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# Event Organising

## Unit objectives

**In this unit, you will learn to:**

- find out about participants' preferences when organising an event;
- write an event plan.



## Learning context

### Communicative scenario

As a new employee in a joint venture, you are asked to organise a team-building event for the production department. To get all your colleagues to sign up, you need to find out about their preferences and write a plan for the team-building event.

### Discovering your needs

Discuss the following questions with your partner.

- How will you discover the preferences of your colleagues to ensure a successful event?
- What information should be included in the event plan?



# Section I



## Story

Low attendance might be the last thing an event organiser would want to see. Read the following story and find out how Helen solved the problem when she found not many colleagues had signed up for the department event.

## No attendees, no event

- 1 After receiving multiple complaints about overwork from our department recently, the manager came to me with a task. “Helen, I know you organised some activities at college. Would you like to organise a recreational event for our colleagues to boost morale?” I was happy to take on the task as I was familiar with event organising, including how to determine a theme, venue selection, event promotion, and budget management.
- 2 Jogging was my favourite sport, so I decided to organise a five-kilometre run. I believed it would not only reduce stress, but also stimulate and heighten the spirits of my colleagues.
- 3 What I did the following week was to select a date, figure out the jogging route, ask for volunteers from my department, and then write an event invitation. Every morning I would check my email to see how many people had signed up.
- 4 As the deadline drew near, my disappointment grew day by day. Only about 30% of all the staff had signed up in the end. Frustrated, I turned to my friend Bella, who had rich experience in organising corporate events.

- 5 “Did you survey the preferences of your colleagues before organising the event?” asked Bella. “Participation is essential to every event, and as an organiser, one of your goals is to maximise attendance. Remember, no attendees, no event,” she added.
- 6 Then she continued, “Why not let participants themselves choose the event instead? You could even invite the family members of the staff. From my experience, inviting families to corporate events can be an effective way to encourage attendance.”
- 7 How helpful her advice was! I returned to my office and conducted a survey of my colleagues, enquiring about their favourite activities. It turned out that a family picnic ranked first, accounting for about 80% of all the preferred options.
- 8 With a rescheduled date and a new programme, I sent another email, inviting all our colleagues and their families to our department family picnic. With participants’ interests and preferences being fully considered, the activity ended up being a great success.

### New words and expressions

attendance /ə'tendəns/ *n.*

出席人数

boost /bu:st/ *vt.* 使增长

complaint /kəm'pleɪnt/ *n.*

抱怨

disappointment /,dɪsə'pɔɪntmənt/

*n.* 失望

effective /ɪ'fektɪv/ *adj.* 有效的

following /'fɒləʊɪŋ/ *adj.*

(时间上) 接着的

frustrated /frʌ'streɪtɪd/ *adj.* 沮丧的

heighten /'haɪtn/ *vt.* 增强

maximise /'mæksəmaɪz/ *vt.*

使最大化

morale /mə'reɪl/ *n.* 士气

multiple /'mʌltɪpəl/ *adj.* 数量多的

participation /pɑː'tɪsə'peɪʃən/ *n.*

参加

preference /'prefərəns/ *n.* 偏好

promotion /prə'məʊʃən/ *n.* 推广

rank /ræŋk/ *vi.* 属于某等级

recreational /,rekri'eɪʃənəl/ *adj.*

娱乐的

reschedule /,ri:'ʃedju:l/ *vt.*

重新安排

stimulate /'stɪmjəleɪt/ *vt.* 激发

account for (比例上) 占

end up 最终

sign up 报名

take on 承担

turn out 结果是

## Understanding ideas

**Task 1** Answer the following questions according to the story.

1. What event did Helen plan to organise at first?

2. How many employees signed up for the event that Helen planned first?

3. Who is Bella?

4. What did Helen do after she turned to Bella for advice?

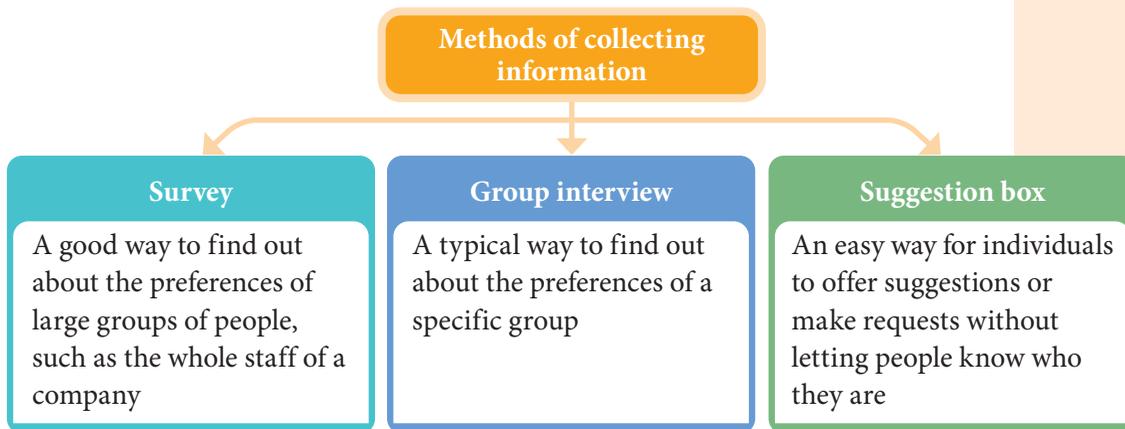
5. What event did Helen organise in the end?

**Task 2** Decide whether the following statements are true (T) or false (F) according to the story.

- \_\_\_ 1. Helen didn't have any experience of event organising at college.
- \_\_\_ 2. Jogging can reduce stress and stimulate spirits according to Helen.
- \_\_\_ 3. When the deadline for signing up for the jogging drew near, Helen felt more excited.
- \_\_\_ 4. One of the main goals of an event organiser is to maximise attendance according to Bella.
- \_\_\_ 5. Over three-fourths of Helen's colleagues preferred a family picnic.

## Developing skills

After doing the survey, Helen found out about most of the staff's preferences, and the event proved to be a big success. Besides surveys, group interviews and suggestion boxes are also commonly used in finding out about people's preferences.



**Task 1** Select one of the above methods of collecting information for each of the following situations and give your reason.

1. A department wants to know which of its services the staff think need improvement.

2. The HR department plans to start a welfare policy for female staff.

3. A company wants to know what training courses the staff want to take.

**Task 2** Suppose you are going to organise a recreational event for your company. Why is it important to collect information from your colleagues first?

## Using language

**Task 1** Match the following expressions with their translations.

参与者的喜好

recreational event

家庭野餐

corporate event

慢跑路线

preferred option

公司活动

participants' preferences

优先选择

jogging route

娱乐活动

family picnic

**Task 2** Complete the following sentences with the expressions in the box. Change the form if necessary.

turn out	boost morale	maximise attendance
take on	rank first	conduct a survey

1. He has \_\_\_\_\_ the challenge to hold the annual party for the company.
2. I hope that the meeting will \_\_\_\_\_ fine in the end.
3. Do you have any ideas about how to \_\_\_\_\_ at the exhibition next month?
4. Riding a bicycle \_\_\_\_\_ among all choices according to the survey.
5. We should \_\_\_\_\_ of the participants' preferences before we organise an event.
6. Our department organised a spring outing to \_\_\_\_\_.

## Interaction

You are going to listen to two conversations about event organising. Speaking activities will follow.

### Listening 1



**Task 1** Helen, the event organiser, is talking with her colleague Leon. Listen to the conversation and choose the best answer to each question.

1. What kind of activities does Leon prefer?
  - A. Fun activities.
  - B. Exciting activities.
  - C. Indoor activities.
  - D. Outdoor activities.
2. Which of the following does Leon like most?
  - A. Swimming.
  - B. Running.
  - C. Hiking.
  - D. Jogging.

### New words

hiking /'haɪkɪŋ/ *n.* 远足

relaxing /rɪ'læksɪŋ/ *adj.*

令人放松的

suitable /'su:təbəl/ *adj.* 合适的

trail /treɪl/ *n.* 路线

## Task 2 Listen again and fill in the blanks.

1. Helen is organising an event for \_\_\_\_\_.
2. Leon finds hiking and exploring nature really \_\_\_\_\_.
3. Helen believes that hiking can \_\_\_\_\_ and clear the mind.
4. Leon recommends several hiking trails suitable for both children and \_\_\_\_\_.

## Speaking 1

### Task 1 Practise how to ask about and express preferences.

- Read aloud the sentences taken from *Listening 1*.
  - *Which do you prefer?*
  - *I prefer outdoor activities.*
- Ask your partner about their preferences in food, music, movies, sports, etc. You may refer to the expressions below.

#### Asking about preferences

- Which... do you enjoy most?
- Would you like... or...?
- Would you rather... or...?

#### Expressing preferences

- I like... best/most.
- I'd like...
- I would rather... than...

### Task 2 Work in pairs and act out the following situation. You may refer to *Using language* in this section for useful expressions.

*Jenny has been asked to organise the New Year party for her class. She talks with her classmate, Jack, to find out what programmes he prefers.*

## Listening 2



### Task 1 Mike is talking with his colleague, Rebecca, about their department activity. Listen to the conversation and decide whether the following statements are true (T) or false (F).

- \_\_\_ 1. The weather for the activity was terrible.
- \_\_\_ 2. Rebecca didn't like the food offered at the activity.
- \_\_\_ 3. The families of the staff had a good time during the activity.
- \_\_\_ 4. Rebecca didn't like family members being invited to the picnic.

#### New words

- considerate /kən'sɪdərət/  
*adj.* 考虑周到的
- impressive /ɪm'presɪv/  
*adj.* 令人赞叹的
- terrific /tə'rɪfɪk/ *adj.* 极好的
- vegetarian /ˌvedʒə'teəriən/  
*n.* 素食者

**Task 2** Listen again and answer the following questions.

1. What did Rebecca think of the department picnic?

2. Why did Mike think the organisers were considerate?

3. How was the game “Guess the baby” played?

## Speaking 2

**Task 1** Practise how to ask for comments and make positive comments.

- Read aloud the sentences taken from *Listening 2*.
  - *What did you think of our department picnic last Saturday?*
  - *It was amazing.*
  - *How did you like the activities and games?*
  - *I loved the “Guess the baby” game.*
- Ask your partner for their comments on one of your past class activities. Your partner makes some positive comments about it. You may refer to the expressions below.

### Asking for comments

- How do you feel about...?
- What’s your impression of...?
- Do you have any comments on...?

### Making positive comments

- It was a great success.
- ... has done a good job.
- We are lucky to have...
- ... is a considerate organiser.

**Task 2** Work in pairs and act out the following situation. You may refer to *Developing skills* for ideas.

*During lunch, Lily and Jack are talking about the department event held last Sunday. They ask each other how they feel about the event, and make positive comments on how the organisers found out about the participants’ preferences.*



## Understanding exhibitors' preferences and needs

The 133rd China Import and Export Fair (Canton Fair) brilliantly combined culture and trade, displaying its continuing commitment to understanding exhibitors' dreams and aspirations. Through a full survey, Guangzhou customs gained valuable insights into exhibitors' preferences and needs, and took 15 measures to increase convenience. For example, they simplified clearance procedures and allowed online appointments for customs clearance. With all those measures, the Fair was successful beyond all expectations. This success was further enhanced by the first-time use of Area D of the exhibition hall, which expanded the exhibition area and attracted more companies.

**Task** Read the passage and answer the following questions.

1. Why did Guangzhou customs conduct a survey for the 133rd Canton Fair?

2. What were some of the 15 measures introduced based on the survey results?

3. How did the use of Area D of the exhibition hall contribute to the success of the Canton Fair?



# Section II



## Reading

Discovering the true preferences of participants ensures the possibility of an event's success. Only after this can event organisers start planning. Read Lily's department event plan and see how the event will be organised.

## Department event plan

- Event Name:** Charity Dinner
- Event Objective:** To raise funds for victims of recent floods
- Target Participants:** Members of the finance department
- Event Budget:** \$30 per person
- Date:** 18th March 2023
- Time:** 7:00 pm—10:00 pm
- Venue:** The Buffet Room of the Lotus Hotel
- Event Coordinator:** Lily Jones
- Phone:** 5713062268

### Description of the Event

Following our tradition of holding a department charity event every year, this year we will host a buffet dinner to raise funds for flood victims from Moon City.

The funds will be raised from two parts of the event. Although the cost of the buffet will be covered by our department, each participant is required to donate an entry fee of \$30. The second part comes from a second-hand sale held during the buffet.

Participants will be asked to bring in any unwanted items which are still in good condition. These could include clothing, books, or even children's toys. The items will be priced by their owner, and any money from the sales will be donated to charity.

At the end of the dinner, the total amount raised will be announced by the department manager. Two colleagues will later deliver the donations to the Red Cross on behalf of our company.

## Understanding ideas

**Task 1** Read the event plan and decide whether the following statements are true (T) or false (F).

- \_\_\_ 1. The event is to raise funds for disabled children.
- \_\_\_ 2. The cost of the buffet dinner will be covered by the company.
- \_\_\_ 3. Participants don't have to pay for the event.
- \_\_\_ 4. The donations include the entry fees and the money gathered from the second-hand sale.
- \_\_\_ 5. The department manager will deliver the donations to the Red Cross.

**Task 2** Read the event plan again and match the terms with their descriptions.



A basic overview of what the event is about, which can inform and attract possible attendees



The goal the organiser hopes to achieve from the event



People that the event is trying to attract



The organiser or contact person for the event

### New words

buffet /'bʊfeɪ/ *n.* 自助餐

coordinator /kəʊ'ɔːdɪneɪtə/ *n.* 协调人

description /dɪ'skrɪpʃən/ *n.* 描述

donation /dəʊ'neɪʃən/ *n.* 捐款

finance /'fɪnæns/ *n.* 财务

lotus /'ləʊtəs/ *n.* 莲花

unwanted /ʌn'wɒntɪd/ *adj.* 不需要的

victim /'vɪktɪm/ *n.* 受害者

## Using language

**Task 1** Match the following expressions with their translations.

红十字会

charity event

二手货售卖

buffet dinner

慈善活动

entry fee

自助晚餐

second-hand sale

入场费

Red Cross

不需要的物品

unwanted item

**Task 2** Complete the following sentences with the expressions in the box. Change the form if necessary.

raise funds

be required to

hold an event

in good condition

be covered by

donate an entry fee

- The cost of the charity show will \_\_\_\_\_ our company.
- Each participant needs to \_\_\_\_\_ to the charity concert.
- New team members will \_\_\_\_\_ take a short rest.
- I can't think of a better place to \_\_\_\_\_ that size.
- A second-hand sale is held to \_\_\_\_\_ for the school.
- All the furniture donated to the Red Cross is \_\_\_\_\_.

## Writing

An event plan is often clearly structured. Read the sample below and do the tasks that follow to improve your writing skills.



### Department event plan

- [Redacted] Wutong Mountain Hike
- [Redacted] To enjoy a relaxing time with colleagues
- [Redacted] Staff from the production department
- [Redacted] ¥100 per person
- [Redacted] 11th June 2024
- [Redacted] 9:20 am—4:00 pm
- [Redacted] Wutong Mountain
- [Redacted] Wendy Zhang      Phone: 137xxxxx802  
Mike Song (Guide)      Phone: 136xxxxx086
- [Redacted]

Participants will gather at the north gate of Wutong Mountain before 9:20 am. They will start the hike at 9:30 am and arrive at the top of the mountain at about 12:00 pm. After a one-hour break, participants will go down the mountain along a different route. All members will leave from the foot of the mountain by 4:00 pm. We suggest that all members collect any rubbish along the hiking trail and bring it with them back down the mountain.

A photo exhibition will be organised after the event. Everybody is encouraged to take photos during the hike and bring one to the photo exhibition the following week. Gifts will be given to those who contribute photos.



#### New words

exhibition /ˌeksə'biʃən/ *n.* 展览  
hike /haɪk/ *n.* 徒步旅行

## Section II

An event plan includes basic details and a description of the event.

**Task 1** Put the terms into the boxes to make the event plan complete.

Date	Event Budget	Event Coordinators
Time	Event Name	Target Participants
Venue	Event Objective	Description of the Event

Passive voice is used to highlight activities and participants in an event plan.

**Task 2** Rewrite the following sentences using passive voice.

1. We will organise a photo exhibition after the event.

\_\_\_\_\_

2. We encourage everybody to take photos during the hike.

\_\_\_\_\_

3. We will give gifts to those who contribute photos.

\_\_\_\_\_

Activities in an event plan can be presented in time order.

**Task 3** Match what the participants will do with the corresponding times to form complete sentences after the example.

Participants

will

What they will do

- gather at the north gate
- start the hike
- arrive at the top of the mountain
- leave from the foot of the mountain

Time

- by 4:00 pm
- at 9:30 am
- before 9:20 am
- at about 12:00 pm

*Participants will gather at the north gate before 9:20 am.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

An event plan shows how an event will be organised. When writing an event plan:

- include basic details and a description of the event;
- highlight activities and participants by using passive voice;
- describe the event in time order.

## Project

### Write a plan for your department picnic

Suppose you are the new employee in *Learning context*. After conducting a survey of your colleagues' preferences, you find a department picnic would be the best choice. Now you are required to write a plan for the picnic. Follow the steps below.

Step  
1

#### Create an outline for the event plan

Refer to **Task 1** in *Writing*.

Step  
2

#### Draft

Draft your event plan. Refer to *Story* and *Listening 2* for information about the event.

Step  
3

#### Check and edit

Proofread and edit your event plan. Use the following checklist to help improve your writing.

YES

NO

I included all the necessary information.

I used passive voice.

I presented the activities in time order.

Step  
4

#### Discuss and revise

Work in groups. Share your event plan with your group members. Discuss the strong and weak points of each event plan and give suggestions. Make necessary revisions according to the feedback.

### Self-assessment

#### In this unit, I have learnt:

1. When organising an event, I should find out about the \_\_\_\_\_ (喜好) of the potential participants.
2. When writing an event plan, I should:
  - include \_\_\_\_\_ (基本细节) and a description of the event;
  - use \_\_\_\_\_ (被动语态) to highlight activities and participants;
  - present the activities in \_\_\_\_\_ (时间顺序).