning

Part One Preparation

III. Word Study

1. lead time
2. sponsorship
3. orchestrate
4. glamour
5. Strategically
6. exclusive
7. perennial
8. momentum
9. visualized
10. budget

Part Two Subject Study

II. Check Your Understanding:

A. True or false.

1—5: TFFTF 6—10: FFFTT

B. Translate the following sentences into English.

1. The rapid development of MICE industry, its ever increasingly predominant trend towards internationalization, big scales, specialization all put forward higher and higher demand not only for the number but also for the quality of MICE professionals.
2. The members of the event committee or team to be set up should seek to match skills, areas of interest and time availability with areas of responsibility.
3. The development trend of the MICE industry also reflects people's concerns about the general economy and the rising costs of oil and travel.
4. There are two senses of the term "MICE", namely, a strict sense and a broad sense. The former refers to exhibitions and the latter refers to meetings and exhibitions while a still broader one refers to meetings, exhibitions, events and incentive travels.
5. You are well advised to know how to create and build in time buffers that will work in both your personal and professional life and eliminate deadline stress.

Part Three: Further Development:**I. Cloze**

1—5: CBBDA 6—10: CADCB

II. Practical Translation**China–Asean Exposition**

The China-ASEAN Exposition (CAEXPO for short) initiated by Weng Jiabao, former Premier of the State Council of China, and sponsored by the economic and trade governing departments of China and 10 ASEAN countries and the ASEAN Secretariat, is a grand event for economic and trade exchange of national level and international features, hosted by the People's Government of Guangxi Zhuang Autonomous Region annually in Nanning, Guangxi Zhuang Autonomous Region.

China-ASEAN Expo is one of the exhibitions co-sponsored by many governments and held in one place in China for a long time. Taking exhibition as the focus, and carrying out multi-field and multi-level exchanges, China-ASEAN Expo has established a platform for exchanges and cooperation between China and ASEAN.

The 14th China-ASEAN Expo and China-ASEAN Business and Investment Summit were held in Nanning from September 12 to 15, 2017. The year 2017 marks the 50th anniversary of the founding of ASEAN and the year of China-ASEAN tourism cooperation. The theme of this session is “Building the Maritime Silk Road road in the 21st century, and promoting regional economic integration through tourism”.

III. Aural and/or Oral Activity**Listening:**

1. expand the horizons
2. playing golf in space
3. by satellite from space
4. lifted to new heights
5. anywhere in the world
6. an orchestra or band play
7. to launch a new designer season
8. media exposure
9. that is visualized
10. proper insurance is in place

Unit Ten**Part One: Preparation****III. Word Study for Warming-up:**

1. goodwill
2. revenue
3. precipitation
4. commence
5. basking
6. Jet lag
7. logistical
8. complimentary
9. charter
10. concession

Part Two: Subject Study**II. Check Your Understanding:****A. True or false.**

1—5: TFTTF 6—10: TFFTF

B. Translate the following sentences into English.

1. Sometimes, facilities suppliers have to experience the property from a potential guest's perspective.
2. Facilities suppliers expect meeting organizers to give valuable clues as to property modifications to attract specific business.
3. The property should be aware of the environment in which it operates and the property's operating status in that environment.
4. When considering both your choice of location and your budget, you are well advised to know that each season brings with it its own set of considerations and items that should be factored in.
5. You are supposed to make sure that your clients are aware of all charges payable should you have to cancel an event at the last moment because of an unforeseen circumstance, whatever it may be.

Part Three: Further Development:**I. Cloze**

1—5: HJAFB 6—10: CIDGK

II. Practical Translation**The Choice of Venue**

First, the type of meeting affects the choice of venue. The choice of conference center still depends on the type of meeting we have. If only some meetings within the company or some representatives from other companies are to be found, then it is suggested that the venue you choose should be directly equipped with a guest room. The conference hotel is the best choice, which integrates leisure and entertainment, and ensures the normal operation of the work.

Second, the size of the conference also has an impact on the choice. In fact, we should also consider the overall size of the conference center. If there are some large-scale meetings, and the requirements for the venue are relatively high, or even need to re-build the venue in an all-round way, then we definitely recommend that you choose some large-scale venues. Maybe there are only one or two such venues in some hotels, so we have to consider whether we can reserve the right venues, whether the specific price is cost-effective and so on.

Thirdly, the impact of the expected effect of the meeting on site selection. Many companies choose the conference center not only for some congresses or new product launches, but also for the purpose of making our products and companies face more customers through such meetings, so that they can have a deeper impression of our brand. If you want to promote, then the best choice of venues is in the locally large venues, giving priority to those local convention and exhibition centers or hotels with greater influence. The rental cost of such

venues may be higher, but considering the overall publicity effect, such venues are more worthwhile to choose.

III. Aural and/or Oral Activity

A. Listening: Selection of Event Site

1. make or break
2. a large convention center
3. a 20-minute walk
4. the targeted audience
5. the guests and exhibitors
6. offer bellman assistance
7. as well as costly
8. low attendance
9. match your site to type of event
10. as accessible as possible

B. Question:

Open.

Unit Eleven

Part One: Preparation

III. Word Study for Warming-up

1. adjacent
2. adherence
3. pedestrian
4. stewards
5. dismantle
6. disgorge
7. hazardous
8. impede
9. competent
10. evacuate

Part Two: Subject Study

II. Check Your Understanding:

A. True or false.

1—5: FFTFT 6—10: FTFTF

B. Translate the following sentences into English.

1. Some well-known established venues often conduct back-to-back events, which require quick setting up and tearing down.
2. Comprehensive risk assessment and contingency planning, as well as preparation of clear emergency response and crisis management plans, must be standard operating procedure for every planner.
3. You should purchase the appropriate cancellation/interruption insurance to protect the financial investment in the meeting and prepare a contingency plan to ensure continuity of the meeting if the venue has to be changed at the last moment.
4. As part of the routine risk assessment, an experienced planner will determine whether there are any special health issues related to the destination or facility and whether there are any special health requirements or recommendations in effect.
5. Clearly numbering exits and referencing to them in a map or line drawing of the venue layout assist stewards with their training in knowledge of the venue, moreover, the staff should provide certification on the stability of all such structures and the maximum wind loading which structures can withstand.

Part Three: Further Development:**I. Cloze:**

1—5: BCDAD 6—10: BBCDA

II. Practical Translation

Security Check Regulations at the Entrance/Exits of the Expo Site
During the Operational Period of Expo 2010 Shanghai China

These regulations are promulgated to ensure better security checks at the Entrance/Exits of the Expo Site during the operational period of the Shanghai Expo. These regulations consist of 3 parts, including opening of security check entrances, policies on prohibited and restricted articles and special security check policies.

1. Opening of Security Check Entrances

Opening hours for security check entrances on land for ordinary visitors.

The security check entrances are open from 9:00 to 24:00 every day; correspondingly, the pre-check entrances are open from 7:00 to 24:00. The time period from 21:00 to 24:00 is only for exit.

Barrier free security check entrances

The security check entrances are open from 9:00 to 24:00 every day, in which the period of 21:00-24:00 is only for exit. People with PVIP accreditation cards and the staff who company them are allowed to enter the Site via this type of passage.

Security check entrances for staff and media

The security check entrances are open 24 hours at six Entrance/Exits on Luban Rd. (Gate 1), Bansongyuan Rd. (Gate 3), west side of Gaoke Rd (W.) (Gate 5), ground of Shangnan Rd. (Gate 6), east side of Changqing Rd. (Gate 7), and Houtan (Gate 8), with their corresponding pre-check entrances opening 24 hours for staff. Other security check entrances for staff and media are open from 7:00-24:00.

Security check entrances at the entrance/exits outside the enclosed area of the Expo

Four water gate entrance/Exits outside of the Expo Site open for security check in line with the ferry operation schedule; the Madang Rd. Entrance/exit of Metro Line 13 opens at 8:45 for security check in line with the metro operation schedule.

VIP security check entrances

The security check entrances are open from 9:00 to 24:00 (VIP entrance in Bailianjing opens at 9:10), in which the period of 21:00-24:00 is only for exit; personnel accompanying VIPs are

also allowed to enter the site via the VIP security check entrances. Expo staff are allowed to enter the site via VIP entrances from 7:00 to 9:00.

2. Opening hours of vehicle security check entrances: 24 hours

III. Aural and/or Oral Activity

Listening:

1. the meeting participants' 2. implement the plan 3. the procedures
4. ultimately responsible 5. with facility management 6. under extreme conditions
7. all or part of 8. should be minimized 9. changed its course
10. meeting and convention planners

Unit Twelve

Part One Preparation

III. Word Study

1. brochure 2. Ancillary 3. consummate 4. kit 5. relegate 6. Overheads 7. fabulous
8. essence 9. demographics 10. essence

Part Two Subject Study

II. Check Your Understanding:

A. True or false.

- 1—5: TFTFT 6—10: TFFFF

B. Translate the following sentences into English.

1. As an approach to marketing, promotion can be defined as the stirring up of interest in your enterprise, your products or services.
2. While it is generally thought that advertising is in print form, involving such printed materials as newspapers or magazines, it may in fact come in whatever forms we can imagine.
3. The level of demand for the product and certain economic indicators, such as the relative health of the economy in a particular city or region or even the whole world, are all important considerations to be factored in.
4. When that event's budget provides for marketing as a primary event function and income-expense center, the marketer will be considered an integral part of event production effort.
5. It is relatively easy to compare the dollar value of sales resulting directly from the Internet advertising with the expenditures to advertisers this way.

Part Three: Further Development:**I. Cloze**

1—5: DCABC 6—10: CADDD

II. Practical Translation**Promotion of Exhibitions**

Publicizing and promotion of exhibitions refers to the purposeful and targeted holding of some publicity and promotion activities in order to promote exhibitions. The plan should include publicity and promotion strategy, channel, time, geographical arrangement and budget of publicity and promotion expenses.

Publicity and promotion strategy should emphasize the starting point, theme and highlights of exhibition promotion, consider how to highlight the characteristics of the exhibition, and how to reflect the interests of customers in every respect and meet the needs of customers.

In terms of time and geographical distribution and arrangement, we should pay close attention to combination with the actual work of the exhibition, and go ahead of the actual work of the exhibition, so as to create momentum for the actual work of the exhibition and improve the visibility of the exhibition. Publicity and promotion should be consistent in time, guided by a unified concept and strategy, and adapted to local conditions without causing any conflict.

III. Aural and/or Oral Activity**A. Listening:**

1. to get a new show off the ground
2. chances of success
3. a rough promotion budget
4. your marketing plan
5. starting a show from scratch
6. the dollar figures
7. an international event
8. for each of these items
9. negotiation tips
10. buy a maximum of two

B. Oral activity:

Open.

Unit Thirteen**Part One: Preparation****III. Word Study for Warming-up**

1. prominence
2. configuration
3. indispensable
4. encompass
5. embedded
6. incorporate
7. dynamics
8. refreshments
9. prevalent
10. contingency

Part Two: Subject Study**II. Check Your Understanding:****A. True or false.**

1—5: TTFTF 6—10: FTFFT

B. Translate the following sentences into English.

1. The last session of this event was perceived by buyers and sellers as being cost- and time-effective.
2. Our company has fully recognized the strategic need to interact with employees and clients worldwide.
3. Emphasis should be put on labour laws, local customs, and codes regulating the design, construction, and operation of exhibit stands.
4. Exhibitors should find out in advance what duties are applicable for advertising materials and souvenirs to be left behind.
5. The exhibits are subject to multifaceted import procedures, complex documentation, and special permits.

Part Three: Further Development:**I. Cloze**

1—5: CBDAA 6—10: BCDCC

II. Practical Translation

Large and Professional Building Materials and Machinery Exhibition in ASEAN Region

The Thailand International Building Materials and Interior Decoration Exhibition: ARCHITECT is a large-scale exhibition of building materials and machinery in ASEAN. It is also a professional, authoritative and important exhibition in Thailand.

Attractive: The Thailand International Building Materials and Interior Decoration Exhibition 2019 will be held in Bangkok from April 30 to May 5. The event is held once a year, and has held 32 sessions so far. The 2019 exhibition will be sponsored by NEO Company of Thailand. The organizer has organized many kinds of exhibitions. It is bound to attract a large number of professional audiences and exhibitors to come to the exhibition in 2019 to seek cooperation business opportunities, and to show exhibitors around Thailand and the whole Southeast Asian audience high-tech, products and services.

Large-scale: In 2018, 850 enterprises from Germany, Taiwan of China, Italy, France, the United States, Australia, Malaysia, Japan, ASEAN and other countries and regions around the world participated in the exhibition, covering an area of 75,000 square meters, with a total of 40,000 visitors. It has become an important platform for ASEAN building materials enterprises to exchange technology with Thai and global counterparts, understand market trends and

display new products, and enjoys a high reputation in ASEAN. Thai International Building Materials and Interior Decoration Exhibition 2019 will be the best choice for you to open up the Asian building materials market. We look forward to your participation.

The vast market: China's "One Belt And One Road" initiative has received a positive response from the whole world, and the business sector has also made unprecedented expectations for China's manufacturing. In the view of Chinese enterprises, Thailand, located in the core area of the central Peninsula, has a good location advantage. With the help of the "One Belt And One Road" policy, it will be able to base itself on Thailand, cover ASEAN and radiate to the global market.

III. Aural and/or Oral Activity

Listening:

1. Because your goal is to leave a lasting impression, so make it a good one. If you use cheap gimmicks or cheap trinkets, you may have created a company image you never intended.
2. Because you might incur extra shipping costs if you have to send back several boxes of gifts to you office.
3. No. You need to have different quality items for your key customers, prospects and general attendees.
4. Because this diminishes the value and has little or no memorability factor.
5. One can measure the effectiveness of gifts by establish a tracking system to measure the success of your giveaway. If it is a redemption item, code it so that you know it came from the show. Post-show follow-up could include a question about the premium.

Unit Fourteen

Part One: Preparation

III. Word Study for Warming-up

1. counterparts
2. secretariat
3. ad hoc
4. perceptions
5. override
6. correspondence
7. disbursement
8. honorary
9. dissemination
10. connote

Part Two: Subject Study

I. subject Reading

II. Check Your Understanding:

A. True or false.

1—5: TFFFF 6—10: TFFFF

B. Translate the following sentences into English.

1. The permanent secretariat is responsible for planning and managing the society's congress in conjunction with the governing body
2. The positioning of staff and expense budgeting should be structured along functional lines

under an overall organizing committee.

3. This department is responsible for providing staff support to the executive and operating committee and serve as the administrative center for correspondence, purchasing, accounting, and disbursement.
4. International sales people should be sensitive to the ways in which cultural differences affect both communications and management functions.
5. Many meeting planning components that are labour-intensive and time-consuming must be streamlined.

Part Three: Further Development:

I. Cloze

1—5: ADDBC 6—10: BACAA 11—15: CDBCD

II. Practical Translation

A. Translate the following into English

Visitors' Guide of 1st China International Import Expo (CIIE or the Expo)

1. Participants are required to observe the laws and regulations of China as well as the systems, notifications, and requirements of China International Import Expo (CIIE or the Expo) strictly. The participants shall visit the Expo properly and conduct negotiations in an orderly manner to demonstrate sound and positive atmosphere of the Expo.
2. Visitors are prohibited to bring any and all hazardous goods such as the flammable, explosives, toxic, and harmful substances, as well as pets and others into the venue (note: the specific rules for the prohibited and restricted goods of the Expo shall prevail).
3. Participants shall enter into the venue on the strength of valid certificates or credentials, cooperate with security check, and follow the instructions of the on-site staff.
4. Visitors shall heighten safety awareness and keep their valuables with themselves.
5. In case of any foreign affair activities, peak flow of people, or any emergency, the participants shall cooperate and follow the arrangement of the on-site staff or the radio announcement.
6. Participants shall take good care of public facilities and exhibits, and shall bear the corresponding responsibilities in case of any damage.
7. Participants are not allowed to shoot exhibits, booths, signs and others without the permission of exhibitors.
8. Participants shall follow the principles of fairness and good faith to negotiate and close transactions with exhibitors. No participant may infringe the intellectual property rights of others, collect without authorization, or defraud others' trade secrets.
9. Participants shall summarize and submit the status of negotiations and transactions in a

timely manner pursuant to corresponding requirements.

10. No institution or individual may carry out surveys, opinion polls, fundraising or donation activities to participants without the permission of China International Import Expo Bureau.
11. No certificates or credentials held by participants shall be transferred, loaned, sold, or altered. In case of loss, the participants shall contact their trade delegations or the security personnel of the Expo at the first place to reapply for the certificates or credentials according to corresponding procedures at their own expenses.
12. The venue offers Chinese fast food, Chinese dinner, and Western-style, halal, and Jewish catering services, as well as sales of pre-packaged food, coffee, beverages and others.
13. China International Import Expo Bureau reserves the final interpretation right for this notice.

III. Aural and/or Oral Activity

A. Listen to the passage and fill in the missing words:

1. based on historical data 2. for general sessions 3. space needs are identified
4. facility personnel 5. the equipment and suppliers 6. a specific service
7. facility's food-and-beverage 8. leisure-time activities
9. integral part of the marketing effort 10. attendance and revenue

Unit Fifteen

Part One: Preparation

III. Word Study for Warming-up

1. precede 2. reluctant 3. commitment 4. standardize 5. pitch 6. accessible
7. wreaked 8. chagrined 9. constructive 10. versions

Part Two: Subject Study

II. Check Your Understanding:

A. True or false.

1—5: FTTFT 6—10: FFFFF

B. Translate the following sentences into English.

1. The performance during the event and the planning that preceded the convention must be evaluated with an eye toward constructive improvement.
2. Early departures reflect problems on the convention programming as well as on the hotel attractions.
3. The guests are all well impressed with the front desk people and the telephone operator.
4. The property took the trouble to invite candid comments from the staff.
5. The property also determined the staff's and guests' feelings about how the event went and

how the hotel fared.

Part Three: Further Development:

I. Cloze

1—5: DABCA 6—10: DCDAC

II. Practical Translation

Meeting Evaluation

Attendees usually appreciate the fact that their opinion counts and are often willing to give detailed suggestions for improvement. Many attendees, however, prefer to simply check off their answer in multiple-choice questions. Therefore, in order to increase the return rate, the survey should be designed so that it can be easily and quickly completed.

Formal surveys can be tabulated by a computer company or, in the case of a small sampling, by individuals. The results will indicate what portions of the program attendees enjoyed and, even more importantly, what portions they disliked. When the same complaint is repeated several times, then this may be an indication that a change needs to be made in that portion of the program. Evaluation makes poor programs good and good programs excellent.

The purpose of evaluation is to ascertain whether or not the goals that were laid out during the conceptualization phase were reached. There are a number of different ways that meetings can be evaluated. Smaller meetings can be evaluated through informal methods. Comment cards and informal conversations with the planner give attendees a chance to give general feedback.

Formal methods, such as questionnaires or surveys, are more common ways of evaluating attendees' perceptions of the event. Questionnaires should be straightforward, short and easy to understand. The most effective time to distribute the questionnaire is onsite, immediately after a workshop or seminar. A representative from the organization should emphasize how important the questionnaire is and ask attendees to complete and return it before they move on to the next event. If immediate return is not practical, then attendees can be asked to return the completed questionnaire in a postage-paid envelop or email back.

III. Aural and/or Oral Activity

Listening:

1. simply asking a few questions
2. expensive task
3. actions to be taken.
4. will do an evaluation
5. to improve your next function.
6. use the feedback for future improvement
7. continuous quality improvement
8. to round up the entire process of the event
9. the venue
10. and perform analyses

Unit Sixteen

Part One: Preparation

III. Word Study for Warming-up

1. privileges 2. enlighten 3. substantial 4. profound 5. executive 6. Assembly
7. anniversary 8. mission 9. sustained 10. conceive

Part Two: Subject Study

II. Check Your Understanding:

A. True or false.

1—5: TFFFF 6—10: TFFFT

B. Complete the following statements according to the information provided in the text:

1. to deliver breakthrough education and promote the value of professional convention management
2. to evaluate practical ways to get the travel industry involved in the rapidly expanding market of international meetings and to exchange actual information related to their operations in this market
3. the only association that comprises a membership representing the main specialists in handling, transporting and accommodating international events.
4. to provide a forum for member organizations seeking to enhance the industry
5. the role of an efficient networking platform
6. accession to the 1928 Convention and the 1972 Protocol on International Exhibitions
7. enlightened performance through education while promoting ethical conduct, the “event as a whole” rather than its individual parts.
8. globally united industry that touches lives in a positive way through celebration
9. identifying and providing access to the professional resources and networks that will, inspire and enable those in the industry to realize their dreams, build community and sustain success through celebration.
10. business to business opportunities between members, strategic alliances and future SITE contributions.

C. Translate the following sentences into English.

1. Seeking and evaluating practical ways help to get the tourist industry involved in the rapidly expanding market of international meetings and to exchange actual information related to their operations in this market.
2. At present, PCMA has more than 1,200 members worldwide, including many hotel groups, such as Holiday, Sheraton, Hilton, etc. The aim is to learn more about the conference information through the association.

3. Although they represent only a part of the festivals and events industry as a whole, these members include all event categories, budget and attendance levels and have learned the value of active and continued involvement with their professional peers at the highest levels.
4. PCMA has been committed to the work of conference management training and vocational certification, and its CMP project has a considerable reputation in the industry.
5. SITE, founded in 1973, is the world's only non-profit organization dedicated to rewarding the tourism industry with high comprehensive benefits, mainly providing members with information services and educational seminars on rewarding tourism.

Part Three: Further Development:

I. Cloze

1—5: CABCA 6—10: DBACD

II. Practical Translation

The International Congress & Convention Association(ICCA)

Founded in 1963, the International Congress & Convention Association (ICCA), as one of the most authoritative associations in the convention industry, is the only specialized convention organization that comprises a membership representing the main specialists in handling, transporting and accommodating international events, with its headquarters in Amsterdam, Holland. According to the different business of its members, the association breaks down into 8 categories, namely, meeting travels and destination management companies (travel agencies), airlines, professional convention and exhibition institutions, bureaus of meeting travels, technical support of meeting facilities, restaurants, convention centers and honorary memberships. According to the rules of the ICCA, an international meeting must meet the following requirements: the attendees are from more than four countries; the audience is larger than 300; foreign attendees account for about 40% of the total number of attendees; the meeting lasts for more than three days.

III. Aural & Oral Activity

Listening

1. that sponsors sponsor
2. through the eyes of
3. enjoy the wide exposure
4. or change a brand image
5. eye contact with their products
6. to recruit and keep employees
7. in exchange for purchases
8. see their products in action
9. to potential customers
10. to stand out from their competitors

13.15.20.