Corporate Events

Level B2

Student's version

1. Company meetings

Warm-up. What company events have you attended recently? Have there been any interdepartmental meetings or incentive trips? Maybe a training session has taken place recently? If so, who was responsible for arranging the event? Did you enjoy it? Was it useful? Tell the group about your experience. Consider the following issues:

- time

- place

- length

- number of participants

- purpose

- agenda

- range of activities

- entertainment

- usefulness

2. Mobile World Congress

https://www.youtube.com/watch?v=Xbwm3jxazm8

Comprehension 1. Watch the video once and answer the following questions:

1. Where was the event held?

2. How many companies exhibited their products?

3. How many visitors were expected?

4. What was the purpose of the event?

Comprehension 2. Watch the video again and complete the empty spaces:

It is a busy start for the Mobile World Congress - Barcelona's annual tech event.

Vying for the attentions of the visitors are /1/_____ from 1,500 /2/_____, including the latest from Nokia and Samsung, dubbed the "/3/_____".

"Here in Barcelona, 70,000 visitors are expected. It's /4/_____ _____ between the different operating systems of smartphone with Android leading the way by some margin. Samsung unveiled their new Galaxy Note, and we've also seen Nokia's new Lumia for the first time.

Samsung's new Galaxy Note is slightly bigger and has better resolution than Apple's bestselling iPad Mini.

With the giants of Apple, Google and Microsoft /5/_____, the event is a real opportunity for other players.

Nokia were hoping to make waves with the unveiling of their new Lumia. But they've got their work cut out - not for nothing is the industry known as the "phone and tablet wars."

3. Hosting a Corporate Event

👓 How To Throw An Unforgettable Company Party

http://www.businessinsider.com/throw-a-chic-company-party-on-any-budget-2013-2

By Patricia Handschiegel

While big name celebrities might draw media attention at company parties, a great event doesn't require a famous face to be amazing and make an impact.

In fact, having a star on hand can pull away from the real star of the show – your product or brand.

That doesn't mean it can't work, but if you're like most companies and on a budget, spending your cash to make an incredible experience for guests in other ways can be just as effective.

Here's how:

When It Comes To Venue, Consider The Unexpected

I've been a to incredible events held at completely unexpected places. /.../**Adjoining** rented suites at chic hotels versus the traditional conference room can be much **cozier** and stylish.

Local parks with catered foods and wait staff can be as cool as any **venue**. Lots of companies have **held** events at their offices with great success.

Focus on the Details

It truly is the little things that make a difference, so get creative here. Not only will it have the potential to make an impact, it can be done inexpensively. Candy stations with a mix of **treats** in cool jars have been common at a lot of fashion industry parties. Servers with drinks or snacks waiting for guests upon arrival, unique treats and good music are little things that can make a big impression

Have Fun

A lot of companies are hosting events at places like bowling alleys, or creating themed parties such as mini-carnivals. Local museums, theaters, and other places often allow rentals for comparable pricing to other event venues and can be as cool (if not more) impactful. If drinks, food and seating areas aren't provided, be sure to ask and **accommodate** on your end.

Do A Party Favor Or <u>Goodie</u> Bag

Everybody loves a little **takeaway** or something special. Party favors or goody bags can be easy to do and inexpensive. It doesn't take an abundance of free items or anything **elaborate**. Something small that says 'thanks for joining us,' /.../ can **do the trick**.

Be Sure To Get Contacts

If you're doing something that is not invitation only, like a party at a trade show or crawl event, have something on hand that captures attendee contacts such as business cards or emails.

For example, check-in at the door requiring a business card or sign in before entry, /.../, can help you **snap up** attendee details from those on hand. Holding a contest that requires a registration can also work.

Comprehension. True or false:

1. Companies don't have to invite celebrities in order for their corporate events to succeed.
2. Company events can be held at parks.
3. People from the fashion industry don't use inexpensive solutions.
4. Museums and theaters differ significantly from other event venues in terms of price.
5. If a free item which is given to guests is small, it has to be sophisticated.
6. It is essential to ensure that you record who attended your event.

Vocabulary 1. Match the numbered expressions with their definitions and use them in the sentences below. Change the form if it is necessary.

1. **adjoining**
2. **cozy**
3. **to hold**
4. **a venue**
5. **a treat**
6. **to accommodate**
7. **a takeaway**
8. **elaborate**
9. **to do the trick**
10. **to snap up**

a) characterized by complexity and richness of detail

b) to provide with something desired or needed

c) having a warm or friendly and informal atmosphere

d) to get hold of or seize quickly and easily

e) to organize or be responsible for

f) something that you take home e.g. a meal, a gift, a handout

g) the scene of any event or action (esp. the place of a meeting)

h) sth special that you do or buy for yourself or someone else

i) next to and connected to another building, room, area etc.

j) to do what is needed in order to achieve something

1. Located in the heart of the city opposite the Stamford Plaza Hotel, this fully licensed restaurant is a perfect _____ for a business lunch or a get together with friends.

2. The arrangement of our new open-pan office underlined featured _____ desks which were supposed to _underline_ facilitate teamwork and cooperation.

3. When health complications made the worker's injury more painful, his employer _____ him with a flexible work schedule allowing him to work from home.

4. While I was window shopping at the nearby mall, I came across a real bargain which I _____ _____ immediately.

5. Paris Fashion Week is a clothing trade show _____ semi-annually in Paris, France with spring/summer and autumn/winter events _____ each year.

6. If none of the standard options works then – believe it or not – reinstalling the program might _____.

7. People have been having less and less time to play console games in the first place, and now they have to use an _____ interface to get online?! It just doesn't make sense!

8. The Islamic Relief Office in Virginia is probably the best office I have ever seen. People are SO SWEET and everyone looked really professional. It is a neat, clean and _____ office which felt really welcoming. Everyone is REALLY nice and your co-workers will help you if you need help with anything.

9. My key _____ from the meeting was the knowledge to engage my potential clients with my business ideas.

10. I've had a couple of massages in my life, at spas, when I've felt like I deserved a _____ for one reason (surviving meeting my boss's boss, who intimidated the hell out of me) or another (celebrating a friend's long-awaited pregnancy.)

Vocabulary 2. Translate the sentences using the vocabulary below. Try to avoid using the phrase 'I think that...' The expressions below might also be helpful.

1. Jestem zdania, że wyszukane menu może nie być odpowiednie jeśli zorganizujemy imprezę na zewnątrz.

2. Mam wrażenie, ze to miejsce nie tworzy przytulnej, kameralnej atmosfery, która mogłaby ułatwić negocjacje.

3. Jeśli chodzi o gratisowe materiały, myślę, że pendrive'y mogłyby się sprawdzić – uczestnicy zawsze rzucają się na darmowe nośniki danych.

4. Miałem wrażenie, że firmowa koszulka była jedyną rzeczą, którą uczestnicy wynieśli ze spotkania.

5. Uważam, ze organizowanie wykładów w sąsiadujących pokojach nie pozwoli uczestnikom w pełni z nich skorzystać.

6. Nie mam żadnych wątpliwość, że to miejsce może zapewnić wam wszystkie potrzebne udogodnienia.

Useful phrases for expressing your opinion:

1) As far as I am concerned, ...

2) From my point of view, ...

3) As for me / As to me, ...

4) My view/impression is that ...

5) I hold the view that ...

6) I would say that ...

7) It seems to me that ...

8) I am of the opinion that ...

9) My impression is that ...

10) I am under the impression that ...

11) I have no doubt that ...

12) I am sure / I am certain that ...

13) I feel / believe / suppose that ...

14) I hold the opinion that ...

15) I guess that ...

4. Selecting the right event

Read the text below and decide which events you would like to attend and why. Which ones are not interesting at all?

Popular Corporate Events

By Rob Hard

According to Meeting Professionals International, more than $122 billion is spent annually in the U.S. meetings industry (2006). This money is most commonly spent at resort hotels, city hotels, suburban hotels, conference centers, restaurants, country clubs, convention centers, and at nearly every unique venue imaginable.

Whether at a corporate environment, association, non-profit or government agency, the most popular corporate events typically fall into one of the following programs:

Seminars and Conferences

Purpose: Organizations plan and hold these meetings with targeted audiences, and provide them with relevant information.

Description: Seminars are usually shorter events, lasting a couple hours, ½ day or a whole day. They have single or multiple speakers, and keep all participants together in the same space. Conferences, on the other hand, typically have multiple sessions. They are typically held at hotels. A conference is usually planned for 2/3 of a day, one day, two days or sometimes longer.

Golf Events

Purpose: One favorite event at every organization is to hold its annual golf outing. Relationship management is the primary objective; however, business content must always drive event planning, not the other way around.

Appreciation Events

Purpose: These programs allow an event host to spend informal time with its guests in a non-traditional environment, giving both parties an opportunity to build a relationship and learn more about each other's business priorities.

Description: There are limitless possibilities and types of appreciation events that organizations hold throughout the year. Common programs include:

- Dinner and theater
- Day at the race track
- Suites* at sporting arenas
- Day and evening cruises
- Private parties at music festivals
- Tickets to the most popular events in town

* a group of rooms that is used for one purpose

5. Role-play/Discussion

SITUATION: Your company is going to host its annual incentive event. Imagine that you are the decision makers whose role is to choose the kind of event, its time and length. Your job is to reach a compromise on the issues above. Hold a meeting during which you will discuss all relevant details. You can youse the ideas put forward in the articles from the previous sections.

Roles:

HOST – welcome the participants, lead the discussion, summarize the discussion, decide on the best option and provide the justification/advantages

PARTICIPANTS – put forward your own suggestion, give its advantages, disagree with one of your colleagues' suggestion giving its disadvantages

You might use some phrases from the table below:

Advantages *advantageous to* *favourable to* **Benefits** *beneficial to* **Profits** *profitable* *to pay off /in the long run/* **Positive aspects** *to facilitate (make easier)* *to speed up* *to streamline*	**Disadvantages** *disadvantageous to* *unfavourable to* *harmful to* **Drawbacks** *to have an adverse effect on* **Shortcomings** *to be an obstacle to* **Flaws** *to prevent sb from doing sth* *to hinder* *to hamper*