
UNIT 3: BUSINESS EVENTS

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3.0 OBJECTIVES

In this Unit you will learn about:

- what are business events
- the importance of business events
- planning for business events
- vocabulary associated with business events
- polite expressions
- writing an e-mail to expo organizers

3.1 WARM UP

Activity 1

Take a look at this picture and try to predict what business events happen in such a place.



Now take a look at this picture. What do you think is the event?



With changing times the manner of doing business has also changed. Business events such as the ones depicted above, play an important role in the progress and success of any business. In this unit you will learn about business events, with a focus on Trade Fairs, Exhibitions and Conferences.

3.2 READING

Event planning is the process of planning a festival, ceremony, competition, party, or convention. It includes budgeting, establishing dates and alternate dates, selecting and reserving the event site, acquiring permits, and coordinating transportation and parking. Event planning also includes some or



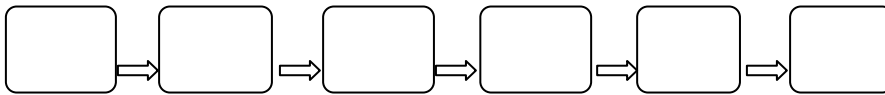
all of the following, depending on the event: developing a theme or motif for the event, arranging for speakers and alternate speakers, coordinating location support (such as electricity and other utilities), arranging decor, tables, chairs, tents, event support and security, catering, police, fire extinguishers/ fire fighting equipments, portable toilets, parking, signage, emergency plans, health care professionals, and cleanup.

Event Planning is a relatively new career field. There is now training that helps one trying to break into the career field. There must be training for an event planner to handle all the pressure and work efficiently and creatively. This career deals with a lot of communication and organization aspects. There are many different names for an event planner such as a conference coordinator, a convention planner, a special event coordinator, and a meeting manager.

Check your progress 1

Business Events

- 1 All of the given statements are false. Can you correct them on the basis of the text above?
 - i Event planning refers to the planning and preparation for business programs only.
 - ii All decisions regarding events are given to Event planners by the organizing company or people. They merely need to implement them.
 - iii Since Event Planning is a new field, no formal training is available for this work.
- 2 From the list of points given below, fill in the sequence of steps that an event planner is likely to follow while organizing a typical business event.



- i Setting up the place
- ii Location
- iii Guest list
- iv Determining the purpose of the event
- v Invitations
- vi List of speakers



Can you guess the name of these business events? Read the text given below:

- 1 Organizations plan and hold these meetings with targeted audiences, and provide them with relevant information.
- 2 Organizations attend these shows as a lead generation activity, or host one to reinforce their image as an industry leader among those who attend, such as members, customers, prospects and suppliers.

- 3 This is where the big bucks are spent on a per person basis. Often held at luxury resorts in exclusive destinations, they receive the most visibility in an organization. Business development and organizational planning are the topics of the agenda.
- 4 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 rapport and learn more about mutual business priorities.

Check your progress 2

Read this text on differences between seminars and conferences and identify at least three differences. Write them down in the appropriate columns:

Seminars are usually shorter events, lasting a couple of 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 that occur concurrently. They are generally held at hotels, begin with a keynote session and then hold breakout sessions by topic. A conference is usually planned for one day, two days or sometimes longer.

Seminars	Conferences

Here is some useful information about trade Fairs. The paragraphs of this text are numbered. Match these with the statements / questions that follow the text.

- A A **trade fair (trade show or expo)** is an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products and services. This is also a chance for them to study activities of rivals and examine recent trends and opportunities.
- B Some trade fairs are open to the public, while others can only be attended by company representatives (members of the trade) and members of the press, therefore trade shows are classified as either "Public" or "Trade Only".

- C They are held on a continuing basis in virtually all markets and normally attract companies from around the globe. For example, in the U.S. there are currently over 2500 trade shows held every year, and several online directories have been established to help organizers, attendees, and marketers identify appropriate events.
- D Trade fairs often involve a considerable marketing investment by participating companies. Costs include space rental, design and construction of trade show displays, telecommunications and networking, travel, accommodation, and promotional literature and items to give to attendees. In addition, costs are incurred at the show for services such as electrical, booth cleaning, internet services, and drayage (also known as material handling). Consequently, cities often promote trade shows as a means of economic development.
- E Exhibitors attending the event are required to use an exhibitor manual or online exhibitor manual to order their required services and complete any necessary paperwork such as health and safety declarations.
- F An increasing number of trade fairs are happening online, and these events are called virtual tradeshow. They are increasing in popularity due to their relatively low cost and because there is no need to travel whether you are attending or exhibiting.

Check your progress 3

- i How to find the Trade Fair of your choice?
- ii What is a trade fair?
- iii The expense of participating in Trade Fairs.
- iv Trade fairs where you don't need to be physically present
- v Types of Trade Fairs.
- vi How to ask for what you need as an exhibitor?
- vii The frequency with which they are held.

3.3 LISTENING

Check your progress 4

Listen to a speaker talking about Business Conferences and complete the following sentences:

- i Business Conferences are organized by
- ii The purpose of these conferences is.....
- iii They are held at.....
- iv Americans refer to a conference center as a
- v The Britishers refer to large venues as
- vi Convention centres need to be large so that

- vii The largest convention centre in America is
- viii In Delhi the is a popular conference venue.
- ix The DLF is in the process of building.....
- x Jaipur has an important conference centre called.....

3.4 VOCABULARY

Check your progress 5

- 1 Here are some definitions of words from the texts in the reading section. Can you identify the words?
 - i a large meeting where people with the same work or interests come together
 - ii the place where a conference or big event is held
 - iii somewhere where you go to see different products or works of art
 - iv space, equipment and services provided
 - v making an estimate of the likely expenses
 - vi an official document that gives a right to do something, especially for a limited period of time
 - vii to make strong
 - viii to put into action
 - ix to be seen and talked or written about
 - x made to appear to exist by the use of computer software, for example on the Internet
- 2 This is a list of some action words that were used in the various texts that you have just read / heard. Can you find out the nouns they were used with? These form useful collocations that will enrich your business vocabulary. You may check your answers with the 'Answers' section.
 - i Acquire
 - ii Reserve
 - iii Coordinate
 - iv Arrange for
 - v Provide
 - vi Build
 - vii Develop
 - viii Showcase
 - ix Promote

3.5 SPEAKING

Activity 2

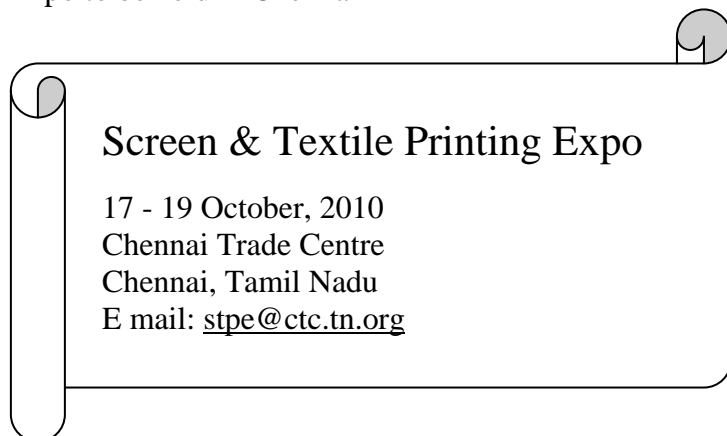
Talk about any trade fair or exhibition that you have visited in your town, city or village. This includes 'Melas' where goods and services are displayed and sold to visitors / customers. Remember that even these are business events.

To help you out, the answer to this section provides you with information about the Suraj Kund Mela as well as an outline of the points on which you can base your presentation.

3.6 WRITING

Activity 3

Look at this advertisement you have seen of the Screen and Textile Printing Expo to be held in Chennai



You are interested in visiting this Expo. Write an e mail to the organizers to find out about accommodation facilities in the vicinity of the Expo so that you can spend maximum time at the Expo.

3.7 GRAMMAR: MODALS AND OTHER POLITE EXPRESSIONS

Polite Expressions

It is advisable and appropriate to use polite expressions when you

- **Ask people to do things**

Can you.....?

Will you.....?

Could you possibly.....?

Would you mind.....?

If you don't mind, could you please.....?

- **Ask permission to do things**

Can I.....?

May I.....?

Could I.....?

Would you mind if I.....?

Could I possibly.....?

- **Make complaints**

Unfortunately,

I'm afraid.....

It seems.....

- **Express negative opinions or show disapproval**

It seems.....

I'm afraid.....

Unfortunately,

Take note of the useful expressions given in italics that can be used in the situations given below.

Check your progress 6

1 Make these statements more polite by rewriting them using the KEY word. The first one has been done for you.

i I want 5 separate rooms for the second day of the conference.
CAN

***Can** we have 5 separate meeting rooms for the second day of the conference?*

ii You did not send us the confirmation in writing. SURE

iii The generator is too noisy. AFRAID

iv I need a larger screen for this room. COULD

v I think you made a mistake. THERE

vi I want a refund. HOPING

vii Your rentals are too high. Hence we cannot use your premises.
UNFORTUNATELY

viii Can't you send it by courier? SUPPOSE

ix Send five cabs to the Convention Centre immediately. COULD

x Give us two people to handle the equipment. CAN

xi The conference is postponed. AFRAID

2 Make these complaints sound more polite by rephrasing the sentences using seem.

Take a look at how *seem* is used in these sentences:

It *seems* the lights are not adequate for the room.

The lights don't *seem* to be adequate for the room.

The lights *seem* inadequate for the room.

i The banquet hall is not clean.

ii We've got the wrong chairs for the speakers.

iii The roof is leaking.

iv There is a problem with the sound.

v You've given us stand mikes, not collar mikes.

- vi You've brought the wrong bill.
- vii The total is wrong.
- viii The generator is too noisy.

3.8 PRONUNCIATION: PRONOUNCING THE PAST TENSE –ED FORM

Listen to the words given in the box. The *-ed* ending is pronounced in one of three ways /t/, /d/, and /ɪd/.

Activity 4

Write the following words in the table according to the pronunciation of the *-ed* ending.

walked	knocked	jumped	wanted	looked
explained	arrested	stopped	called	arrived
started	helped	carried	missed	

/t/	/d/	/ɪd/

3.9 LET US SUM UP

This unit gave an insight into the various business events such as conferences, seminars, trade fairs, exhibitions etc and how one is different from the other. We understood the various steps involved in the organization of such events. We were also familiarized with terms associated with business events which included the use of Modals and other polite expressions.

3.10 ANSWERS

Activity 1

The first picture is a photograph of the Habitat Center, Delhi where a lot of meetings and conferences are held.

The second picture appears to be that of a seminar or a conference.

Check your progress 1

- 1
 - i Event planning includes business and social events like festivals and ceremonies.
 - ii Event planners are often asked to suggest and develop themes and motifs which may or may not be given to them by the organizers.
 - iii Formal training is available for Event planners in communication and organization aspects.

- 2
 - i Determining the purpose of the event
 - ii List of speakers
 - iii Location
 - iv Guest list
 - v Invitations
 - vi Setting up the place

Check your progress 2

Seminars: shorter, multiple speakers, all participants remain in the same place throughout

Conferences: longer – 2 to 3 days, one keynote session, multiple breakout sessions by topics simultaneously

Check your progress 3

- i What is a trade fair? (A)
- ii Types of Trade Fairs. (B)
- iii The frequency with which they are held. (C)
- iv How to find the Trade Fair of your choice? (C)
- v The expense of participating in Trade Fairs. (D)
- vi How to ask for what you need as an exhibitor? (E)
- vii Trade fairs where you don't need to be physically present. (F)

3.3 Listening

Tape script

Business conferences are events organized by an association, individual, public or private company for the purpose of networking, education or to discuss a business topic with a range of speakers.

They can also be organized by either a non-profit or for-profit organization. The latter is called a conference company.

Business conferences are often held at convention centers and large hotels with conference facilities.

A convention center, in American English, is an exhibition hall, or conference center, that is designed to hold a convention. In British English very large venues suitable for major trade shows are known as exhibition centres while the term "convention centre" is sometimes used for intermediate venues between exhibitions centres and "conference centres", which are much smaller and contain lecture halls and meeting rooms.

Convention centers are typically large, cavernous public buildings with enough open space to host public and private business and social events for their surrounding municipal and metropolitan areas. Convention centers typically offer enough floor area to accommodate several thousand attendees. Convention centers rent space for meetings such as: corporate conferences, industry trade shows, formal dances, entertainment spectacles and concerts. The largest in the United States is McCormick Place in Chicago. Large

convention centers located in resort areas also host conventions that attract additional visitors. It is not uncommon for large resort area hotels to include a convention center.

In India the Habitat World is New Delhi's smartest conference and banquet venue with an unmatched inventory of over 20 venues for 10 to 1500 people. It has state of the art infrastructure and parking facilities for 1000 cars.

DLF has emerged as the lone-bidder for the Rs.3,000 crore project of building up India's largest convention centre at Dwarka, Delhi. The proposed convention centre would be spread over 86,400 sq. metres including a conference hall of 72,000 sq. ft. with a 6,000 seating capacity and 36,600 sq metre retail space. Apart from this the project would include a five-star and a three-star hotel, a budget hotel, a banquet hall, media centre and food court.

Other important Conference venues in India are Vigyan Bhawan in New Delhi, Centre Point, Renaissance Hotel and Convention Center in Mumbai, the BM Birla Science and Technology Centre in Jaipur, the Jaypee Hotels & International Convention Centre, Agra and the Cochin Convention Centre, Kochi.

Check your progress 4

- i Business Conferences are organized by *an association, individual, public or private company*
- ii The purpose of these conferences is *networking, education or to discuss a business topic with a range of speakers.*
- iii They are held at *convention centers and large hotels with conference facilities.*
- iv Americans refer to a conference center as a *convention center.*
- v The Britishers refer to large venues as *exhibition centres.*
- vi Convention centres need to be large so that *they accommodate large numbers of people and events.*
- vii The largest convention centre in America is *McCormick Place in Chicago*
- viii In Delhi the *Habitat Center* is a popular conference venue.
- ix The DLF is in the process of building *the largest Convention Center in India at Dwarka, New Delhi.*
- x Jaipur has an important conference centre called *the BM Birla Science and Technology Centre.*

Check your progress 5

- 1
 - i conference
 - ii venue / convention center
 - iii exhibition
 - iv facilities
 - v budgeting
 - vi permit
 - vii reinforce
 - viii implement
 - ix visibility
 - x virtual

2	i	Acquire	a permit
	ii	Reserve	an event site
	iii	Coordinate	transportation, location support
	iv	Arrange for	speakers
	v	Provide	information
	vi	Build	a rapport
	vii	Develop	a theme
	viii	Showcase	products
	ix	Promote	trade shows

Activity 2

The Suraj Kund Crafts is an annual event that highlights some of the finest handloom and handicraft traditions of our country. It is situated just 8 kilometers away from South Delhi. It is held from 1st to 15th February every year to enable the rural craftsmen of India to exhibit and sell their craft.

The Mela is organized under the aegis of the Suraj Kund Mela Authority. This comprises of the Department of Tourism Ministry of Tourism and Culture, Government of India in collaboration with Haryana Tourism, Development Commissioner for Handlooms, Commissioner Development (Handicrafts).

Suraj Kund is a beautiful tourist location of Haryana Tourism and in its lovely setting, folk painters, metal workers, stone and wood carvers, tie and dye crafts persons, embroiders, lace makers, textiles printers, carpet and loom weavers, producers of silk fabrics, jewelers and sculptors – execute and display their skills.

The objectives of the Mela are:

- To create a rural ambience for the foreign and domestic tourist to see.
- To educate patrons both from abroad, urban centres and educational institutes about the fascinating technique and skills involved in craft creation.
- To introduce crafts and craft persons directly to the buyers and help them find their patrons.
- To Identify, nurture and preserve languishing crafts of the country and save it for posterity.

The fortnight long celebrations also come as a food festival. Some of the popular food traditions from Punjab come at the Punjabi 'Rasoi'. South Indian delicacies come in from the South Indian Section. Popular Chinese snacks also arrive for the event along with special stalls where patrons are introduced to the traditional foods and sweet meats of the selected theme State.

The Suraj Kund Crafts Mela has grown equally famous for the rhythms of folk theatre. It also presents various performances of classical, instrumental and folk music. The celebration of the simple joys of rural life and reverence of epic traditions all mingle well. All these colourful events are also presented before the audience in the open-air-theatre named Natyashala.

Some of the most delightful crafts collections of the Mela arrive from practically all over the country. In wood and cane come inlay work, rose wood carving, sandal wood from Punjab and South India. Chiki wood craft of Kashmir and some very fine cane craft come from West Bengal and North Eastern States. The phulkari of Punjab, the Banjara and Banni embroidery of Gujarat and Rajasthan, the Kantha traditions from West Bengal and Tripura, lace and crochet from Goa, the Suzni of Kashmir and Mirror encasing work along with the traditional chikan work of Lucknow delight the buyers. Besides there is a wide variety of oxidized jewellery, sea shell decorations and agate stone work toys in wood and cane, ply and mud and phad paintings of Rajasthan, the kalamkari of Andhra and Karnataka, temple paintings of Orissa, madhubani of Bihar to fascinate the beholder.

The Suraj Kund Mela which began in 1981, has been doing brisk business and continues to attract tens of thousands of people from India and abroad every year.

Outline of the presentation on Suraj Kund Crafts Mela:

- Historical background
- Objectives
- Participation
- Kind of goods exhibited and sold
- Performing arts and other forms of entertainment
- Food
- Popularity of the mela

Activity 3

To stpe@ctc.tn.org

Add Cc

Subject: Accommodation facilities at the Screen and Textile Printing Expo

Dear Sir/ Madam,

I am Mahesh Krishnan from Bengaluru. I own a boutique '*Mantra*' on Brigade Road, Bengaluru. This is regarding the advertisement in The Hindu dated 10.4.2010 about the Screen and Textile Printing Expo to be held in Chennai from the 17th to the 19th October, 2010.

I see this as a great opportunity to learn about the latest trends in textile printing. Besides it will provide a forum for interaction with various entrepreneurs from the textile industry. This would require spending maximum time at the Expo.

I would be greatly obliged if you could provide me information about accommodation facilities available in the vicinity of the Expo and the procedure to book the same. Hope to hear from you at the earliest.

Thank You

Regards

Mahesh Krishnan

MD,
Mantra
No:12, Brigade Road
Bengaluru

Check your progress 6

- 1
 - ii I'm sure you did not send us the confirmation in writing.
 - iii I'm afraid the generator is too noisy.
 - iv Could I have a larger screen for this room?
 - v It seems there has been a mistake.
 - vi I was hoping for a refund.
 - vii Unfortunately your rentals are too high. Hence we cannot use your premises.
 - viii I suppose you could send it by courier.
 - ix Could you please send five cabs to the Convention Centre immediately?
 - x Can you give us two people to handle the equipment?
 - xi I'm afraid the conference is postponed.

- 2
 - i The banquet hall does not seem clean.
 - ii It seems we've got the wrong chairs for the speakers. / We seem to have got the wrong chairs for the speakers.
 - iii The roof seems to be leaking.
 - iv There seems to be a problem with the sound.
 - v It seems you've given us stand mikes, instead of collar mikes. / You seem to have given us stand mikes in place of collar mikes.
 - vi It seems you've brought the wrong bill. / You seem to have brought the wrong bill.
 - vii The total seems wrong. / It seems the total is wrong.
 - viii The generator seems too noisy. / It seems the generator is too noisy.

Activity 4

/t/	/d/	/ɪd/
Walked	Explained	Started
Knocked	Carried	Arrested
Helped	Called	Wanted
Jumped	Arrived	
Stopped		
Looked		
Missed		