
揭阳职业技术学院



教案

课程： 会展英语 任课教师： 黄桂红

专业： 商务英语 班级： 商英订单班 231

Unit 1 Costs of Attendance

Teaching aids: multiple-media

Teaching time: 4classes

Teaching Objective:

1. provide information on convention
2. filling in a registration form
3. making a conversation about information release and consultation

思政目标: 在和客户交流过程了解中西文化差异, 培养学生文化自信。

The key points of teaching:

1. provide information on convention
2. filling in a registration form
3. making a conversation about information release and consultation

Teaching steps:

Step 1: warming up

- 1.1. Listen and fill in the blanks with the right form of the words given

In the box

Such as: enquire sponsor register include

- 1.2. Read and match

Match the new words with the right Chinese meaning.

Step 2: dialogue

- 2.1. Listen to the dialogue one and do the exercises

Exercise 1: take notes

Exercise 2: fill in the blanks

Listen to the dialogue again and role-play it.

2.2. Listen to the dialogue two and do the exercise

Exercise1: make a memo

Exercise2: fill the blanks.

Listen to the dialogue again and role-play it

2.3. Listen to the dialogue three and do the exercise

Exercise1: decide true or false

Exercise2: fill in the blanks

Listen to the dialogue again and role-play it

Step 3: registration form

3.1. Learn how to write the registration form

Personal details: salutation

Family name, first name

Organization, department, title

Address, state, city, country, Tel No, fax No, E-mail

Registration fee

Methods of payment

Notes

3.2. Fill in the registration form according to the following

information

Step 4: making a dialogue

Suppose you are a secretary of the organizing committee of Boao Forum for Asia Annual Conference 2010, and your partner is an attendee. Talk to your partner on the phone using the information and phrases given below.

Such as: The forum will be held from...to...at...

It will focus on...

It is sponsored by...

You should pay....

Homework

1. Do the exercise in More Practice Part
2. Recite the new words
3. Make a dialogue about AFF

Unit2 Introduction to an Exhibition

Teaching aids: multiple-media

Teaching time: 4classes

Teaching Objective:

1. Provide information about convention reservation
2. Filling in a conference reservation form
3. Making a conversation about convention reservation

思政目标: 在和客户交流过程了解中西文化差异, 培养学生文化自信;
在布展工作过程中精益求精, 培养学生工匠精神。

The key points of teaching:

1. Provide information about convention reservation
2. Filling in a conference reservation form
3. Making a conversation about convention reservation

Teaching steps:

Step 1: warming up

- 1.1. Listen and fill in the blanks with the right form of the words given

In the box

Such as: reserve check charge quote...

- 1.2. Read the sentences

Such as: I am calling from the Sydney Trade Association

I will send you confirmation within a week.

We'd like to hold a conference at your center.

Step 2: dialogue

2.1. Listen to the dialogue one and do the exercises

Exercise 1: take notes

Exercise 2: fill in the blanks

Listen to the dialogue again and role-play it.

2.2. Listen to the dialogue two and do the exercise

Exercise1: make a memo

Exercise2: fill the blanks.

Listen to the dialogue again and role-play it

2.3. Listen to the dialogue three and do the exercise

Exercise1: answer the following questions

Exercise2: fill in the blanks

Listen to the dialogue again and role-play it

Step 3: convention reservation form

3.3. Learn how to write the convention reservation form

Name of the Event

Desired date

Number of days

Expected attendance

....

3.4. Fill in the reservation form according to the following

information

Step 4: making a dialogue

Suppose you are a clerk with the sales department of Shanghai Shangri-La hotel. Now you are receiving a phone call from your partner, the vice president of China Auto Association. The association wants to hold a conference in the hotel. Imagine you are talking to your partner on the phone using the information and phrases given below.

Such as: For how many people?

When will ... be held?

What type of rooms do you need?

I will send you the information...

Homework

1. Do the exercise in More Practice Part
2. Recite the new words
3. Make a dialogue about American Express Corporation

Unit3 Introducing Booth

Teaching aids: multiple-media

Teaching time: 4classes

Teaching Objective:

1. Talking about the setting of meeting rooms
2. Writing an invitation
3. Making a conversation about convention arrangement

思政目标：在会议室安排过程中精益求精，培养学生工匠精神。

The key points of teaching:

- 1.Talking about the setting of meeting rooms
- 2.Writing an invitation
- 3.Making a conversation about convention arrangement

Teaching steps:

Step 1: warming up

- 1.1. Listen and fill in the blanks with the right form of the words given

In the box

Such as: make sure of

Arrange

Show... around

....

- 1.2. Read the sentences

Such as: Have you prepared pencils and note paper for the participants?

We have hung the banner and welcoming signs in public areas.

I'd make sure of the preparations for tomorrow's meeting.

...

Step 2: dialogue

2.1. Listen to the dialogue one and do the exercises

Exercise 1: take notes

Exercise 2: fill in the blanks

Listen to the dialogue again and role-play it.

2.2. Listen to the dialogue two and do the exercise

Exercise 1: make a memo

Exercise 2: fill the blanks.

Listen to the dialogue again and role-play it

2.3. Listen to the dialogue three and do the exercise

Exercise 1: decide the true or false

Exercise 2: fill in the blanks

Listen to the dialogue again and role-play it

Step 3: Invitation

3.1. Learn how to write the Invitation

....

3.2. Write an invitation according to the following information

Step 4: making a dialogue

Suppose you are the secretary of the organizing committee of the Urban Tourism Conference, and your partner is the Convention Service Manager of Beijing International Convention Center. Imagine you want to know about the preparation for the conference, and you are accompanied by your partner on an inspection. Use the information and phrases given below.

Such as: How are things going?

How about the audiovisual aids?

Have you informed the reception desk that we need several hostesses... ?

Homework

1. Do the exercise in More Practice Part
2. Recite the new words
3. Make a dialogue about Asia Cinema Conference

Unit4 Exhibits Transportation

Teaching aids: multiple-media

Teaching time: 4classes

Teaching Objective:

1. Proving reception service
2. Filling in a registration form
3. Making a conversation about check-in situation

思政目标: 在接待客户过程注意中西方文化差异, 培养学生文化自信。

The key points of teaching:

- 1.Proving reception service
- 2.Filling in a registration form
- 3.Making a conversation about check-in situation

Teaching steps:

Step 1: warming up

- 1.1. Listen and fill in the blanks with the right form of the words given

In the box

Such as: attend

Check

Book

....

1.2. Read the sentences

Such as: Would you please fill in the registration form?

May I have your passport, please?

You can take the elevator over there.

Our bellman will show you up to the room.

...

Step 2: dialogue

2.1. Listen to the dialogue one and do the exercises

Exercise 1: take notes

Exercise 2: fill in the blanks

Listen to the dialogue again and role-play it.

2.2. Listen to the dialogue two and do the exercise

Exercise1: make a memo

Exercise2: fill the blanks.

Listen to the dialogue again and role-play it

2.3. Listen to the dialogue three and do the exercise

Exercise1: decide the true or false

Exercise2: fill in the blanks

Listen to the dialogue again and role-play it

Step 3: registration form

3.1. Learn how to write the registration form

Such as: full name, sex, address

Passport number, contact Tel No.

Name of company, received by, pay for the registration fee or not

....

3.2. Write an invitation according to the following information

Step 4: making a dialogue

Suppose you are a receptionist at Shanghai Hotel, and your partner is a guest from Australia for a conference, who is checking in at your hotel. Imagine you are checking him in. Use the information and phrases given below.

Such as: Have you got... invitation?

Will ...fill in the registration form?

Here is ...coded badge/ the conference packet/ room card.

Homework

1. Do the exercise in More Practice Part
2. Recite the new words
3. Make a dialogue about checking in at the Shanghai Hotel.

Unit5 Exhibits Insurance

Teaching aids: multiple-media

Teaching time: 4classes

Teaching Objective:

1. Providing conference hall information service
2. Filling in a meeting agenda form.
3. Giving a reply to a complain letter
4. Making a conversation about business center service

思政目标: 在接待客户过程注意中西方文化差异, 培养学生文化自信;
在工作过程注重团队合作, 培养学生团队合作精神。

The key points of teaching:

- 1.Providing conference hall information service
- 2.Filling in a meeting agenda form.
- 3.Giving a reply to a complain letter
- 4.Making a conversation about business center service

Teaching steps:

Step 1: warming up

- 1.1. Listen and fill in the blanks with the right form of the words given

In the box

Such as: photocopy

Surf

Provide

....

1.2. Read the sentences

Such as: I'd like to surf the Internet after I finish my homework.

We will charge you 40 dollars.

We will do our best to serve all the guests.

We will deal with the complaints as soon as possible.

...

Step 2: dialogue

2.1. Listen to the dialogue one and do the exercises

Exercise 1: take notes

Exercise 2: fill in the blanks

Listen to the dialogue again and role-play it.

2.2. Listen to the dialogue two and do the exercise

Exercise 1: make a memo

Exercise 2: fill the blanks.

Listen to the dialogue again and role-play it

2.3. Listen to the dialogue three and do the exercise

Exercise 1: decide the true or false

Exercise 2: fill in the blanks

Listen to the dialogue again and role-play it

Step 3: meeting agenda

3.2. What information should be included on a meeting agenda?

Such as: date and arrangement

....

3.2. Write a meeting agenda according to the following information

Step 4: making a dialogue

Suppose you work at the Business Center, and your partner is a guest who wants to use the business center service. Please make a dialogue with your partner using the information and phrases given below.

Such as: How many pages..?

When... you need them by?

We provide 24 hour internet service.

Homework

1. Do the exercise in More Practice Part
4. Recite the new words
5. Make a dialogue about using business center.

Unit6 Booth Decorating

Teaching aids: multiple-media

Teaching time: 4classes

Teaching Objective:

1. Taking orders about wine
2. Filling in a western food set menu
3. Making a conversation about ordering wine

思政目标: 在接待客户过程注意中西方文化差异, 培养学生文化自信;
在工作过程注重团队合作, 培养学生团队合作精神。

The key points of teaching:

- 1.Taking orders about wine
- 2.Filling in a western food set menu
- 3.Making a conversation about ordering wine

Teaching steps:

Step 1: warming up

- 1.1. Listen and fill in the blanks with the right form of the words given

In the box

Such as: recommend

Taste

sound

....

1.2. Read the sentences

Such as: Would you like to recommend some dishes to me?

That sounds interesting.

Please sign your name on this bill.

Can I pay in cash here?

...

Step 2: dialogue

2.1. Listen to the dialogue one and do the exercises

Exercise 1: take notes

Exercise 2: fill in the blanks

Listen to the dialogue again and role-play it.

2.2. Listen to the dialogue two and do the exercise

Exercise1: make a memo

Exercise2: fill the blanks.

Listen to the dialogue again and role-play it

2.3. Listen to the dialogue three and do the exercise

Exercise1: decide the true or false

Exercise2: fill in the blanks

Listen to the dialogue again and role-play it

Step 3: food menu

How to read the English food menu?

Appetizer: caviar cocktail baked sails

Soup: oxtail soup, all kinds of cream soup

The main course: sirloin steak, Philip steak

Vegetable dishes: lettuce, broccoli

....

Step 4: making a dialogue

Suppose you work in a bar. Your partner is a guest from American.

Please make a dialogue with your partner using the information and phrases given below.

Such as: what would you ...drink?

The hotel will charge.

Homework

1. Do the exercise in More Practice Part
6. Recite the new words
7. Make a dialogue about ordering food in English.