Unit 1  Information Release and Consultation

Warming up

Listening Scripts:
1. The conference will focus on global warming.
2. The conference will be held at the Shanghai International Convention Center.
3. I'd like to enquire about some details of the conference.
4. The conference is sponsored by the World Climate Organization.
5. If it's more convenient, you can also register online.
6. You can pay by credit card.
7. You may fax or mail the forms to the conference.
8. Does it include accommodation?

Key to Exercises:
1. focus  2. held  3. enquire  4. sponsored
5. register  6. pay  7. fax; mail  8. include

Listening and Speaking

Dialogue 1

Listening Scripts:
Miss Chen: Hello, Organizing Committee of Climate Change Conference 2016. May I help you?
Mr. Harris: Yes, I'm Bill Harris from the American Climate Research Association. I'd like to enquire about some details of the conference.
Miss Chen: I'm pleased to help you, Mr. Harris.
Mr. Harris: Could you please tell me when and where the conference will be held?
Miss Chen: The conference will be held at the Shanghai International Convention Center from December 14th to 16th.

Key to Exercises:
A. 1. d  2. e  3. a  4. f  5. c  6. b
C. 1. May I help you; details  2. held
Dialogue 2

Listening Scripts:

Mr. Harris: What's the theme of the conference?
Miss Chen: It will focus on effective measures to deal with global warming.
Mr. Harris: May I know the sponsor of the conference?
Miss Chen: It is sponsored by the World Climate Organization.
Mr. Harris: And how can I register for the conference?
Miss Chen: You may register in advance by faxing or mailing your forms to the conference. And if it's more convenient, you can also register online.
Mr. Harris: Can I register on the day of the conference?
Miss Chen: Yes, of course.

Key to Exercises:

B. 1. theme 2. sponsor; Climate 3. faxing; mailing; online
C. 1. focus 2. sponsored 3. register 4. faxing; mailing your forms; online

Dialogue 3

Listening Scripts:

Mr. Harris: How much is the registration fee?
Miss Chen: If you register at the conference, the fee is $500; but if you register in advance, there'll be a 10% discount.
Mr. Harris: Does it include accommodation?
Miss Chen: Yes, it does.
Mr. Harris: How would you like the payment?
Miss Chen: You can pay in cash or by credit card.
Mr. Harris: Thank you for your information.
Miss Chen: You're welcome.

Key to Exercises:

B. 1. F 2. T 3. F
C. 1. fee 2. include 3. payment 4. cash; card

Reading and Writing

Key to Exercises:

B. 1. Options for the Control of Influenza. 2. George Brown. 3. American.
5. He'll pay by credit card — American Express.

More Practice

Key to Exercises:

A. 1. F 2. T 3. F
B. 1. Asia in the New Economic Order
2. the Hong Kong Special Administrative Region Government; the Hong Kong Trade Development Council

2 听力原文及参考答案
C. 1. Asia in the New Economic Order.  

Reviewing
Key to Exercises:
A. 1. enquire  
2. held  
3. sponsored  
4. register  
5. include
B. 1. Organizing Committee; May I help you  
2. faxing; mailing  
3. cash; credit card

Unit 2  Convention Reservation

Warming up
Listening Scripts:
1. I'm calling from the Sydney Trade Association.
2. I'll send you confirmation by fax within a week.
3. We'd also like to reserve a large dining hall.
4. I'm glad to help you.
5. What type of rooms do you need?
6. Let me just check, please.
7. Can you quote me a rate for the rooms and the conference hall?
8. We charge 1000 yuan an hour for the use of the conference hall.

Key to Exercises:
1. calling  
2. send  
3. reserve  
4. help  
5. need  
6. check  
7. quote  
8. charge

Listening and Speaking
Dialogue 1
Listening Scripts:
Miss Chen: Shanghai International Convention Center. May I help you?
Mr. Brown: Yes, I'm calling from the Sydney Trade Association. We'd like to hold a conference at your center.
Miss Chen: I'm glad to help you. For how many people, sir?
Mr. Brown: A party of 300.
Miss Chen: When will the event be held?
Mr. Brown: From December the 24th to the 26th.
Miss Chen: What type of rooms do you need? We have different kinds of guest rooms, from standard rooms to presidential suites.
Mr. Brown: Just standard double rooms.
Miss Chen: Let me just check, please.

Key to Exercises:
B. 1. Sydney  
2. hold  
3. December 24th  
4. 26th
C. 1. 300 people  
2. 3 days  
3. standard double rooms
Dialogue 2
Listening Scripts:
(After a while)
Miss Chen: Sorry to have kept you waiting, sir. We do have rooms available during the period you want.
Mr. Brown: We also need a large hall for holding the conference.
Miss Chen: No problem.
Mr. Brown: Can you quote me a rate for the rooms and the conference hall?
Miss Chen: For a standard double room, the rate is 500 yuan per night, and we charge 1 000 yuan an hour for the use of the conference hall.
Mr. Brown: Oh, I see. Any discount?
Miss Chen: There is a 15% discount.

Key to Exercises:
B. 1. 500 yuan 2. 1 000 yuan 3. 15
C. 1. have kept 2. available 3. holding

Dialogue 3
Listening Scripts:
Mr. Brown: OK. We'd also like to reserve a banquet hall for all attendees on the night of December 24th, with 30 tables.
Miss Chen: I see, a banquet hall for about 300 people, 30 tables.
Mr. Brown: That's right.
Miss Chen: Very good, sir. And I'll send you the confirmation by fax within a week. So may I have your name and fax number?
Mr. Brown: My name is Bill Brown, and my fax number is 91-03-98450001.
Miss Chen: Mr. Brown, your fax number is 91-03-98450001.
Mr. Brown: Thank you very much. Bye-bye.
Miss Chen: My pleasure, Mr. Brown, thank you for your calling. Good-bye!

Key to Exercises:
C. 1. reserve; attendees; night 2. confirmation; within 3. name; fax number

Reading and Writing
Key to Exercises:
  2. Mr. Mike Wilson; hmyy@yahoo.com.
  3. 150.
  4. From Jan. 5 to Jan. 7.

More Practice
Key to Exercises:

4 听力原文及参考答案
B. basic equipment: air-conditioning system; lighting system; AV system; services: F & B services; guest room service; on-site service; business center service; DDD and IDD service; transportation service; service for people with disabilities

C. 1. By both the meeting sponsor and convention center.  
2. Both Chinese and western cuisines.  
3. The air-conditioning system, lighting system and AV system.

Reviewing
Key to Exercises:
A. 1. available  2. discount  3. holding  4. send  5. quote

B. 1. how many; party;  2. held;  3. type; guest; standard; suites; standard; double;  
4. fax number;  5. rate; charge

Unit 3  Convention Arrangement

Warming up
Listening Scripts:
1. Have you prepared pencils and note paper for the participants?  
2. We have hung the banners and welcoming signs in public areas.  
3. I'd like to make sure of the preparations for tomorrow's meeting.  
4. Have you informed the Reception Desk that we need some help?  
5. All the chairs and tables are arranged according to your requirements.  
6. Shall I show you around?  
7. The technicians have checked the lighting, Internet connections and air-conditioning.  
8. All the items needed are included in the meeting packets.  
9. We have placed the registration counters at the entrance to the conference hall.

Key to Exercises:
1. prepared  2. hung  3. make sure of  4. informed  5. arranged  
6. show; around  7. checked  8. included  9. placed

Listening and Speaking
Dialogue 1
Listening Scripts:
Miss Chen: Good morning, Mr. Brown.  
Mr. Brown: Good morning, Miss Chen. How can I help you?  
Miss Chen: I'd like to make sure of the preparations for tomorrow's meeting. How are things going?  
Mr. Brown: Everything is ready. Shall I show you around?  
Miss Chen: All right, thank you.  
Mr. Brown: This way, please.

Key to Exercises:
A. 1. meeting room  2. multi-function hall  3. banquet hall
4. VIP room  
5. conference hall

B. 1. accompanying  
2. inspect

C. 1. How can I help you  
2. sure

**Dialogue 2**

Listening Scripts:

_In the conference hall_

Mr. Brown: Let’s begin with the general setting of the conference hall. All the chairs and tables are arranged properly according to your requirements.

Miss Chen: Good. How about the audiovisual aids, such as overhead projector, projection screen, microphone and loudspeakers?

Mr. Brown: We’ve got them ready, Miss Chen. Besides, the technicians from the Engineering Department have also checked the lighting, Internet connections and air-conditioning.

Key to Exercises:

B. 1. setting; chairs; tables  
2. microphone; loudspeakers  
3. lighting; air-conditioning

C. 1. arranged  
2. audio-visual; aids  
3. ready

**Dialogue 3**

Listening Scripts:

Miss Chen: Excellent. Have you prepared pencils and note paper for the participants?

Mr. Brown: Yes, all the items needed are included in the meeting packets. And we have placed the registration counters at the entrance to the conference hall.

Miss Chen: Fine. Have you informed the Reception Desk that we’ll need several hostesses to usher the participants?

Mr. Brown: Yes, Miss Chen. And as planned, we have hung the banners and welcoming signs in public areas.

Miss Chen: Very good. Thank you so much.

Mr. Brown: It’s my pleasure.

Key to Exercises:

B. 1. F  
2. F  
3. T

C. 1. prepared  
2. items; included  
3. informed; need; usher

**Reading and Writing**

Key to Exercises:

B. 1. A celebrating party will be held.  
2. Mr. John Hartwell.  
3. At Hilton Hotel.  
4. at 7 p.m. on Friday, May 20th, 2016.  
5. They are for the invitation receiver to give a reply.

**More Practice**

Key to Exercises

A. 1. schoolroom style  
2. theatre or auditorium style

6. 听力原文及参考答案
3. conference style        4. roundtable style
B. 1. chairs; tables       2. U shape; T shape; Double width; Square
C. 1. Four. They are theatre style, schoolroom style, conference style and roundtable.
   2. The theatre style refers to the style that chairs are set in rows facing the platform with one or several
      straight aisles across. The space between chairs and distance between rows can be adjusted according to the
      capacity required.
   3. For the schoolroom style, facilities are usually with six feet by eighteen inch tables.
   4. They sit around a table.
   5. Roundtable can be chosen for holding a party.

Reviewing
Key to Exercises:
A. 1. preparations        2. ready             3. conference hall
    4. informed; usher      5. hung
B. 1. show; around; All right; Thank you.
    2. audiovisual aids
    3. prepared; participants; items; included

Unit 4 Convention Reception

Warming up
Listening Scripts:
1. Welcome to our hotel.
2. The guest wants to check in at the front desk.
3. I’d like to book a single room.
4. Shall I pay the registration fee here?
5. Would you please fill in the registration form?
6. May I have your passport, please?
7. You can take the elevator over there.
8. Our bellman will show you up to the room.
9. Tom was invited to attend the conference held in your hotel.

Key to Exercises:
1. Welcome          2. check          3. book           4. pay          5. fill
6. have             7. take           8. show          9. attend

Listening and Speaking
Dialogue 1
Listening Scripts:
Receptionist:   Good morning, sir. Welcome to our hotel. May I help you?
Mr. Benson:     Good morning. We’d like to check in. My name is Benson, a group leader from the USA. I’m
                 invited to attend the 7th China Tea Culture Conference. I have a reservation.
Receptionist: May I have your full name, please?
Mr. Benson: Bill Benson. I'm the leader of our delegation.
Receptionist: I see. Have you got our invitation?
Mr. Benson: Yes, I have. Here is the invitation card.
Receptionist: Please wait a moment. Let me check the reservations list. (After a while) Sorry to have kept you waiting so long. Yes, we have your reservation. You have booked a presidential suite and ten double rooms from the 15th to 17th. Is that right, Mr. Benson?
Mr. Benson: Yes. We will stay in Shanghai for three nights.

Key to Exercises:
A. 1. double room 2. presidential suite 3. single room
B. 1. leader 2. USA 3. 7th
C. 1. May I help you; check in 2. invitation 3. suite; double; 15th; 17th. 4. three

Dialogue 2

Listening Scripts:
Receptionist: May I have your passports, please?
Mr. Benson: Yes. Here you are. (Mr. Benson hands the group's passports to the receptionist.)
(After a few minutes.)
Receptionist: Will you please fill in the registration form, Mr. Benson?
Mr. Benson: Sure. (A few minutes later) Here you are.
Receptionist: Thank you, Mr. Benson. We'll give you ten double rooms from Room 1501 to Room 1510 and also a presidential suite. It is Room 1518. Here are your passports and room cards. Please check them.
Mr. Benson: That's OK.

Key to Exercises:
B. 1. passports 2. registration form 3. room cards
C. 1. have 2. registration form 3. 1501; 1510.

Dialogue 3

Listening Scripts:
Receptionist: Mr. Benson, here is your coded badge and the conference packet for you.
Mr. Benson: Thank you. Shall I pay the registration fee here?
Receptionist: Yes, 500 yuan per person, please. How many people do you have, Mr. Benson?
Mr. Benson: 21.
Receptionist: So it totals 10 500 yuan in all.
Mr. Benson: OK. Here is the money for you.
Receptionist: Here's your receipt.
Mr. Benson: Thank you very much.
Receptionist: Please take the elevator there up to the fifteenth floor and the floor attendant will meet you there and show you to your rooms. I will get the porter to take your luggage up.
Mr. Benson: Thank you very much.

8 听力原文及参考答案
Key to Exercises:
C. 1. badge; packet  2. fee  3. 10 500  4. get; take

Reading and Writing
Key to Exercises:
   2. 345 Market Street Suite 212, New York.
   3. 2016 INTERNATIONAL CLIMATE RESEARCH CONFERENCE.
   4. His telephone number is 1-631-240-5491.
   5. Shanghai National Climate Research Association.

More Practice
Key to Exercises:
A. Step 1: Greet the guest
   Step 2: Ask whether the guest has made a reservation or not
   Step 3: Ask about the invitation card
   Step 4: Ask about the guest’s name and to check the reservations list
   Step 5: Check the guest’s passport
   Step 6: Give the guest the coded badge and conference packet
   Step 7: Fill in the registration form
   Step 8: Ask about the payment of the registration fee
   Step 9: Give the guest the room number and room card
   Step 10: Show the guest up to his/her room

Reviewing
Key to Exercises:
A. 1. Welcome  2. registration  3. badge  4. take  5. attend
B. 1. May I help you  2. check the computer
   3. pay the registration fee  4. coded badge; conference packet

Unit 5  Conference Hall Service

Warming up
Listening Scripts:
1. Will you please photocopy the file for me?
2. I’d like to fax the letter.
3. We can provide 24-hour service.
4. I’d like to surf the Internet after I finish my homework.
5. We will charge you 40 dollars.
6. We will do our best to serve all the guests.
7. We will deal with the complaints as soon as possible.
8. I must make some preparation for the meeting.

Key to Exercise:
1. photocopy  2. fax  3. provide  4. surf
5. charge  6. do  7. deal  8. make

Listening and Speaking

Dialogue 1

Listening Scripts:
Clerk: Good morning. May I help you?
Mr. Benson: Good morning. I'm Benson, I'm the meeting planner here. We will hold a meeting in your hotel tomorrow morning. Could you photocopy this file for me?
Clerk: OK. How many pages are there in all?
Mr. Benson: About 100 pages.
Clerk: When do you need them by?
Mr. Benson: I hope they will be ready before 6:00 p.m.
Clerk: Well, it's rather a tough job. But I will try my best, Mr. Benson.
Mr. Benson: It's very kind of you.

Key to Exercises:
A. 1. using the internet service  2. photocopying the file  3. faxing the letter
B. 1. planner  2. making preparations
C. 1. May I help you; hold; photocopy  2. pages; in all; 100  3. 6:00

Dialogue 2

Listening Scripts:
Mr. Benson: One more thing, would you be kind enough to fax a letter for me?
Clerk: Of course, Mr. Benson. What's your fax number?
Mr. Benson: 00-112-345676.
Clerk: 00-112-345676. Is that right, Mr. Benson?
Mr. Benson: Yes. What about the price?
Clerk: 20 yuan for each page faxed internationally and 10 yuan for each page faxed domestically.
Mr. Benson: OK. Here you are. (Hands the woman a 100 RMB note)
Clerk: Here is your change, Mr. Benson.
Mr. Benson: Thank you.
Clerk: You are welcome.

Key to Exercises:
B. 1. 00-112-345676  2. 20 yuan  3. 10 yuan
C. 1. fax  2. fax; 00-112-345676  3. 20 yuan; 10 yuan
Dialogue 3
Listening Scripts:
   Clerk:  Is there anything more I can do for you, Mr. Benson?
Mr. Benson:  Oh, I'd like to send an e-mail. Can I use the Internet service here?
   Clerk:  Certainly, Mr. Benson. We provide 24-hour Internet service.
Mr. Benson:  Great! What do you charge for it?
   Clerk:  We charge 20 yuan per hour.
Mr. Benson:  I see. Thank you.
   Clerk:  I'm always at your service.

Key to Exercises:
C.  1. use  2. provide  3. charge  4. service

Reading and Writing
Key to Exercises:
   2. In Heidrick Ag History Center, 1962 Hays Lane, Woodland, CA 95776.
   3. 4 days.
   4. They will be making public comment on NOP Guidance Documents, and NOSB Action & Discussion Items.
   5. At 3:00 p.m.

More Practice
Key to Exercises:
A.  1. It is complaint letter.
   2. Burt Thomas.
   3. The General Manager of Shanghai International Holiday Inn.
   4. 585 Hengfeng Road.
   5. He / she will probably give a reply to Mr. Thomas.

B.  1. The service during the conference was very slow.
   2. The souvenirs the hotel provided were of poor quality.
   3. The conference hall was not big enough to hold so many attendees.

C.  1. accept  2. receptionists  3. improve  4. apologize  5. faithfully

Reviewing
Key to Exercises:
A.  1. photocopy  2. send  3. provide  4. fax  5. questions
B.  1. in all  2. need  3. What's your fax number
   4. 24-hour Internet service  5. charge
Unit 6  Catering Service

Warming up
Listening Scripts:
1. May I take your order now, sir?
2. What would you like to drink, sir?
3. It does taste very good.
4. Would you like to recommend some dishes to me?
5. That sounds interesting.
6. Please sign your name on this bill.
7. Can I pay in cash here?
8. We will charge you 50 yuan.

Key to Exercise:
1. take   2. drink   3. tastes   4. recommend
5. sounds 6. sign   7. pay   8. charge

Listening and Speaking
Dialogue 1
Listening Scripts:
Waitress: Good evening, sir.
Mr. Benson: Good evening.
Waitress: What would you like to drink, sir?
Mr. Benson: I usually have a Vodka Martini.
Waitress: Yes, it’s a cocktail mixture of Russian and Italian spirits.
Mr. Benson: Yes. But I have never drunk a Chinese cocktail. So, I’d like to try one. What do you recommend?

Key to Exercises:
B. 1. Martini   2. mixture
C. 1. Good evening   2. Vodka Martini; spirits   3. recommend

Dialogue 2
Listening Scripts:
Waitress: Well, perhaps you would like to try a new cocktail that is a specialty of the hotel.
Mr. Benson: Okay, tell me about it.
Waitress: Certainly, sir. It’s the Shanghai Cocktail, which is named after our hotel. It’s also a special cocktail. It’s very good indeed. It’s a mixture of real Chinese ingredients.
Mr. Benson: Such as what?
Waitress: Such as the famous Chinese spirit: Maotai, produced in Guizhou Province, China.

C. 1. specialty 2. named 3. mixture

Dialogue 3

Listening Scripts:
Mr. Benson: That sounds interesting. How much is it?
Waitress: 50 yuan a glass.
Mr. Benson: OK. I’ll have a try.
Waitress: One moment, sir. (After a while) Here you are.
Mr. Benson: Thank you. Oh, it looks pretty good. Let me try. Ah, ha, yes, it does taste very good.
Waitress: I’m glad you like it.
Mr. Benson: Thank you for recommending it. I’ll tell my friends about it.
Waitress: You are welcome.
Mr. Benson: One more thing, do I pay for my cocktail in cash or can I sign for it?
Waitress: Are you staying in our hotel?
Mr. Benson: Yes.
Waitress: May I know your room number?
Mr. Benson: Certainly. I’m Benson, in room 1518.
Waitress: Could you show me your room card?
Mr. Benson: Here you are.
Waitress: Very good, Mr. Benson. Would you please sign the bill since you are staying at our hotel? The hotel will charge you when you leave.
Mr. Benson: Thank you.

Key to Exercises:
C. 1. pay; sign 2. know 3. sign 4. charge

Reading and Writing

Key to Exercises:

More Practice

Key to Exercises:
A. Step 1: Set the table
   Step 2: Serve fruit
   Step 3: Serve appetizers
   Step 4: Serve soup
   Step 5: Serve a salad
   Step 6: Serve the main course
   Step 7: Serve desserts
   Step 8: Serve some informal food and drinks
Reviewing

Key to Exercises:
A. 1. mixture  2. specialty  3. taste  4. sign  5. provide
B. 1. What would you like to drink  2. recommend  3. taste very good
   4. You are welcome  5. sign the bill

Unit 7  Travelling Service

Warming up

Listening Scripts:
1. I’d like to book a two-day city tour for my group.
2. Please look at the itinerary.
3. Can you introduce it in brief for me?
4. We will guide you to visit some famous scenic spots in Beijing.
5. You’ll have some traditional Chinese snacks there.
6. We will visit the Jade Buddha Temple in the afternoon.
7. The hotel coach will leave at 9:30 in the morning.

Key to Exercises:
1. book  2. look  3. introduce  4. guide
   5. have  6. visit  7. leave

Listening and Speaking

Dialogue 1

Listening Scripts:
   Clerk:  Good morning. Can I help you?
Mr. Benson:  Yes. I’m Benson. Our meeting ends the day after tomorrow, you know. So, I would like to book a
   one-day city tour in Shanghai for my group.
   Clerk:  Good idea, Mr. Benson. How many people do you have?
Mr. Benson:  Twenty eight.

Key to Exercises:
A. 1. the Yu Garden  2. People’s Square  3. the Jade Buddha Temple
B. 1. the day after tomorrow  2. one-day
C. 1. Can I help you; book  2. ends  3. 28

Dialogue 2

Listening Scripts:
   Clerk:  In your case, a coach will be needed. It can hold 40 people.
Mr. Benson:  Good.
Clerk: When would you like to go?
Mr. Benson: The day after tomorrow, if possible.
Clerk: OK. Here is the itinerary for a one-day city tour.
Mr. Benson: Thank you. I'm a little pressed for time. Can you just tell me about it in brief.
Clerk: Certainly, sir. In the morning, the coach will take you to visit some famous scenic spots in Shanghai, such as People's Square, the Bund and Yu Garden where you'll have some traditional Chinese snacks for lunch and you can also buy some souvenirs there. In the afternoon, you will visit the Jade Buddha Temple, which keeps two famous jade Buddhist statues that were brought from Myanmar more than one hundred years ago.
Mr. Benson: That sounds great.

Key to Exercises:
C. 1. time; tell 2. scenic; Square; Bund 3. In the afternoon

Dialogue 3
Listening Scripts:
Clerk: Do you need a tour guide to serve you throughout the tour?
Mr. Benson: Yes, of course. That would be very helpful.
Clerk: No problem. But we charge more when a tour guide is included.
Mr. Benson: How much will it cost?
Clerk: 120 yuan RMB per person.
Mr. Benson: OK. May I see the timetable?
Clerk: Here you are. The hotel coach leaves at 9:30 in the morning, and returns at 5:00 in the afternoon. If you make a confirmation, please contact us directly.
Mr. Benson: OK, Thank you.
Clerk: It's my pleasure.

Key to Exercises:
C. 1. tour guide 2. cost 3. timetable 4. 9:30; 5:00

Reading and Writing
Key to Exercises:
A. 1. the Oriental Pearl TV Tower 2. the Bund 3. the China Pavilion
B. 1. CSHAS-S213
2. Group
3. From 8:00–9:00 to 17:00–18:00
4. Seven; They are Yu Garden ;The Bund ; Former French Concession ; The Oriental Pearl TV Tower; Jade Buddha Temple ; People's Square and Shanghai Museum.
5. Yes.
More Practice

Key to Exercises:
A. Step 1: Greet the guest.
   Step 2: Ask the guest to show the room card
   Step 3: Check the computer
   Step 4: Confirm the information
   Step 5: Tell and explain to the guest how much he/she should pay
   Step 6: Enquire about the payment
   Step 7: Ask the guest to sign the name
   Step 8: Give the invoice to the guest
   Step 9: Express the hope that the guest has enjoyed his/her stay at the hotel
   Step 10: Say good-bye to the guest

Reviewing

Key to Exercises:
A. 1. tour  2. charge  3. pay  4. take  5. visit
B. 1. book, group  2. It can hold 40 people  3. When would you like to go
    4. itinerary  5. throughout the tour

Unit 8 Information Release and Consultation

Warming up

Listening Scripts:
1. The secretary has to confirm a room reservation in Huatian Hotel.
2. We receive the guests at the Reception Desk.
3. The receptionist is glad to offer help to the guests.
4. Did the Food Fair attract many visitors?
5. The automobile company plans to advertise a car show.
6. The boss and the producer agree to reduce the price.
7. The government will try their best to promote trade.

Key to Exercises:
1. confirm  2. receive  3. offer  4. attract
5. advertise  6. agree  7. promote

Listening and Speaking

Dialogue 1

Listening Scripts:
Mr. Zhang: Hello, this is Zhang from the Shanghai Exhibition Center. May I speak to Lucy?
Lucy: This is Lucy speaking. How can I help you?
Mr. Zhang: You plan to hold a Wedding Show in our center. Now we have confirmed the date, the theme and the location for you. The Wedding Show will be held from July 7th to July 10th in 2016. Our Center is a nice place for the show. And we offer you free advertising on our web page.
Lucy: That's good news. Thank you for calling.

Key to Exercises:
C. 1. May I speak to Lucy  2. held  3. place; free advertising

Dialogue 2
Listening Scripts:
Mrs. Finns: We are told that the Exhibition Center has agreed to host the Wedding Show. It's time to get some exhibitors.
Jack: Right. The trade show can't go on without exhibitors.
Mrs. Finns: So can you give me some suggestions for advertising? Do you know the best way to advertise for the trade show?
Jack: I think TV is the best form of advertising. And we can also ask the radio station to help us.
Mrs. Finns: Both are excellent ways to promote. The more advertising, the better.

Key to Exercises:
B. 1. TV  2. the radio station
C. 1. host; exhibitors  2. advertising  3. promote

Dialogue 3
Listening Scripts:
Jack: Actually, newspaper advertising is also a good medium for publicity. We can talk with the newspapers and perhaps get them to write something.
Mrs. Finns: Good idea. I hope to see something about the Wedding Show in the newspaper.
Jack: We can also fax our brochure and registration package to our target market. There is fax service in the Chamber of Commerce. For a small fee they will fax every member for us.
Mrs. Finns: It's necessary to advertise to the right people. That way we can attract more exhibitors.

Key to Exercises:
C. 1. publicity  2. brochure  3. fax service  4. advertise

Reading and Writing
Key to Exercises:
3. Shanghai World Expo Exhibition & Convention Centre (SWECC).
4. No, we needn't.
5. No, he can't. Because the regulation says “No admission for persons under 18.”
5. ID card  6. passport  7. fill out  8. pre-registration
More Practice

Key to Exercises:
A. Step 1: Analyze the event plan
   Step 2: Assemble a team of people which is called a committee
   Step 3: Select event management professionals
   Step 4: Appoint an exhibition coordinator
   Step 5: Formulate a budget plan
   Step 6: Choose a suitable venue
   Step 7: Set an appropriate theme for the exhibition
   Step 8: Make a marketing promotion and publicity

Reviewing

Key to Exercises:
A. 1. exhibition  2. venue  3. advertise  4. publicity  5. registration
   B. 1. Exhibition Center  2. free advertising  3. get some exhibitors
       4. suggestions; TV is the best form of advertising  5. registration package

Unit 9  Enquiry and Reservation

Warming up

Listening Scripts:
1. We must select a proper place for the picnic.
2. The manager told Jack to book the flight tickets.
3. You’d better first contact the company secretary.
4. About sixty companies will apply to attend the coming auto exhibition.
5. Every year the villages here supply the markets in the town with fresh vegetables.
6. Many foreign models expect to participate in the fashion show.

Key to Exercises:
1. select  2. book  3. contact
   4. apply  5. supply  6. participate

Listening and Speaking

Dialogue 1

Listening Scripts:
Miss Jiang: Hello, Organizing Committee of the Hong Kong International Jewellery Show. May I help you?
Mr. Brown: Yes. My name is Brown. I’m from the USA. We have heard about the Hong Kong International Jewellery Show and we’d like to get some details about it.
Miss Jiang: The show will be held from May 17th to May 23rd. This fair is the world’s third largest jewellery fair and Asia’s leading jewellery event. It offers a wide range of high quality jewellery exhibits, such as diamonds, pearls and rubies, to buyers from all over the world.
Key to Exercises:
A. 1. pearl    2. diamond    3. ruby
C. 1. May I help you; details    2. held    3. wide range

Dialogue 2
Listening Scripts:
Mr. Brown: Thank you for the information. How can I reserve a booth?
Miss Jiang: First, you select a booth, then sign an agreement and make payment.
Mr. Brown: What about the price?
Miss Jiang: The average standard booth is USD1 800 for a 3m by 3m space.

Key to Exercises:
B. 1. A: booth    B: agreement    C: payment    2. 1 800    3. 3m; 3m
C. 1. book    2. sign; payment    3. price; standard

Dialogue 3
Listening Scripts:
Mr. Brown: Can we book a booth now?
Miss Jiang: Yes, you can. There are some booths left.
Mr. Brown: That's fine. Thank you! Please reserve a booth for us. By the way, can you give me a special price?
Miss Jiang: Sure. May I have your fax number or any other contact information?
Mr. Brown: Our fax number is (0831) 2523 304. You can also e-mail me. My e-mail address is bgm@yahoo.com.
Miss Jiang: All right. I will contact you as soon as possible.

Key to Exercises:
C. 1. book    2. special    3. fax number    4. contact

Reading and Writing
4. Standard booth; Four.    5. HK $ 36 000 / US $ 4 600.

More Practice
Key to Exercises:
A. Step 1: Fill in the Booth Selection Form
   Step 2: Select your booth
   Step 3: Send the completed form
   Step 4: Get a Payment Notice
   Step 5: Make payment
Step 6: Fax or emailing a copy of your payment slip
Step 7: Get the confirmation e-mail
Step 8: Get an Exhibition Manual
Step 9: Pick up your badge

Reviewing
Key to Exercises:
A. 1. reservation 2. floor 3. download 4. Confirmation 5. contact

Key to Exercises:
B. 1. Organizing Committee; May I help you 2. make payment 3. standard booth
   4. There are some booths left 5. contact method

Unit 10 Logistics

Warming up
Listening Scripts:
1. He is going to deliver a package to the exhibitors.
2. Please send a check to the organizer.
3. The guards suggest that drivers park their cars there.
4. We would prefer raw space to standard booth.
5. They are ready to pack the exhibits.
6. You must pay for the house by yourself.
7. I really appreciate your help.
8. Excuse me, can you tell me how to handle the machine?

Key to Exercises:
1. deliver 2. send 3. suggest 4. prefer
5. pack 6. pay 7. appreciate 7. handle

Listening and Speaking
Dialogue 1
Listening Scripts:
Johnson: Good morning. Shanghai New International Expo Center. May I help you?
Mr. Hilton: This is George Hilton from the Galaxy Handicrafts Company. I reserved a booth in your center for the 12th International Handicrafts Show. I am looking for a delivery company to deliver some exhibits to your center. Can you suggest a company that can take care of it?
Johnson: Yes. We have a professional delivery company. It provides you excellent service. It has not only efficient global shipment by sea but also by air.
Mr. Hilton: What’s the difference between air transportation and sea transportation?
Johnson: Air transportation is faster, but it is more expensive.
Mr. Hilton: I prefer air transportation.
Key to Exercises:
B. 1. Handicrafts        2. deliver        3. air
C. 1. May I help you; reserved; exhibits        2. service        3. transportation; expensive

Dialogue 2
Listening Scripts:
Johnson: May I ask what kind of materials you’d like to have delivered?
Mr. Hilton: These exhibits are crystal products. They have been packed in wooden boxes. As the goods are fragile, we hope you handle them with care.
Johnson: We sure will. We have shipping specialists.
Mr. Hilton: Do you offer warehousing services?
Johnson: Yes. But you must pay extra for them.

Key to Exercises:
C. 1. packed; handle        2. specialists        3. warehousing

Dialogue 3
Listening Scripts:
Mr. Hilton: I see. One more thing, what is the rate for the delivery service?
Johnson: I’ll send the price catalogue and the telephone number of the freight forwarder to you.
Mr. Hilton: I really appreciate your efficient working style. Thank you so much for your great help.
Johnson: It’s my pleasure. Hope your show goes well. If I can do anything else for you, please let me know.

Key to Exercises:
B. 1. One more thing        2. appreciate        3. goes well
C. 1. rate; price; telephone        2. else

Reading and Writing
Key to Exercises:
B. 1. Shanghai Xiangfan International Logistics CO., LTD.
    2. Hefei Rongshida Washing Equipment Manufacturing CO., LTD.
    3. GAB COMERCIO E INDUSTRIA LDA, LUANDA.
    4. Nanjing.
    5. USD 7 156.
    6. Washing machine; 225 packages.

More Practice
Key to Exercises:
B. 1. Transportation, storage, loading and unloading, handling, packaging, distribution and information management, etc.
    2. No, it isn’t. It says “logistics is nothing new”.
    3. It operates 24 hours a day, seven days a week and 52 weeks a year.
4. Import and export container transportation and agency, door to door pickup and delivery, warehousing and consolidation.
5. No. Because it is a very complicated system, including some functional activities.


Reviewing
Key to Exercises:
A. 1. Logistics  2. handle  3. pay  4. transportation  5. appreciate
B. 1. have delivered  2. global transportation  3. warehousing services  4. I prefer air transportation  5. my pleasure

Unit 11  Booth Building and Decoration

Warming up
Listening Scripts:
1. The exhibition center has agreed to design a standard booth.
2. My classmates allow me to use their cell phones.
3. The couple plan to decorate their house.
4. They are trying to put a spot light on the ceiling.
5. Would you like to try on the new dress?
6. The shop assistants display the goods to attract more customers.
7. The workers have set up a booth.
8. Please leave the suitcase with the porter.
9. Would you like to hang the pictures on the wall?

Key to Exercises:
1. design  2. allow  3. decorate  4. put  5. try on  6. display  7. set up  8. leave  9. hang

Listening and Speaking
Dialogue 1
Listening Scripts:
Mr. Wang:  Good afternoon, Mr. Smith.
Mr. Smith:  Good afternoon. Thank you for helping me with the booth design and decoration. How are you getting along with setting up the booth?
Mr. Wang:  We have just finished the setting-up of the booth. The utilities include single-phase and three-phase electricity, ISDN telephone and computer lines, drinking water, etc. I hope you like the booth.
Mr. Smith:  Generally speaking, it looks good. But I wonder if you could make some small improvements.
Key to Exercises:
A. ☑ single-phase electricity ☑ three-phase electricity  
   ☑ ISDN telephone ☑ computer lines  
   ☑ drinking water

B. 1. setting up  2. improvements

C. 1. design; decoration  2. getting along  3. hope

Dialogue 2
Listening Scripts:
Mr. Wang: Just tell me what you'd like.
Mr. Smith: The booth looks a bit complicated. I hope it gives the attendees more space.
Mr. Wang: OK. I'll take these small decorations away and then it looks more spacious.
Mr. Smith: As for the lighting, I think the booth should be very bright. Our products look more attractive in strong light.
Mr. Wang: For the electric equipment, the usual practice is to use 100W barrel lights, 50W barrel lights and some sockets. I will use a few spot lights on the ceiling for you.

Key to Exercises:
B. 1. space; bright  2. spot lights

C. 1. complicated  2. decorations  3. barrel; sockets

Dialogue 3
Listening Scripts:
Mr. Smith: I agree with you. I wonder if it is possible to reserve some space near the front of the booth. We plan to put some leather chairs for the attendees to try our new products on the spot.
Mr. Wang: I'm afraid not. The space inside the booth is so limited, but I'll try my best to leave some space for one chair next to the display table.
Mr. Smith: I'm glad to hear that. I also need a couple of nails so that we can hang a sign displaying our company's logo.
Mr. Wang: Sorry to say you can't use the nails on the partitions of the booth. But I'll see what I can do.
Mr. Smith: Thank you. There's a lot of preparation needed. When will you finish the installation?
Mr. Wang: Don't worry. We'll have it done in one day.

Key to Exercises:

C. 1. wonder  2. on the spot  3. limited  4. done

Reading and Writing
Key to Exercises:

More Practice
B. 1. No, they can't.  2. Before contracting out.  3. Exhibitors.
4. No, they can’t.  5. No, they can’t.

C. 1. Organizer    2. Exhibitors’ Manual    3. hours

**Reviewing**

Key to Exercises:
A. 1. attractive    2. agree    3. socket    4. decorate    5. display
B. 1. design and decoration    2. getting along with    3. I agree with you
4. complicated    5. on the spot

**Unit 12  Reception**

**Warming up**

Listening Scripts:
1. The two children are free to talk about the pictures.
2. They are allowed to attend the important meeting.
3. The driver was asked to show his driving license.
4. My brother wants to register an e-mail account on the Internet.
5. Please fill in this form.
6. Kitty hopes to receive a letter from her husband in USA.
7. He doesn’t hesitate to make a phone call to his grandfather.
8. Don’t forget to copy the document right away.
9. The hostesses always meet the attendees at the entrance.

Key to Exercises:
1. free    2. attend    3. show    4. register    5. fill in
6. receive    7. hesitate    8. copy    9. meet

**Listening and Speaking**

**Dialogue 1**

Listening Scripts:
Miss Liu: Good morning, sir. Welcome to the 10th International Food and Beverage Fair.
Mr. White: Good morning. May I attend the Food and Beverage Fair?
Miss Liu: May I have your admission ticket?
Mr. White: Sorry, I haven’t got one. Where can I buy one?
Miss Liu: Visiting the exhibition is free. You can visit every booth after registering with your business card. Will you please show your business card and fill in the form?
Mr. White: Yes... Here you are.
Miss Liu: Thank you. Here is your visiting card. Have a good time!

Key to Exercises:
B. 1. Food and Beverage    2. admission    3. buy
C. 1. Fair; attend    2. free    3. Have a good time

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Dialogue 2

Listening Scripts:
Receptionist:  Good afternoon, sir. What can I do for you?
    Louis:  I'm looking for a French Food Company. The booth number is W103.
Receptionist:  Go ahead along the aisle. Turn left at the first corner. You can't miss it. You can also check the
    floor plan there.
    Louis:  Thank you very much. Can you give me a catalogue or something that tells me about the
    exhibition? I haven't got enough time to visit all the booths.
Receptionist:  Here's the Exhibition Directory for your reference. Is there anything else I can do for you?
    Louis:  No, thanks a lot.
Receptionist:  You are welcome. If you have any other problem, don't hesitate to contact me. I'll try my best to
    be at your service.

Key to Exercises:
A.  W103
B.  1. French, booth number  2. enough
C.  1. floor plan  2. Directory  3. at your service

Dialogue 3

Listening Scripts:
Mary:  Excuse me, can you help me?
Receptionist:  Yes, of course.
    Mary:  I’d like to have these documents copied. I need them urgently.
Receptionist:  Don’t worry. There is a business center on the second floor. They provide services like copying,
    faxing, and so on.
    Mary:  May I fax some documents to Australia?
Receptionist:  Yes. You can send both international and domestic faxes and you can receive faxes at this address,
    as well.
    Mary:  Thank you for your help.
Receptionist:  It’s my pleasure.

C.  1. of course  2. copied  3. international  4. help; pleasure

Reading and Writing

Key to Exercises:
B.  1. International Machine Fair & Trade Co., Ltd.
    2. No, it isn’t.
    3. infor @ unionft.com.cn.
    4. To collect information.
    5. One.
More Practice
Key to Exercises:
   2. Shanghai New International Expo Center.
   3. E1 to E3.
   5. Picture (F).
C. 1. get to the washroom
   2. at the end of the corridor
   3. Please come this way \ This way, please.
   4. on the third floor

Reviewing
Key to Exercises:
A. 1. admission 2. catalogue 3. urgently 4. domestic 5. reference
B. 1. Food and Beverage 2. You can’t miss it. 3. Exhibition Directory
   4. international and domestic 5. Business Center

Unit 13 Information Service

Warming up
Listening Scripts:
1. Could you recommend some hotels for us?
2. Williams abused his position as Mayor to give jobs to his friends.
3. We can deliver the goods within ten days.
4. He ignored all the "No Smoking" signs and lit up a cigarette.
5. Customs officers have the right to check all the luggage.
6. Never chew gum in class.
7. Never get in the way of customers on the stand.
8. The discount depends on the size of the order.

Key to Exercises:
1. recommend 2. abused 3. deliver 4. ignored
5. check 6. chew 7. get in the way 8. depends on

Listening and Speaking
Dialogue 1
Listening Scripts:
Exhibitor: Good morning. Welcome to our booth.
Visitor: Good morning. I'm interested in your range of toys for children.
Exhibitor: Well, we've got some new models here. This way, please.
Visitor: Thank you. Ah, so many! Could you give me more information about them?
Exhibitor: OK. Those on the right are machine toys, electronic and electrical toys and intellectual puzzle toys, suitable for children, aging 5 and up.

Key to Exercises:
A. 1. intellectual puzzle toy
   2. electronic and electrical toy
   3. wooden toy
B. 1. toys          2. models          3. electrical
C. 1. range        2. more information   3. suitable

**Dialogue 2**

Listening Scripts:
Visitor: What about the toys on the left?
Exhibitor: Oh, they are wooden toys and plastic toys, suitable for children under five. They are all in stock.
Visitor: Quite interesting.
Exhibitor: They’ve only been on the market for a few months, but they already are very popular.
Visitor: How much are they?
Exhibitor: The recommended retail prices can be found on the price list. Here is the price list, Sir.
Visitor: Thank you.

Key to Exercises:
B. 1. children under five  2. a few  3. on the price list
C. 1. the left            2. suitable  3. retail prices

**Dialogue 3**

Listening Scripts:
Visitor: What about delivery time?
Exhibitor: We can deliver the goods within days of receipt of your order.
Visitor: I’d also like to get some information about the discount. Can you give me a good discount on a large order?
Exhibitor: Well, it depends on the size of the order. I’ll have to check. Perhaps could you give me your name and address?
Visitor: Here’s my card.
Exhibitor: Thank you.

Key to Exercises:
C. 1. delivery   2. receipt of your order   3. good discount   4. name and address

**Reading and Writing**

Key to Exercises:
B. 1. Three. They are Grand Hall, National Hall and O2 hall.
   2. It is near the Hammersmith Road.
3. It is on the Olympia Way.
4. In the building on the right side of the Grand Hall.

More Practice

Key to Exercises:
A. Don’t eat on a stand.
   Don’t drink on a stand.
   Don’t leave glasses, cups or rubbish on the stand.
   Don’t chew gum.
   Don’t smoke.
   Don’t read books or magazines.
   Don’t stand around chatting with your colleagues.
   Don’t stand in groups in the aisle by the stand.
   Don’t stand on the edge of the stand with your arms folded.
   Don’t sit down when you should be on duty.
   Don’t use crude language.
   Don’t ignore anyone who comes onto the stand.
   Don’t leave a stand unattended.
   Don’t leave the stand without Stand Manager knowing.
   Don’t be late back from breaks or lunch.
   Don’t get in the way of customers on the stand.
   Don’t ignore a customer on the stand.

Reviewing

Key to Exercises:
A. 1. deliver 2. recommend 3. ignore 4. check 5. abused
B. 1. Welcome to our booth 2. more information 3. discount
   4. retail prices 5. delivery time

Unit 14 Security

Warming up

Listening Scripts:
1. The booth will be manned by two men from our company.
2. Smoking is prohibited in the exhibition hall.
3. A fire occurred in the warehouse.
4. The assistants unwrapped the exhibits after they arrived at the booth.
5. Some measures are needed to secure the safety of the exhibits.
6. The bank had to verify that Jack was the true owner of the house.
7. The picture reminded me of China and the City of Beijing.
8. They will set up your booth tomorrow.
9. I don’t know when the show will close.
Key to Exercises:
1. manned  2. prohibited  3. occurred  4. unwrapped  5. secure
6. verify  7. reminded  8. set up  9. close

Listening and Speaking

Dialogue 1

Listening Scripts:
Woman: Mr. White, I think something is wrong with the lines because there is no power and all the demonstration machines stopped.
Mr. White: It probably is a problem with the lines.
Woman: Shall I move the boxes and have a look?
Mr. White: No, I think you had better not. It could be dangerous. We should ask the electricians for help.
Woman: OK. I will go and tell them about it.

Key to Exercises:
A. 1. demonstration machine  2. electrical safety  3. electrician
B. 1. move  2. dangerous  3. electricians
C. 1. wrong; demonstration  2. dangerous  3. electricians

Dialogue 2

Listening Scripts:
Guard: I'm sorry, but may I remind you not to smoke in our booth? Smoking is not permitted in the exhibition hall.
Smoker: Oh, I'm terribly sorry!
Guard: Smoking not only does do harm to our health, but it could also cause fire, especially here.
Smoker: You are correct. We really shouldn't smoke here. I will not make such a mistake again.

Key to Exercises:
B. 1. smoking  2. harm; fire  3. smoke
C. 1. remind  2. permitted  3. cause fire

Dialogue 3

Listening Scripts:
Colleague A: It's five o'clock. Let's call it a day.
Colleague B: OK. But don't forget to keep all the valuable property and exhibits locked up.
Colleague A: You are right. I hear that a woman's bag with many cards and an MP4 in it was stolen.
Colleague B: She must have left the bag at a booth unattended. We'd better obey the rules printed in the exhibitor's manual.
Colleague A: I think so, too.
Key to Exercises:
C. 1. call it a day  2. keep; exhibits  3. stolen  4. unattended

Reading and Writing
Key to Exercises:
B. 1. Have a booth representative available.
   2. We should not unwrap expensive items and "giveaways" and leave for lunch / dinner. Secure these items!
   3. I can ask a neighboring exhibitor to watch my booth until I return.
   4. During move-out.
   5. Secure the items! Label the boxes correctly.

More Practice
Key to Exercises:
A. 1. ensure safety for all materials
   2. entry areas and exit aisles
   3. prohibited in the exhibition area
   4. All temporary wiring
   5. allowed behind booths
   6. must be labeled and removed for storage
   7. Flammable
   8. smoking is strictly prohibited

Reviewing
Key to Exercises:
A. 1. secure  2. verified  3. occurred  4. prohibited  5. remind
B. 1. dangerous  2. not to smoke  3. cause fire
   4. valuable exhibits  5. obey the rules

Unit 15  Booth Dismantling

Warming up
Listening Scripts:
1. The hospital tries to ensure that patients are treated quickly.
2. If you’d like me to carry the boxes, please don’t hesitate to ask.
3. The workers are loading the truck with the products.
4. I am pleased to inform you that you have won the first prize in the competition.
5. We got up early and found breakfast awaiting us.
6. The students are removing the desks and chairs to another classroom.
7. We will return the empty containers tomorrow.
8. We’re thinking about how to deal with the display items.
Key to Exercises:
1. ensure  2. hesitate  3. loading  4. inform
5. awaiting  6. removing  7. return  8. deal with

Listening and Speaking

Dialogue 1

Listening Scripts:
Mr. Brown: Hi, Mr. Li.
Mr. Li: Hi there. I'm so happy to see you again, Mr. Brown. I remember you came to our booth the other day.
Mr. Brown: Yes, I'm back again because I'm very interested in your products, and today is the last day of the exhibition, you know.
Mr. Li: Yes. We're thinking about how to deal with the display items.

Key to Exercises:
A. 1. dismantling the booth  2. transportation  3. warehouse
B. 1. exhibition  2. products
C. 1. booth  2. interested in  3. display items

Dialogue 2

Listening Scripts:
Exhibitor: Thank you for your help during the exhibition, Alice.
Alice: It's my pleasure. If there is anything else I can do to help you, please don't hesitate to let me know.
Exhibitor: In fact, there is something I am still not sure about.
Alice: Could you please tell me about it?
Exhibitor: Well, I want to know what to do with the display items.
Alice: You can sell some of them. For those that you cannot sell here, you can find a transportation company to ship them back to your country.
Exhibitor: That sounds good. Which transportation company do you recommend?
Alice: The organizers of the exhibition have already recommended a few transportation companies. Here are their telephone numbers.
Exhibitor: Thank you. I'll call them in a moment.

Key to Exercises:
B. 1. she helps him  2. display items  3. transportation company
C. 1. exhibition  2. hesitate  3. do with
4. ship them back  5. recommended

Dialogue 3

Listening Scripts:
Exhibitor: Could you please help me get a truck, Mr. White? These items are heavy.
Mr. White: OK. There are some outside the hall. I will ask Mr. Zhang to find one.
Exhibitor: Thank you very much. Without your help, I could hardly have met so many clients at this exhibition.

Mr. White: You’re welcome.

Exhibitor: I like this booth very much, and I would like to use it again next time.

Mr. White: We will inform you of next year’s exhibition in advance and reserve this booth for you.

Exhibitor: That’s very kind of you.

Key to Exercises:

C. 1. truck 2. find 3. clients 4. plan 5. in advance

Reading and Writing
Key to Exercises:
B. 1. the exhibit floor 2. 12 3. Sunday, November 8 at 12:00 p.m.
4. Sunday, November 8 at 9:00 a.m.

More Practice
Key to Exercises:
A. 1. Dismantling can begin after 4:00 p.m., Saturday, March 27, 2016.
2. Exhibitor found to be in violation of this policy will be fined $500.
3. Loading of freight can begin at 8:00 a.m. Sunday Morning.
4. Drivers need to check in with security at the entrance of the docks.

Reviewing
Key to Exercises:
A. 1. remove 2. loading 3. appointed 4. ensure 5. inform

B. 1. came to our booth 2. your products, how to deal with 3. transportation company
4. recommend; Here are their telephone numbers 5. would like to use it again, in advance

Unit 16  Follow-up Contact

Warming up
Listening Scripts:
1. I really don’t know how to express my gratitude.
2. I will contact him by telephone.
3. These computers can be ordered direct from the factory.
4. We played cards to reduce the boredom of the long wait.
5. His performance exceeded our expectations.
6. She manages the company very well.
7. He will return to London the day after tomorrow.
Key to Exercises:
1. express  2. contact  3. ordered  4. reduce
5. exceeded  6. manages  7. return

Listening and Speaking

Dialogue 1

Listening Scripts:
Zhang Hua: Hello. May I speak to Mr. Green?
Mr. Green: Hello. This is Bob Green. Who is speaking?
Zhang Hua: This is Zhang Hua. Do you remember me?
Mr. Green: Yeah, of course. I visited your booth during the exhibition and placed an order. How are you?
Zhang Hua: Fine. I have returned to Nanjing with a lot of orders.
Mr. Green: Oh. A great success for you!

Key to Exercises:
A. 1. thank-you letter  2. e-mail  3. fax
B. 1. remembers  2. placed  3. Nanjing
C. 1. speaking  2. an order  3. orders

Dialogue 2

Listening Scripts:
Zhang Hua: We have had a lot of success. Now I am calling to express my gratitude for your interest in our products, and also for your suggestions. Thank you very much.
Mr. Green: Don’t mention it. We will order more next year.
Zhang Hua: Great! Do you have any other suggestions?
Mr. Green: None at the moment.
Zhang Hua: OK. Well, do you have any plan to visit our city? Nanjing is a beautiful place, you know.
Mr. Green: I know. I do have plans, but I am always busy. Hopefully I can manage it in about two months.
Zhang Hua: Good. I am looking forward to seeing you then.

Key to Exercises:
B. 1. gratitude; the man’s suggestions  2. order more  3. two months
C. 1. calling  2. suggestions  3. manage it

Dialogue 3

Listening Scripts:
Wang Fang: Hello, Mr. White. This is Wang Fang speaking. Are you free this evening?
Mr. White: Yes.
Wang Fang: I hear you will return to London the day after tomorrow. Right?
Mr. White: That’s true.
Wang Fang: OK. I’d like to invite you to dinner before you leave.
Mr. White: That’s very kind of you.
Wang Fang: I just want to express my gratitude to you for your help and I also want to talk with you about our future cooperation.
Mr. White: All right, I will come. See you.
Wang Fang: See you.

Key to Exercises:
B. 1. F 2. T 3. T
C. 1. hear 2. invite 3. express my gratitude

Reading and Writing
Key to Exercises:
B. 1. Open-E GmbH.
2. Because they visited his / her booth at CeBIT and they enjoyed many inspiring conversations.
3. The positive feedback is better than that of 2015.
4. Storage software.
5. Their specific needs.

More Practice
Key to Exercises:
A. 1. to assess what worked and what didn’t
2. how you can make improvements
3. Measure your success
4. from a sales visit to a phone call
5. Evaluate the success
6. media representatives
7. reserve your place so you get the best site

Reviewing
Key to Exercises:
A. 1. ordered 2. contact 3. reduce 4. exceed 5. express
B. 1. Do you remember me 2. express my gratitude 3. any other suggestions
4. plans 5. future cooperation