

Chapter1 General Introduction to the Course and Exhibition

Industry

1. Teaching Objective

1.1 Knowledge Objectives

Understand the exhibition industry' s history (dating back to ~600 BC) and core information (roles, types, Canton Fair basics).

Master key vocabulary (e.g., "merchant", "platform") and terms

1.2 Skill Objectives

Read industry English materials and answer comprehension questions.

Talk about exhibitions/conventions and introduce the Pearl River Delta' s exhibition industry in English.

Translate simple industry-related English sentences.

1.3 Ideological and Political Objectives

Cultivate national pride via the Canton Fair, understanding its role in China' s foreign trade and global influence.

Foster a global perspective, recognizing the industry' s role in international exchanges.

2. Teaching Focus

Exhibition industry' s history and core roles (selling medium, solution platform, publicity vehicle).

Differences between B2B and consumer trade shows.

Key vocab/terms and Canton Fair basics.

3. Teaching Difficulty

Distinguishing exhibition roles and applying them to cases.

Fluently introducing the Pearl River Delta' s exhibition industry in English.

4. Teaching Duration

6 class hours

5. Teaching Method

Lecture: Explain knowledge and vocab with PPT.

Interactive Discussion: Group talks on exhibition experiences.

Task-based: Assign reading, translation, and matching tasks.

Case Teaching: Use the Canton Fair as a practical example.

6. Assignment

Oral: Read a 1-2 minute English introduction to the Pearl River Delta' s exhibition industry.

Extended: Visit the Canton Fair' s official English website.

Chapter 2: Planning an Exhibition

1. Teaching Objective

1.1 Knowledge Objectives

Understand the 6 core steps of exhibition planning (from analyzing exhibition environment & space to arranging staff) and key details of each step.

Master key vocabulary (e.g., "boost", "clarify", "launch", "demonstrate", "budget") and technical terms (e.g., "exhibition stand", "designated space", "product range", "rotation system") in exhibition planning.

1.2 Skill Objectives

Read English materials about exhibition planning, accurately answer comprehension questions (e.g., true/false, multiple-choice) and briefly respond to related questions.

Use English to describe exhibition planning steps and discuss key elements like stand design or staff arrangements.

Translate basic Chinese exhibition terms (e.g., 展位, 展位预定) into correct English.

1.3 Ideological and Political Objectives

Cultivate students' sense of rigor and responsibility by learning systematic exhibition planning steps, emphasizing that careful preparation is the key to success in professional work.

Guide students to recognize the importance of "customer - centered"

concepts in exhibition planning (e.g., designing stands for target audiences), and foster a professional ethics of focusing on user needs. Inspire students to combine exhibition planning knowledge with domestic industry development, and establish the awareness of contributing to the standardized and high - quality development of China' s exhibition industry.

2. Teaching Focus

The 6 steps of exhibition planning and the core considerations under each step (e.g., space research in Step 1, motive clarification in Step 2).

Key vocabulary and technical terms related to exhibition planning, and their correct application in reading and expression.

Basic methods of answering different types of reading comprehension questions (true/false, multiple-choice, short - answer) in the PPT.

3. Teaching Difficulty

Connecting each step of exhibition planning logically and using English to describe the entire planning process coherently.

Applying exhibition planning knowledge to analyze practical scenarios (e.g., how to design a stand for a specific product launch).

4. Teaching Duration

6 class hours

5. Teaching Method

Lecture Method: Use PPT to explain exhibition planning steps,

vocabulary and terms, and combine examples (e.g., "how to set a stand budget") to make abstract content concrete.

Interactive Discussion Method: Raise topics like "What factors should be considered when choosing exhibition space?" to arouse students' thinking, and organize group discussions to share ideas.

Task - based Teaching Method: Assign reading tasks (PPT Tasks 1 - 3), writing tasks (describe stand design) and translation tasks to let students apply knowledge in practice.

Case Analysis Method: Take a simple product launch exhibition as a case, guide students to apply the 6 planning steps to design a basic plan, and connect theory with practice.

6. Assignment

Written Assignment: Write a 120 - 150 word English passage introducing the planning process of an exhibition for a small electronic product (covering at least 3 key steps).

Chapter 3: Moving in an Exhibition

1. Teaching Objective

1.1 Knowledge Objectives

Understand key content of exhibition move-in: online/offline booth building, virtual booth creation, booth decoration, and booth staff training.

Master core vocab (e.g., "accessibility", "strenuous", "gaudy") and terms (e.g., "cloud exhibition", "virtual booth", "shell scheme stand").

1.2 Skill Objectives

Read English materials about exhibition move-in, judge true/false statements accurately.

Use English to discuss booth design and staff training requirements.

Translate simple English sentences about exhibition move-in into Chinese.

1.3 Ideological and Political Objectives

Cultivate innovation awareness by learning virtual exhibitions, recognizing China's progress in digital exhibition development (e.g., Canton Fair's live streaming).

Foster professional ethics: emphasize staff's image and communication skills, guiding students to value professional conduct in exhibition work.

2. Teaching Focus

Key links of exhibition move-in: virtual booth creation steps, booth

design principles, and booth staff selection/training standards.

Core vocab and terms, and their application in reading and expression.

Judgment of true/false statements in exhibition-related reading materials.

3. Teaching Difficulty

Coherently describing virtual booth creation or booth decoration processes in English.

Accurately translating English sentences with professional exhibition terms into Chinese.

4. Teaching Duration

6 class hours

5. Teaching Method

Lecture: Explain core knowledge and vocab with PPT.

Interactive Discussion: Group talks on "virtual booth design ideas".

Task-based: Guide completion of reading and translation tasks.

Case Analysis: Use Canton Fair' s cloud exhibition as a case to link theory and practice.

6. Assignment

Translation: Translate 3 English sentences about staff training (from PPT) into Chinese.

Oral: Practice introducing booth decoration principles in English.

Chapter 4: Receiving Clients

1. Teaching Objective

1.1 Knowledge Objectives

Understand key content of client reception: booth greeting, first impression management, business dinner socializing, and exhibition entertainment.

Master core vocab (e.g., "substantial", "impressive", "etiquette") and terms (e.g., "regular customer", "sales representative", "business dinner").

1.2 Skill Objectives

Read English conversations/passages about client reception, judge true/false statements accurately.

Use English to conduct simple booth client greeting dialogues and talk about business dinner etiquette.

Create short English dialogues for booth client reception or business socializing.

1.3 Ideological and Political Objectives

Cultivate cross-cultural communication awareness: guide students to respect cultural differences in client reception while showcasing Chinese hospitality (e.g., introducing Chinese cuisine).

Foster professional integrity: emphasize trust-building in business interactions (e.g., honest product introduction), guiding students to establish a responsible business attitude.

2. Teaching Focus

Key links of client reception: booth greeting skills, non-verbal communication for first impressions, and business dinner etiquette.

Core vocab/terms and their application in dialogues.

Understanding and creating English dialogues about client reception.

3. Teaching Difficulty

Fluently conducting English dialogues for booth client reception (including product introduction and dinner invitation).

Accurately grasping cross-cultural differences in business socializing and reflecting them in English communication.

4. Teaching Duration

6 class hours

5. Teaching Method

Lecture: Explain core knowledge and vocab with PPT.

Dialogue Practice: Organize pair work to simulate booth greeting and business dinner conversations.

Task-based: Guide completion of reading true/false and dialogue creation tasks.

Case Analysis: Use the given business dinner dialogue as a case to analyze socializing skills.

6. Assignment

Written: Create a 100-120 word English dialogue about "greeting a new

client at the booth and introducing products".

Oral: Practice the written dialogue with a partner.

Chapter 5: Negotiating Business

1. Teaching Objective

1.1 Knowledge Objectives

Understand key business negotiation areas: price/commission, payment (L/C, D/P), shipment, packing & insurance.

Master core vocab (e.g., "concession", "irrevocable", "transshipment") and terms (e.g., "FOB", "L/C", "WPA", "breakage risk").

1.2 Skill Objectives

Read negotiation dialogues/passages, complete fill-in-the-blank and true/false tasks.

Use English to conduct simple negotiations on price, payment, or shipment.

Translate basic negotiation-related English sentences into Chinese.

1.3 Ideological and Political Objectives

Cultivate integrity in business: emphasize honest quotation and abiding by international trade rules (e.g., L/C procedures).

Foster cross-cultural awareness: guide students to respect cultural differences in negotiations while upholding Chinese enterprises' professional image.

2. Teaching Focus

Key negotiation points: price bargaining skills, L/C payment rules, shipment time confirmation, packing/insurance requirements.

Core vocab/terms and their application in dialogues.

Understanding and simulating simple business negotiation dialogues.

3. Teaching Difficulty

Fluently using English to negotiate (e.g., proposing price concessions or arguing for L/C terms).

Accurately translating professional negotiation terms and complex sentences (e.g., insurance coverage descriptions).

4. Teaching Duration

3 class hours

5. Teaching Method

Lecture: Explain negotiation knowledge and vocab with PPT.

Dialogue Simulation: Organize pair work to practice price/payment negotiations.

Task-based: Guide completion of reading, filling, and translation tasks.

Case Analysis: Use L/C payment dialogue as a case to clarify international trade rules.

6. Assignment

Translation: Translate 3 sentences about L/C payment (from PPT) into Chinese.

Oral: Practice a price negotiation dialogue with a partner, focusing on concession expressions.

Chapter 6: Signing a Contract

1. Teaching Objective

1.1 Knowledge Objectives

Understand the definition, legal effect and necessary parts of a contract (e.g., inspection, payment, arbitration clauses).

Master core vocab (e.g., "void", "breach", "arbitration") and terms (e.g., "Force Majeure", "liquidated damages", "L/C").

1.2 Skill Objectives

Read contract dialogues/passages, complete true/false and fill-in-the-blank tasks.

Use English to discuss contract clauses and simulate contract amendment.

Translate simple English contract clauses into Chinese.

1.3 Ideological and Political Objectives

Cultivate legal awareness: Emphasize abiding by contract terms and international trade laws, guiding students to establish a sense of integrity in business.

Enhance national confidence: Introduce CCPIT's high prestige in arbitration, letting students recognize China's role in international business rule - following.

2. Teaching Focus

Key contract clauses: Inspection, payment, arbitration, Force Majeure.

Core vocab/terms and their application in contract contexts.

Basic contract translation (English to Chinese) and clause discussion.

3. Teaching Difficulty

Accurately translating complex contract clauses (e.g., price adjustment, late payment terms).

Fluently using English to negotiate and amend contract clauses.

4. Teaching Duration

3 class hours

5. Teaching Method

Lecture: Explain contract knowledge and vocab with PPT.

Dialogue Simulation: Organize pair work to practice contract amendment discussions.

Task - based: Guide completion of reading, filling and translation tasks.

Case Analysis: Use sample sales contracts to analyze key clauses.

6. Assignment

Translation: Translate 2 English contract clauses (from PPT) into Chinese.

Extended: Search for a sample international sales contract online.

Chapter 7: Following up business

1. Teaching Objective

1.1 Knowledge Objectives

Understand exhibition follow-up core content: follow-up strategies (timing, objects, methods), post-show marketing planning, and sales order/prospect follow-up.

Master key vocab (e.g., "maximize", "prospect", "incentive") and terms (e.g., "sales lead", "cost-effective", "trial order").

1.2 Skill Objectives

Read follow-up-related passages/dialogues, complete true/false and fill-in-the-blank tasks.

Use English to make follow-up calls, write follow-up letters, and discuss post-show marketing plans.

Translate simple follow-up English sentences into Chinese.

1.3 Ideological and Political Objectives

Cultivate professional dedication: Emphasize proactive and timely follow-up to reflect responsibility for clients and business, guiding students to establish a rigorous work attitude.

Enhance service awareness: Highlight valuing both new prospects and existing clients in follow-up, fostering students' awareness of long-term and sustainable business development.

2. Teaching Focus

Exhibition follow-up strategies: Timing (immediate follow-up), objects (screening serious prospects), methods (calls, letters, emails).

Post-show marketing activities: Lead sorting, promotional offers, incentive mechanisms.

Sales order/prospect follow-up: Making follow-up calls, writing formal follow-up letters.

3. Teaching Difficulty

Fluently conducting English follow-up calls (including thanking, inquiring about feedback, and offering incentives).

Writing formal and logical English follow-up letters that meet business communication norms.

4. Teaching Duration

3 class hours

5. Teaching Method

Lecture: Explain follow-up knowledge and vocab with PPT, combining case analyses (e.g., Golden Life's follow-up plan).

Dialogue Simulation: Organize pair work to practice follow-up calls and role-plays.

Task-based: Guide completion of reading, filling, and letter-writing tasks.

Listening Training: Use audio materials to improve students' ability to capture follow-up information.

6. Assignment

Written: Write a 120-140 word English follow-up letter to a prospect who inquired about products at an exhibition.

Oral: Practice a 2-minute English follow-up call dialogue with a partner (covering thanking, feedback inquiry, and discount offers).

Chapter 8: Analyzing Exhibition Results

1. Teaching Objective

1.1 Knowledge Objectives

Understand core content of exhibition result analysis: success measurement (budget tracking, lead counting, ROI calculation), result reporting, and business report writing.

Master key vocab (e.g., "analyze", "budget", "revenue", "benchmark") and terms (e.g., "customer base", "brand exposure", "ROI").

1.2 Skill Objectives

Read exhibition result-related passages/reports, complete fill-in-the-blank and comprehension tasks.

Use English to report exhibition results to superiors and discuss analysis findings.

Write a structured English business report on exhibition results.

1.3 Ideological and Political Objectives

Cultivate data-driven thinking: Emphasize using accurate data (budget, revenue, leads) to analyze results, guiding students to establish a rigorous and objective work attitude.

Foster sustainable development awareness: Through analyzing exhibition strengths and weaknesses, inspire students to propose improvement plans, promoting the concept of continuous optimization in exhibition work.

2. Teaching Focus

Exhibition success measurement methods: Budget tracking, cost-per-contact calculation, ROI calculation.

Exhibition result reporting: Key content (leads, sales, brand exposure) and oral reporting skills.

Business report writing on exhibition results: Structure (Introduction, Findings, Conclusions, Recommendations) and common phrases.

3. Teaching Difficulty

Accurately calculating exhibition ROI and explaining the calculation logic in English.

Writing a logical, formal English business report that meets professional standards.

4. Teaching Duration

3 class hours

5. Teaching Method

Lecture: Explain analysis methods, report structure, and vocab with PPT, combining case studies (e.g., 2019 New York Auto Show report).

Task-based: Guide completion of ROI calculation, oral reporting simulation, and report writing tasks.

Listening Training: Use audio materials to improve students' ability to capture key result information.

Group Discussion: Organize discussions on exhibition improvement

suggestions to enhance collaborative thinking.

6. Assignment

Written: Write a 150-200 word English business report on a hypothetical exhibition (including Introduction, Findings, and Recommendations).