

# Unit

# 1

## Booking a Meeting

## 会议预订



### Part I Situational Practice



**Situation:** *Su-Hui, a clerk with the sales office of the Claude Convention Center is answering a call from New York. The caller, Mr. Hilton, enquires about booking a conference at the Center.*

克劳德会议中心销售部员工苏慧正在接一个从纽约打来的电话。来电者是希尔顿先生。他正在询问一些有关在该中心预订会议的问题。

**A.** Fill in the chart with the missing information about the convention booking after finishing reading the dialogue following the chart.

Post Office Box 66666 Shanghai, 200000 China (021) 6666-8888
Meeting Group Inquiries

(续表)

1	<b>Meeting Title</b>	_____		
	<b>Dates</b>	_____	_____	_____
	<b>Caller's Name</b>	_____		
	<b>Original Room Block</b>	_____		
	<b>Actually Used</b>	_____		
Meeting Requirements (Program if possible):				
2		<b>Persons</b>	<b>Set-up</b>	
	<b>General Session</b>	_____		
	<b>Breakouts</b>	_____		
	<b>Charges</b>	<b>RMB</b> _____	<b>US Dollars</b> _____	

- Su-Hui:** Good morning. Claude Convention Center. Su Hui speaking. How may I assist you?
- Hilton:** I'm calling from New York Translators Association. I wonder if I'd enquire about holding a conference in your place.
- Su-Hui:** I'm glad to help you. For how many people, sir?
- Hilton:** A party of 50.
- Su-Hui:** When will the event be held?
- Hilton:** November the 18<sup>th</sup>, the 19<sup>th</sup> and the 20<sup>th</sup>.
- Su-Hui:** Let me have a check, please... Sorry to have kept you waiting, sir. We do have vacant suites and conference hall during the period you desire for.
- Hilton:** That's good. Our attendees are all famous people. Is it possible that they each have a suite?
- Su-Hui:** Don't worry, sir. Since ours is an all-suite convention center, every attendee is offered a suite and therefore receives VIP treatment.
- Hilton:** I like that very much. Then what is the rate?
- Su-Hui:** We offer rates competitive with standard hotel rooms, 830 yuan RMB per person per day, an equivalent to 135 US dollars. Besides, we also offer complimentary "perks", including breakfast and coffee hours.
- Hilton:** Great. Sounds reasonable. Room rates and we can enjoy suite service. Everybody's dream!
- Su-Hui:** Exactly, sir. Our homely atmosphere will bring your dream to life. If you are really interested in our center, I'll send you a reservation form and a prospectus about our meeting facilities.
- Hilton:** That's very kind of you. Can you send them by fax?
- Su-Hui:** Yes, sir. May I have your name and your fax number?
- Hilton:** John Hilton. J-O-H-N, H-I-L-T-O-N. My fax number is 708-682-3352.
- Su-Hui:** Mr. Hilton. Your fax number is 708-682-3352. Yes, I'll make it right away, Mr. Hilton.
- Hilton:** Thank you very much. Good-bye.
- Su-Hui:** Good-bye, Mr. Hilton. Thanks for calling.

## Glossary

- suite /swi:t/ *n.* a series of connected rooms used as a living unit 套房
- attendee /ə'ten'di:/ *n.* one who is present at or attends a function 出席者
- rate /reit/ *n.* the amount of money that is charged for goods or services 价格
- equivalent /'kwɪvələnt/ *n.* something that is essentially equal to another 对等物
- complimentary /'kɒmplɪ'mentɪ/ *a.* given free to repay a favor or as an act of courtesy 表示优惠或客气而免费赠送的
- prospectus /prə'spektəs/ *n.* a document describing the chief features of a meeting for participants 会议简介

**B.** Read the dialogue again and check ( ) true or false for each of the following statements.

	True	False
1. The meeting which is being booked is an association meeting.	<input type="checkbox"/>	<input type="checkbox"/>
2. The attendees of the conference are average people.	<input type="checkbox"/>	<input type="checkbox"/>
3. The convention center is an apartment hotel.	<input type="checkbox"/>	<input type="checkbox"/>
4. Breakfast and coffee are free of charge.	<input type="checkbox"/>	<input type="checkbox"/>

**C.** In groups, sum up the procedures of meeting reservation on the phone.

**A Receptionist**

Greet and offer help

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

3. \_\_\_\_\_

5. \_\_\_\_\_

**B Guest**

Greet and tell the staff your company name and wonder if you'd enquire about holding a conference.

2. \_\_\_\_\_

4. \_\_\_\_\_

**D.** Pair work. Give a plausible definition to each of the following concerns. Then match the expressions on the left with the best Chinese equivalents on the right.

- |                                     |                      |
|-------------------------------------|----------------------|
| 1. MICE                             | 7. Product launch    |
| 2. Convention                       | 8. Board meeting     |
| 3. Conference                       | 9. Fund-raiser       |
| 4. General Assembly/Plenary Session | 10. Forum            |
| 5. Seminar                          | 11. Panel            |
| 6. Workshop                         | 12. Training session |

**Example:** *A convention is a general and formal meeting of a legislative body, social or economic group, for action with a set objective involving a general session and smaller meetings.*

( ) 1. MICE	a. 专家讨论会
( ) 2. Convention	b. 专业会议
( ) 3. Conference	c. 产品发布会
( ) 4. Plenary Session	d. 会展 (总称)
( ) 5. Seminar	e. 流程实习
( ) 6. Workshop	f. 董事会议

( ) 7. Product launch

( ) 8. Board meeting

( ) 9. Fund-raiser

( ) 10. Forum

( ) 11. Panel

( ) 12. Training session

g. 协会年会

h. 研讨会

i. 募捐会

j. 论坛

k. 培训会议

l. 全体会议



## Part II Language and Skills



### **A** Language in Use

Fill in the blanks according to what you've heard. Then repeat and practice with your partner.

Getting general information about a meeting	Response
When will (1) _____ be held?	For arrival Thursday, March 24 with departure Sunday, March 27, 2013.
How many (2) _____ will there be? For how many attendees?	There will be 100 attendees.
What (3) _____ do you have in your mind?	A party of 200.
What kind of (4) _____ do you need?	Do you have sufficient number of breakout rooms for our (5) _____?
Your name and your fax number, please?	My name is Su-Hui. You may fax at 6666666.

### Introducing the capacity and capability of the convention center

We have some brand-new imported equipment.

The equipment is of good quality of both picture and sound.

The center of the multi-purpose hall is the main (6) \_\_\_\_\_ seating 400.

It (7) \_\_\_\_\_ about 400 people.

Our conference hall is multi-purpose.

We have a fully-equipped convention center that provides complete secretarial service.

We have all the state-of-the-art (8) \_\_\_\_\_.

### Giving further information about meeting booking

You can hire our nightclub for private use.

Here is the rental rate list for (9) \_\_\_\_\_ for the convention.

I will send you a (10) \_\_\_\_\_ list with a price list by fax.

So you'd like to reserve our conference room for three days together with an (11) \_\_\_\_\_.

I'll order (12) \_\_\_\_\_ of pens in different colors.

## B. Language Mastery

### 1. With a partner, take turns asking and answering the following questions.

- Do you know the difference between marketing and selling?  
\_\_\_\_\_
- What are the common types of meeting groups?  
\_\_\_\_\_
- What kind of meeting sites do you prefer to hold your conference? (A resort hotel? A large motel? A university? A specialized meeting center? A convention center?)  
\_\_\_\_\_
- How do you define incentive meetings? What do incentive customers want?  
\_\_\_\_\_
- How many national and international associations are there in your country? Is the convention very important to the association?  
\_\_\_\_\_
- Why are computers important to convention salespersons?  
\_\_\_\_\_

### 2. Go over the following chart; ask and answer five questions in turn.

**Example:** *On which day do conventions most frequently begin?*

When they are held	Starting Day of Meeting
Rated by the number of events, these are the most active convention months in order of importance: October May April June September	
Rated by the number of attendees, these are the most active convention months in order of importance: October September March February January	

### 3. Understand the speaker's intention, and then fill in the blanks.

- Glad to meet you, Mr. Lee. I'm John Hilton, director of convention sales department.  
\_\_\_\_\_  
(用意: 打算预订会议)
- \_\_\_\_\_  
—Sure. Here it is.  
(用意: 索取与会者名单)

c. —Do you have enough breakout rooms? We will have several seminars.

\_\_\_\_\_

(用意：建议在会议旺季使用公用场地)

d. —What is the full conference plan price?

\_\_\_\_\_

(用意：提供报价)

e. —Yours is a (an) \_\_\_\_\_ convention beginning on  
\_\_\_\_\_ and some early arrivals on Sunday.

Am I correct, sir?

—Exactly.

(用意：确认会议预订方所需信息)

**4. Render the following into English by using as many language skills learnt as possible.**

a. 您需要几个怎样的会议室？

\_\_\_\_\_

b. 这是我们的会议服务指南，里面有会前、会中和会后服务的详尽描述。

\_\_\_\_\_

c. 能有这个机会为你们服务，我们感到十分荣幸。今天，我们能否从确定会议日期谈起呢？

\_\_\_\_\_

d. 请问你们能否为随从家属组织活动？

\_\_\_\_\_

e. 除免费房间外，会议工作人员还可以享用优惠价格房。

\_\_\_\_\_

**5. Mr. Rachel is planning an annual convention of the World Translators Association. There are 100 top translators attending the event which requires a medium-sized meeting hall for plenary session, and several breakout rooms for discussions. Rachel calls a Chinese convention center and makes a reservation of the convention. Try this phone call with a partner. One person plays the role of Mr. Rachel. The other plays the role of a reservationist of a convention center.**

**C. Conversational Skills****A speaker confirmation letter 会议演讲人确认信****14<sup>th</sup> Annual Northwest Wisconsin Lakes  
Conference Friday June 22, 2012**

Spoooner High School, Spoooner Wisconsin

March 24, 2012

Dear Mr. Wang,

On behalf of the organizing committee for the Northwest Wisconsin Lakes Conference I would like to thank you for agreeing to be a keynote speaker at our June 24th Conference.

Please develop your presentation for a 60-minute time period.

Overnight accommodations are available in Spoooner, WI can be made at:

Inn Town Motel has rates from \$50      715-635-3529

Northwest Lodging has rates from \$62      715-635-3535

Best Western has rates from \$109      715-635-9770

We are excited about your presentation and appreciate your willingness to share your time and expertise! As a speaker, your registration fee is waived. Thank you for helping to make this year's conference a success. If you have any questions please feel free to call me. We will be sending you a conference schedule and speaker form soon.

Sincerely,

NWLC Planning Committee

Enclosures

## Glossary

Wisconsin /wɪs'kɒnsɪn/ *n.* 威斯康星（美国中北部的州）

keynote /'ki:nəʊt/ *n.* 主题；要旨

expertise /,ekspɜ:'ti:z/ *n.* 专门知识

waive /weɪv/ *v.* 放弃；搁置

## Professional Culture Tips

### An Introduction to ICCA

ICCA's worldwide membership *comprises* approximately 650 leading companies and organizations offering every type of service to the international meetings industry. A superb network of international quality *venues* and *destinations*, *PCO* and *DMC* services, technology specialists, transportation companies, and consultants are available via this website.



ICCA offers a variety of benefits, such as networking, education, promotion as well as business opportunities, such as *databases* with information on congress organizers and details on international meetings.

Please check out this website to find out more about the range of benefits ICCA provides to its members.

ICCA was founded in 1963 by a group of travel agents. Their first and *foremost* aim was 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. This *initiative* soon proved to have been taken at the right moment: the meeting industry expanded even more rapidly than foreseen, as a result of which candidates from all over the world applied for ICCA membership—not only congress travel agents but representatives from all the various sectors of the meetings industry.

ICCA now is one of the most prominent organizations in the world of international meetings. It is the only association that comprises a membership representing the main specialists in handling, transporting and accommodating international events. With members in more than 76 countries around the world, it is certainly the most global organization within the meetings industry. ICCA has offices in the *Netherlands*, *Malaysia* and *Uruguay*.

To create a global community for the international meetings industry which generates

and maintains significant commercial competitive advantages for all member companies and organizations, the ICCA network not only *enhances* co-operation between members of the same profession in the above mentioned categories, it also enables them to work together with members—*regardless* of their categories—in the same geographical areas. For this purpose, National and Local ICCA Committees have been formed. This element of the ICCA structure is based upon regional similarities in business matters such as marketing, market research and education. During recent years one aspect has *dominated* this regional co-operation, particularly at National and Local level: the *concerted* promotion of the region as an attractive destination for international meetings.

## Glossary

ICCA: International Congress and Convention Association 世界会议协会

comprise /kəm'praɪz/ v. 包含

venue /'venju:/ n. 会场

destination /,destɪ'neɪʃn/ n. 目的地

PCO: professional convention organizer 职业会议策划者

DMC: destination management company 目的地管理公司

database /'deɪtəbeɪs/ n. 数据库

foremost /'fɔ:məʊst/ a. 最主要的

initiative /ɪ'nɪʃətɪv/ n. 积极性

Netherlands /'neðələndz/ n. 荷兰

Malaysia /mə'leɪzə/ n. 马来西亚

Uruguay /juərə'gweɪ/ n. 乌拉圭

enhance /ɪn'hɑ:ns/ v. 增强

regardless /rɪ'gɑ:dləs/ a. 不管

dominate /'dɒmɪneɪt/ v. 支配

concerted /kən'sɜ:tɪd/ a. 联合的