**UNIT 11. TRADE FAIRS AND CONFERENCES**

**Task 1. Look at the networking tips below. Do you agree / disagree with them? Which are the best tips?**

1. Prepare a 30-second ‘verbal business card’; ‘Hi, I’m Shara Lacey. I ‘m the CEO of GreenFire Systems. We provide…’.
2. Offer your name when you introduce yourself. You know who you are, but other people don’t!
3. Are you feeling shy and lonely? Look for someone who is alone, and speak to them.
4. Focus on other people rather than yourself. Listen to what they’re saying instead of thinking about what you want to say next.
5. Ask questions. You learn more by listening than by talking.
6. Wear comfortable clothes. You won’t make a good impression if you don’t feel good in what you are wearing.
7. Remember to give people your business card. But ask for their card first.
8. Make eye contact.
9. Smile!
10. Practise! The more networking you do, the better you will be!

**Task 2. Here are some topics you can begin a conversation at a trade fair. Can you think of any others?**

*The weather, home town / city, exhibits, hotel, the trade fair, practical information (e.g. asking for directions or help), companies.*

**Now match these statements used to begin a conversation with the topics above. Think of statements for other topics.**

1. I noticed that your name tag says you work for Bosch Company.
2. Excuse me, do you know how to operate this ticket for parking machine?
3. What a rainy day! It’s too bad we’re stuck here, we’ll become all wet.
4. Are you staying at the “Grand Imperial” as well?
5. This looks very interesting. What does it express?
6. Are you here for Automobile show?
7. Excuse me, are you Italian? I heard you speaking Italian…

**Task 3. Read the text below with the help of Dictionary and find the definitions for words or phrases in bold.**

**Representing Your Organization at a Conference**

Conferences, and other events that bring industry professionals together, are great places to generate highly qualified leads and develop your presence among your **customer** base. To be successful at these events – whether you're attending, exhibiting, or presenting – keep in mind one important rule: watch your words and actions at all times, because you're being watched at all times

**Leave the right impression**

Conferences and trade shows are popular ways of marketing your products and attract attention to your business. They're also great places **to expose** your organization to key people in your industry.

**Pre-Conference Preparation**

Your role at a conference can vary. You may be an **attendee**, you may have a company booth to exhibit products or services, or you may even be a speaker. Regardless of your involvement, you must do a lot more than simply show up and wait for new business opportunities to come to you.With careful planning, you can get the most out of your investment in the conference, and make the most out of every potential business opportunity.

**Set your objectives**

What do you hope to achieve by participating in the event? Are you:

* Looking for sales leads?
* Launching a new product?
* Developing customer loyalty?
* Building new relationships with **suppliers**, **distributors**, and other stakeholders?
* Developing your brand?

**Establish a budget**

What can you afford to spend? This is an important pre-conference consideration: these events can use up marketing budgets very quickly. When you know what you can spend, you'll be able to customize your exhibit and other marketing materials accordingly. Consider the following promotional materials:

* Brochures.
* Business cards.
* Giveaways (pens, T-shirts, and so on).
* Display booth (ranging from very large and elaborate to small and simple).
* Press kits (press releases, photos, interviews, CDs, and so on).

**Publicize your involvement**

Let your key customers know that you'll attend the conference or trade show.

* Send a mailing to your customer database.
* Use your website to announce the event, and invite people to stop by your booth.
* Mention the event in promotional material and press releases.
* Sponsor an activity at the conference, like a breakfast or reception.
* Put your logo on bags, pens, or other conference giveaways.

**Research other attendees**

Know who else will attend the event, and develop a plan to talk to key representatives. Whether you're an **exhibitor** or an attendee, you may want to talk with speakers, contact industry leaders, and network with many other people to make the most of your time at the conference.

**Know your product and business**

Be prepared for any question. Familiarize yourself with new developments, research topics on the conference **agenda**, and understand how your organization fits into the industry.

**Prepare your materials**

* If you're an exhibitor, keep your booth simple. Choose one main message, and reinforce it with all your materials.
* If you're speaking or hosting an activity, prepare in advance. Practice with your team, and make sure you're confident with your material.

**Be professional at all times**

* Establish a dress code.
* Make sure someone is at the booth at all times.
* Keep the booth clean. Try not to eat at the booth, and make sure coffee cups and other personal items are put away.
* Remember that you're always representing your company – whether you're on a lunch break, relaxing after dinner, attending a cocktail party, or simply walking around the exhibit floor. Don't say or do anything that would reflect poorly on your organization or be offensive to anyone.

**Network!**

* Try to stay at the hotel where the conference is held. This will help keep you in contact with other attendees.
* Have lots of business cards with you, and make sure to give a card to everyone you speak with.
* Attend as many activities as possible. Choose those that are most relevant to your organization and your objective. Personally thank the person hosting each activity, giving the speech, and so forth.
* Ask questions. Find out as much as you can about other people's work, organizations, and products. This is a time to learn and gather information as well as sell. Make sure that what you ask is relevant and "on topic", and don't just speak for the sake of speaking. Moderation is the key to not creating a negative impression.
* Talk to as many different people as possible. It's easy to seek out people you already know and spend coffee breaks and other social time together. Force yourself to keep meeting new people, and split up the people on your team as much as possible.

**Be enthusiastic**

You're there to sell and effectively represent your organization. You must show high energy and high motivation at all times.

**Follow-up**

When the conference is over, you and your team will probably be exhausted and just want to relax. Unfortunately, that has to come later. The days immediately after the event are critical for following up on leads.

**Give definitions to the words from the text above (in bold) and use them in your own sentences:**

**Customer =**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**To expose =**

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**Attendee =**

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**Launching a new product =**

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**Supplier =**

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**Distributor =**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Exhibitor =**

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**Agenda =**

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**Task 4. Advertising a new product at the Trade Fair. Fill in the product specification form with as much information as possible.**

| Name of Product \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Model \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Purpose \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Manufactured by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Made of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Components \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Weight \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Dimensions \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Normal retail price \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Guarantee period \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Service Requierements \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Other features \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
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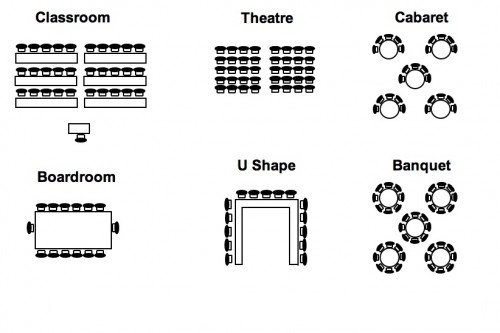
**Task 5. Write an advertisement for any product / service – real or imagined. It may be illustrated. Present it to the class.**

**Task 6. Choose one line from each column to make mini-dialogue:**

| **Person A** | **Person B** | **Person A** |
| --- | --- | --- |
| 1. I’m James, by the way | 1. InterOffice Software.   We make computer games. | 1. Well let’s hope the express comes soon! |
| 1. So, what company are you with? | 1. I think so. I need to go there too. | 1. We’re based in Sydney |
| 1. Where are you based? | 1. No, never. But I’d like to visit it one day. | 1. Thanks. I really need a break. |
| 1. When did you get here? | 1. Nice to meet you. I’m Anna. | 1. I arrived late last night. |
| 1. So, are you working on one of the stands? | 1. Just this morning. What about you? When did you come? | 1. You should if you get the chance. It’s very beautiful. |
| 1. Excuse me, do you know if this is the right express stop for the trade fair? | 1. In Gross, in Australia. And your company? | 1. Me too. |
| 1. Do you mind if I join you? | 1. No, not at all. Take a seat. | 1. Ah, OK. I think I know the name. |
| 1. Have you ever been to Denmark? | 1. No, I’m just here to look around. | 1. Nice to meet you too. |

**Task 7. Look to the conference seat arrangements and try to match them with appropriate events below.**

1. *Product launch;* ***B.*** *Press conference;* ***C.*** *Seminar;* ***D.*** *Company’s Anniversary Dinner;* ***E.*** *Wedding ceremony;* ***F.*** *Departmental meeting;* ***G.*** *Discussion / debates;* ***H.*** *Workshop;* ***I.*** *Training courses*



**Task 8. Read the information about the Penn State Hotel which provides a wide range of conference facilities and form 10 questions to the text.**



Discover the best place to mix business with pleasure at the Penn State Hotel. Our [recently renovated guest rooms and suites,](http://www.pshs.psu.edu/PennStater/rooms_and_suites.asp) friendly, accommodating staff, [extensive meeting facilities](http://www.pshs.psu.edu/PennStater/floor_plans.asp) and fantastic dining make us the ideal full-service Penn State hotel to get work done or just get away. We offer 58,000 square feet of flexible meeting space, complete with banquet and meeting amenities, a smoke-free environment, technologically sophisticated audiovisual equipment and event planning services. From our 41 professional conference rooms to our elegant 10,000 square - foot ballroom, we have the perfect space for your event. We can host and cater a range of functions, including weddings!   
 For a fun vacation, we offer excellent accommodations in scenic State College, Pennsylvania. Our elegant smoke-free rooms and suites are spacious and feature convenient amenities like free wireless high-speed Internet access and a refrigerator. And if you want to dine in, we also offer room service.  
 Start your day with a refreshing workout at our fitness center and lap pool before taking in the sights of the area. Guests can enjoy popular [sports and other events at Penn State University](http://www.pshs.psu.edu/sports_events.asp), as well as many [attractions](http://www.pshs.psu.edu/area_attractions.asp) in the surrounding area. Sample delicious food at one of our [Penn State hotel restaurants](http://pshs.psu.vizergycms.com/cp/Penn-Stater-Dining-State-College-PA.htm), or explore the local cuisine. However you spend your day, you’ll be sure to end it comfortably in one of our spacious rooms.

**Groups & Meetings**

At The Penn State, we know you need more than a convenient function space. You’re looking for [flexible seating options](http://www.pshs.psu.edu/pdf/ps_roomsetup.pdf), [state-of-the-art communications technology](http://www.pshs.psu.edu/pdf/ps_audiovisualequipment.pdf) and planning services tailored to your needs. We’ll help you create the perfect banquet, party or meeting package in Pennsylvania to fit your event and your budget.

That’s why we offer 58,000 square feet of [dedicated meeting rooms and banquet halls](http://www.pshs.psu.edu/PennStater/floor_plans.asp), with both large- and small-scale meeting and banquet accommodations. Whether it’s a corporate conference with hundreds of attendees or an intimate celebration, we’ll help you create a wonderful event.

**Meeting Amenities**

* [Event Menus](http://www.pshs.psu.edu/pdf/ps_banquetmenu.pdf)
* Professional conference planners
* Multi-station computer lab
* Video conferencing
* High-speed Internet access
* Interactive learning systems
* PC and Mac computers
* DVD players, LCD projectors, etc.

**Meeting Facilities**

* Executive Board Room
* Conference Rooms
* Forum Rooms
* Senate Suites
* The Mount Nittany Club at Beaver Stadium
* Presidents Hall
* Deans Hall
* Team Decision Center

***Choose The Penn State Hotel and make your next trip a destination to remember! For more information, please contact The Penn State Conference Center Hotel toll-free at   
(800) 233-7505****.*

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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10. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Task 9. Read the text about the Emory Conference Center Hotel. Recommend it to a suitable group of clients described below. Explain your choice.**

*A. Group of travel agents. They want luxury rooms and facilities with as many extras as possible, a comfortable and cosy meeting room suitable for presentations and discussions, facilities for relaxation (in- and outdoor pool, sauna, massage, spa procedures), some energetic social events (shows, excursions, live music).*

*B. Group of Board directors of manufacturing company (with partners). They wish pleasant surroundings (for example, views, décor). The rooms can be simple, but must be comfortable with good facilities. They would like to dine in an excellent restaurant with high-class European cuisine. Note: the average age of the participants is 45.*

**Task 10. You have a wide range of conference facilities. Explain what they are for. According to the given example:** *OHP is used for showing slides on the screen.*

*Flipchart, autocue, screen,* ***OHP****, pointer, socket, PC, remote control, public system, loudspeakers, white board, copier, audio-video recorder.*

**Task 11. Conferences and meetings. Where are these people going to? Match the sentences with the given words.**

**1) lecture; 2) congress; 3) workshop; 4) trade fair; 5) training courses**

*a. a group of travel agents who want to listen to a formal talk on management of familiarization trip from a specialist.*

*b. an international group of hotel managers, tour operators meeting to discuss global ecotourism tendencies and economical state.*

*c. hotel restaurant staff needing practical know-how to improve their service skills.*

*d. travel agents going to see promotions and discuss the best promotional methods in order to find better techniques for making new promotional materials (brochures, leaflets, sales letters, etc.).*

*e. hoteliers, resort representatives, travel agents, airlines from all over the world to promote their services and search for new partners and customers.*

**Task 12. Wordsearch. Find 17 words and word combinations in the wordsearch below.**

**Conference and trade fair**

| | | U | L | U | G | Z | W | H | I | T | E | B | O | A | R | D |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | W | Q | K | Y | S | Y | N | D | I | C | A | T | E | H | Q |  | | M | U | L | T | I | M | E | D | I | A | D | B | B | R | U |  | | S | P | E | A | K | E | R | B | N | F | L | F | K | D | E |  | | S | L | I | D | E | S | O | H | P | G | U | E | S | T | S |  | | J | Y | Y | Y | S | C | R | E | E | N | N | C | H | G | I |  | | Y | W | M | E | Y | A | U | D | I | E | N | C | E | O | S |  | | U | D | E | L | E | G | A | T | E | S | B | R | T | M | N |  | | R | R | E | M | O | T | E | C | O | N | T | R | O | L | K |  | | W | K | M | U | I | M | O | D | E | R | A | T | O | R | E |  | | R | Q | J | T | P | J | P | R | O | G | R | A | M | M | E |  | | Q | Y | L | G | Q | W | O | R | K | S | H | O | P | S | O |  | | K | Y | O | O | A | U | T | O | C | U | E | C | T | M | I |  | | P | K | A | F | O | P | L | E | N | A | R | Y | I | T | U |  | | T | R | A | N | S | L | A | T | I | O | N | C | W | H | J |  | | | DELEGATES REMOTECONTROL MULTIMEDIA PLENARY SYNDICATE PROGRAMME SCREEN AUTOCUE GUESTS MODERATOR TRANSLATION SPEAKER AUDIENCE WHITEBOARD OHP | SLIDES WORKSHOP | | --- | --- | | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | |
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**Task 13. You have received a message (enquiry) on the answer phone machine from Mrs Augusti, Manager of Toy Enterprises, 57 Galletti Street, Torino BL 501, inquiring about your services and charges. Use the internet and find any conference hotel’s website. Use the information to write a suitable reply.**

**Notes on answering a letter of enquiry.**

* 1. **Layout.** You use headed writing paper, so you don’t need to write your address, but don’t forget the date.
  2. **Beginning.** Begin your letter with a reference to an enquiry.
  3. **Facilities.** Give the customer an idea of the main facilities that you offer (relaxing, carrying out business, washing and cleaning).
  4. **Prices.** Give information about some of the prices.
  5. **Ending.** Finish your letter with a suitable ending.

**Task 14. Here is an extract of the invitation letter for the Conference. Read it and write an answer to H&M’s invitation to attend the conference:**

1. **You accept the invitation and are willing to make a report on new trends and tendencies in the fashion industry;**
2. **You regret that you are unable to accept the invitation, due to a previous engagement.**

| Dear Mrs Clause  The H&M firm has the pleasure to invite you to participate in an international conference “Fashion Trends&Tendencies in 2025”, held in Stockholm, Sweden, from June 3rd to June 5th, 2017. To be able to make all necessary arrangements in good time, we would be grateful for the following information:   * Would you like to make a report? (If yes, we would be happy to get the brief as soon as possible); * Would you need accommodation during your stay in Sweden?   We are looking forward to your early reply.  Yours sincerely  *P. Dobson*  Peter Dobson  Vice President |
| --- |

**Task 15. Read two examples of International conference programmes and try to create your own for three days. You can choose the number of participants, times, places, leisure activities for the guests.**

**Programme sample 1**: meeting, workshop or seminar for 50-100 participants

**Day 1 – welcome to Rovaniemi**

* Welcome ceremony in [Santamus](http://visitrovaniemi.fi/prof-venues/santamus/), a musical experience restaurant in [Santa Claus Village](http://visitrovaniemi.fi/attraction/santa-claus-village/) on the Arctic Circle, just five minutes from Rovaniemi Airport.
* In the evening, dinner will be served in restaurant Gaissa in your hotel, [Santa’s Hotel Santa Claus](http://visitrovaniemi.fi/prof-accommodation/santas-hotel-santa-claus/).

**Day 2 – meeting in Santa’s Conference Centre or Town Hall**

* You can choose to stay in the hotel and have a productive meeting in [Santa’s Conference Centre](http://visitrovaniemi.fi/prof-venues/santas-hotel-santa-claus-santas-conference-center/) or hold the meeting at [Rovaniemi Town Hall](http://visitrovaniemi.fi/prof-venues/rovaniemi-town-hall/), designed by famed Finnish architect Alvar Aalto.
* Team-building programme in Poropirtti: an experience at a local reindeer farm with a reindeer herder and a shaman.
* Dinner is served at the reindeer farm.

**Day 3 – meeting in Santa’s Conference Centre or Town Hall**

* Meeting at a venue of your choice during the day.
* Dinner: in winter, dinner is served in an igloo made of snow and ice. In summer, restaurant Thulia can be converted into a small and intimate setting or a larger banquet.

**Day 4 – departure via Santa Claus Village**

No visit to Rovaniemi and Lapland is complete without meeting [Santa Claus](http://visitrovaniemi.fi/love/santa-claus-magic-of-christmas/). After meeting Santa, a stop at [Santa Claus Main Post Office](http://visitrovaniemi.fi/attraction/santa-claus-main-post-office/) gets everyone a postcard with a unique Arctic Circle stamp they can send to anyone they wish.

**Programme sample 2:** Conference of the InterBikes in Lithuania for 50-100 participants

**Monday 9th January**

14.00 Arrive Klaipeda Port (met by Audra Jadviniene)

16.00 Arrive Vilnius Airport (met by Zigmas Lokys). Accommodation at the „Crown Plaza“ and „Kempinski Hotel“

19.00 Get-together Party at the „Ramada Hotel“.

**Tuesday 10th January**

9.00 Opening of the conference in the „Ramada Hotel“, Conference hall

9.30 – 13.00 Reports and discussions

13.00 – 14.00 Lunch in the „Ramada Hotel“, dining hall

14.30 Sightseeing Tour of Vilnius

19.00 Conference Banquet at the „Radisson Blu Royal Astorija“

**Wednesday 11th January**

9.30 Coach leaves for a visit to Vairas factory, Šiauliai. Afternoon reserved for shopping, personal appointments, etc.

15.30 Farewell cocktail at the „Radisson Blu Royal Astorija“

16.15 Departure (by car) for Klaipeda Port

17.00 Departure (by coach) for Vilnius Airport

**Task 16. Find information on the Internet about any hotel all over the world which provides conference facilities and present it to your class using the PowerPoint program. Keep the requirements for making a successful presentation.**