

《会展英语》

图书基本信息

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内容概要

《会展英语(会展专业)》从情景对话入手，培养学生的英语听说实际应用能力。按会展行业工作流程的顺序来设计编排内容，涵盖了会展业服务和管理的主要内容。避免过于强调阅读、词汇、语法和翻译的学习，而是将职业技能的训练贯穿于英语学习中，使学习者感到明确的职业指向性。

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章节摘录

Another important decision you will need to make early in the conference planning process is site selection. Early is a key word here. The more time you have to choose a site, the greater your options will be. The more options you have, the greater your ability to obtain preferred dates and negotiate with hotels and meeting facilities will be. How early should you start scouting conference sites? That depends on the size of the conference and the number of facilities available to accommodate you in the locale you desire. 12 months is the suggested time frame in which to organize a conference. The competition for choosing meeting dates gets stiffer every year; smart planners start early.

Matching Conferences with Facilities Matching your conference with the right type of facility can make a good conference a great conference. This requires some considerate planning. For example, if you are planning a lot of "free time", especially in the evening, you would not want to use a conference center that is located far away from restaurants and local attractions. You need to consider what type of facility can best serve your needs. The following is a list of facility types and the advantages of using each:

- A downtown hotel in a large city with downtown attractions is a good choice when attendees are in meetings most of the day but have large blocks of personal time around lunch or in the evening.
- Suburban hotels offer an alternative to downtown or airport hotels. They usually provide convenient parking at no charge and are often situated near local attractions. These hotels work especially well when many conferees will be driving to the meeting.
- A conference center is ideal when you are planning intensive training and need to avoid distractions. Many colleges and universities have conference facilities.
- Convention centers are often used for very large conferences at which conferees may be sleeping at several hotels, none of which can accommodate meeting and/or banquet needs.

Any of these types of facilities can help make your conference a success if it is a good match for your meeting. When you know your audience, understand the purpose of your conference, and have planned an appropriate conference program, choosing the proper type of facility will be easy. At last, make the meeting venue and rooms reservations. Use an authorized convention credit card when booking. Don't use your personal credit card to secure the reservations, unless you know that you will not be liable for any cancellations.

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精彩短评

- 1、内容很丰富，基本涵盖了会展各个阶段，比较适合会展英语入门的学习。
- 2、书内容较新颖，值得推荐
- 3、跟想象中的差不多，符合需求
- 4、有很多单词，很好

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