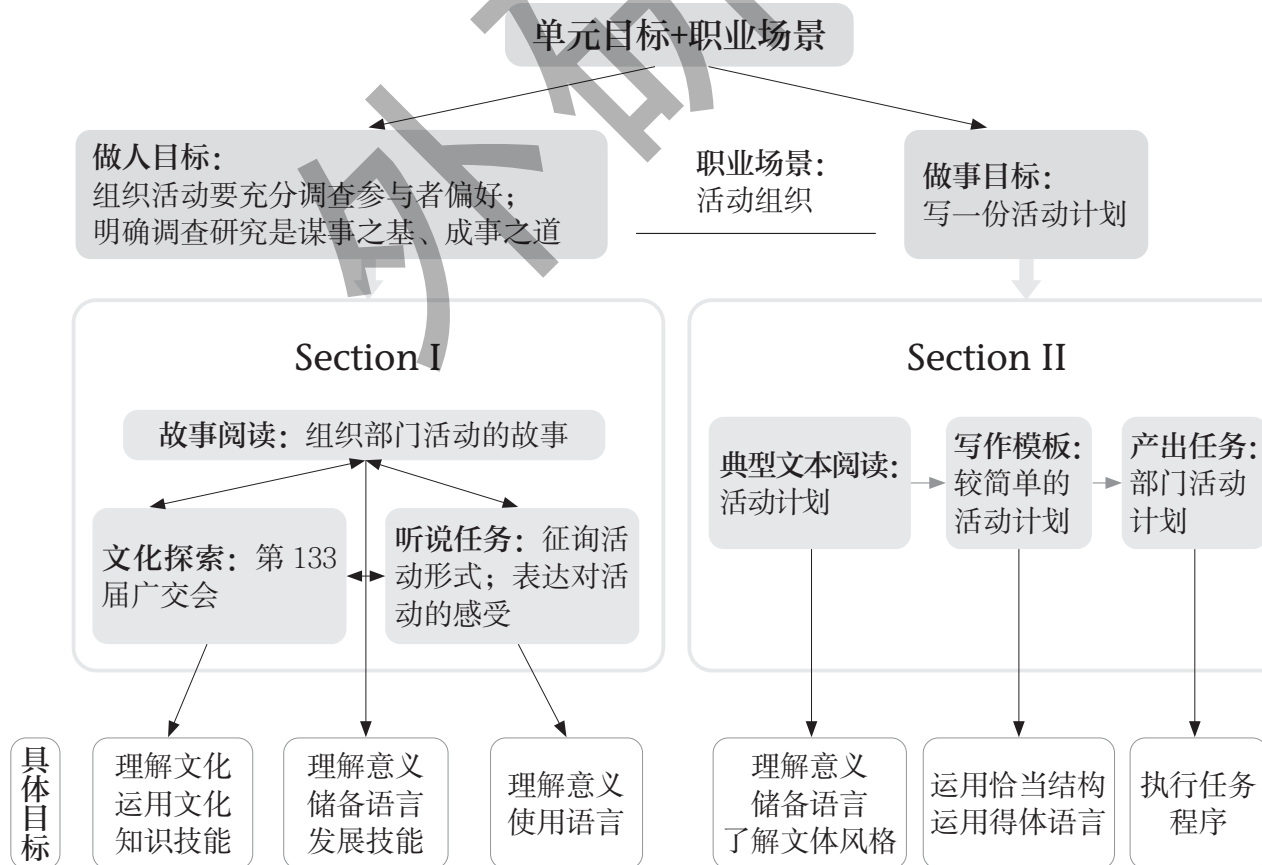


# 1 Unit

# Event Organising

## 单元概览

- 主题类别：职业与个人
- 专题：人文底蕴
- 主要话题：国情社情、审美情趣
- 职场情境任务：活动组织
- 单元框架：



# Learning context

## Discovering your needs

### 教学提示

1. Students may mention different ways. Some students might simply say, “I will make a survey to find out about the preferences of my colleagues, for example, asking each colleague about their preferences.” Teachers can encourage them to brainstorm other ways. Some students may say, “To save time, I can interview a group of people instead of asking everyone.” Teachers can inspire them with some encouraging remarks, like “well done”, and continue to ask, “Is there a way that you can get your colleagues’ opinions without letting other people know who they are?”

**Teacher feedback:** Well, in order to find out about the preferences of your colleagues, you need to think from different perspectives. Some of you said that you could ask each member to get their opinions. That’s a good idea. Some of you mentioned investigating a group of people. It is an efficient way as well if the group is representative. And you can get true information if you protect the privacy of participants when doing an investigation. In this unit, we are going to learn different ways to find out about the preferences of participants before an event.

2. Students may easily offer some information according to their knowledge. They may say, “I think that an event plan needs to include at least three basic elements: date, venue and participants of the event.” Teachers can encourage them to think about what factors a successful event should involve. They may answer, “I believe the organiser is the key to a successful event and therefore it should be included in the event plan.”

**Teacher feedback:** An event plan needs to include all the factors that guarantee a successful event. Apart from date, venue, participants and organiser, you need the answers to these questions too: What is the objective of the event? How much will the event cost? Do I have to describe briefly the event to attract more participants? In this unit, we will learn what information should be included in an event plan and write our own event plan.

# Section I

## Story

### 文本理解

故事概述：在部门经理的要求下，企业员工海伦负责组织一次提振部门员工士气的活动。一开始，很少人报名参加活动，于是海伦虚心请教专业人士，通过充分调查发现参与者的需求，最后活动取得了圆满成功。

通过职场故事，生动再现了“活动组织”这一典型的职业场景。基于课文阅读，教师可带领学生思考：

- (1) 组织活动时充分了解参与者需求的重要性；
- (2) 如何发现参与者的需求。

### 语言文化点

#### Para. 1

#### 1 After receiving multiple complaints..., the manager came to me with a task.

介词短语作时间状语，after后接动名词短语作其宾语。

#### 2 multiple *adj.* 数量多的

e.g. Words can have multiple meanings.

单词可以有多种含义。

The company performed well in the face of multiple challenges.

面对多重挑战，该公司表现良好。

#### 3 complaint *n.* 抱怨

e.g. He had a complaint against his heavy work.

他曾对繁重的工作有怨言。

The company has a system to handle customer complaints.

公司有一个处理客户投诉的系统。

#### complain *vi.* 抱怨

e.g. I'm going to complain to the manager about this.

我要向经理投诉此事。

**4 recreational** *adj.* 娱乐的

e.g. These areas are set aside for public recreational use.

这些地方已经划出来用于公共娱乐。

My favourite recreational activity is watching movies.

我喜欢的娱乐活动是看电影。

**recreation** *n.* 娱乐

e.g. Saturday afternoon is for recreation.

周六下午是娱乐时间。

**5 boost** *vt.* 使增长

e.g. We need a big win to boost our confidence.

我们需要大胜一场来增强信心。

They're putting up new hotels in order to boost tourism in the area.

为了促进该地区旅游业的发展，他们正在建造新的酒店。

**boost** *n.* 增长

e.g. Last month saw a great boost in sales.

上个月销售额大增。

**6 morale** *n.* 士气

e.g. How is the morale of the army?

军队的士气如何？

They sang songs to keep their morale up.

他们唱歌以保持士气。

**7 take on** 承担

e.g. I am ready to take on new responsibilities.

我已经准备好承担新的责任。

She refused to take on the job.

她拒绝承担此项工作。

**Para. 2**

**1 stimulate** *vt.* 激发

e.g. His interest in art was stimulated by a famous local artist.

当地一位著名艺术家激发了他对艺术的兴趣。

The exhibition has stimulated interest in her work.

展览激发了人们对她作品的兴趣。

**stimulation** *n.* 激励

e.g. Young children need stimulation.

年幼的孩子们需要激励。

**2 heighten** *vt.* 增强

e.g. How do we heighten our happiness?

如何提高我们的幸福感?

The campaign is to heighten public awareness of the disease.

该活动是为了提高公众对这种疾病的认识。

一些形容词或名词前面或后面加上 *en* 可以变成动词:

height (*n.*)+*en* → heighten (*v.*)

wide (*adj.*)+*en* → widen(*v.*)

*en*+large (*adj.*) → enlarge (*v.*)

*en*+courage (*n.*) → encourage (*v.*)

**3 promotion** *n.* 推广

e.g. Event promotion plays an essential role in increasing attendance.

活动推广对增加出席人数有至关重要的作用。

The government appeals to the promotion of a healthy lifestyle.

政府呼吁推广健康的生活方式。

**promote** *vt.* 促进

e.g. The campaign aims to promote people's awareness of environmental issues.

这场活动目的是提高人们的环保意识。

**Para. 3****1 following** *adj.* (时间上) 接着的

e.g. They arrived on Monday evening, and we got there the following day.

他们是周一晚上到的, 我们次日也抵达了那里。

They arranged to hold the football match the following month.

他们把足球比赛安排在了下个月举行。

**2 sign up** 报名

e.g. You have 12 hours to sign up.

你有12个小时的报名时间。

Which language class did you sign up for?

你报了什么语言班?

**Para. 4****1 disappointment** *n.* 失望

e.g. She managed to hide her disappointment.

她设法掩饰自己的失望。

How do you deal with disappointment in your life?

你在生活中如何应对失望?

**disappoint** *vt.* 使失望

e.g. I hate to disappoint you.

我不想让你失望。

**disappointing** *adj.* 令人失望的

e.g. However, the result was disappointing.

然而, 结果令人失望。

**disappointed** *adj.* 失望的

e.g. I was so disappointed that John was not there.

约翰不在, 我很失望。

## 2 Frustrated, I turned to my friend Bella, who had rich experience in organising corporate events.

本句可转述为: I was frustrated and I sought help from my friend Bella, who had rich experience in organising corporate events.

本句中, frustrated 是形容词, 作主语补足语。

e.g. Hungry and cold, the girl sold matches in the street.

这个女孩又饿又冷, 在街上卖火柴。

**frustrated** *adj.* 沮丧的

e.g. They got frustrated and angry.

他们感到沮丧和愤怒。

They felt frustrated at the lack of progress.

他们对缺乏进展感到沮丧。

**frustrating** *adj.* 令人沮丧的

e.g. It's frustrating to have to wait so long.

要等这么久, 真令人沮丧。

**frustrate** *vt.* 使沮丧

e.g. He was frustrated by repeated failures.

他因屡次失败而沮丧。

## Para. 5

### 1 preference *n.* 偏好

e.g. She has a preference for blue.

她偏爱蓝色。

Which is your preference, tea or coffee?

你更喜欢什么, 茶还是咖啡?

**prefer** *vt.* 偏好

e.g. I prefer walking to climbing.  
比起登山，我更喜欢散步。

**2 participation** *n.* 参加

e.g. We won the game because of his participation.  
由于他的参与，我们赢得了比赛。  
I'd like to express my thanks for your participation.  
我想对你的参与表示感谢。

**participate** *vi.* 参加

e.g. She didn't participate in the discussion.  
她没有参加讨论。

**participant** *n.* 参与者

e.g. She is an active participant in this activity.  
她是这项活动的积极参与者。

**3 maximise** *vt.* 使最大化

e.g. We must maximise efficiency.  
我们必须最大限度地提高效率。  
The factory will seek to maximise its production.  
这家工厂将设法使产量最大化。

**4 attendance** *n.* 出席人数

e.g. There was an attendance of 36 at the meeting.  
有36人出席了会议。  
Ticket prices were lowered in an attempt to increase attendance at home games.  
为了提高主场比赛的上座率，门票价格降低了。

**attend** *vi.* 出席

e.g. It is important for him to attend every day.  
每天出席对他来说很重要。

**attend** *vt.* 出席

e.g. Only 12 people attended the meeting.  
只有12个人出席了会议。

**attendee** *n.* 出席人员

e.g. Each attendee will be given a small gift.  
到场的每一个人都将得到一份小礼物。

**Para. 6****effective** *adj.* 有效的

e.g. You need effective communication within the organisation.

你们需要在组织内部开展有效的交流。

Advertising is often an effective method of promotion.

广告通常是一种有效的促销方法。

**effect** *n.* 效果

e.g. The medicine did not achieve the desired effect.

这种药没有达到想要的效果。

**effect** *vt.* 引起

e.g. The campaign intends to effect longer-lasting protection for the region's wildlife.

该活动旨在为该地区的野生生物带来更持久的保护。

**affect** *vt.* 影响

e.g. Does television affect children's behaviour?

电视对孩子的行为有影响吗？

**Para. 7****1 turn out** 结果是

e.g. Things will turn out right.

事情最终会好起来的。

It turned out that she was right.

结果证明她是对的。

**2 rank** *vi.* 属于某等级

e.g. We rank among the safest countries in the world.

我们是世界上最安全的国家之一。

The university ranked first in the country.

这所大学在全国排名第一。

**rank** *n.* 地位

e.g. She was not used to mixing with people of high social rank.

她不习惯和社会地位很高的人交往。

**3 account for** (比例上) 占

e.g. Software accounts for over half of our product range.

软件在我们的产品系列中占一半以上。

Electronic goods account for over 30% of our company's exports.

电子商品占我们公司出口货物的 30% 以上。



## Para. 8

### 1 reschedule *vt.* 重新安排

e.g. I'm sorry. I have to reschedule our appointment.

对不起，我不得不重新安排我们约会的时间。

The meeting has been rescheduled for next week.

会议改期到下周举行。

### schedule *n.* 日程安排

e.g. The chairman has a very crowded schedule.

主席的日程安排非常紧凑。

### schedule *vt.* 安排

e.g. The meeting is scheduled for Friday afternoon.

会议定于星期五下午举行。

### 2 end up 最终

e.g. He ended up doing all the work himself.

结果所有的活儿都是他一个人干了。

If you don't work hard, you'll end up nowhere.

如果你不努力工作，你将一事无成。

## 参考译文

### 无人员，无活动

最近，部门经理收到了多起关于过度劳累的抱怨，随后，他带着任务找到我。“海伦，我知道你在大学组织过一些活动。你愿意为我们的同事组织一次娱乐活动来鼓舞士气吗？”我熟悉活动组织，知晓如何确定活动主题、选择场地、推广活动和管理预算，因此，我很高兴地接受了任务。

慢跑是我最喜欢的运动，所以我决定组织一次5公里跑步。我相信这不仅可以减压，也可以激发和提升同事们的干劲。

接下来的一周，我忙着选择活动日期、确定慢跑路线、在部门征集志愿者，并撰写活动邀请函。每天早上，我都会检查电子邮件，看看有多少人报名。

报名截止时间愈发临近，我的失望与日俱增。最终只有大约 30% 的员工报名。我非常沮丧，于是向我的朋友贝拉求助，她在组织公司活动方面很有经验。

“组织活动前，你有没有调查过同事的偏好呢？”贝拉问。“参与对于每项活动都至关重要。作为组织者，你的目标之一就是最大程度地增加参与人数。记住，无人员，无活动。”她补充道。

然后她继续说：“为什么不让参与者自己选择活动呢？你甚至可以邀请员工的家属。根据我的经验，邀请员工家属参加公司活动是增加参与人数的有效方法。”

她的建议太有用了！我回到办公室，对同事们进行了调查，征询他们最喜欢的活动。结果证明，家庭野餐排在首位，约占所有优先选择的 80%。

我重新安排了活动日期，并制订了新的活动方案，接着发了另一封电子邮件，邀请所有同事及其家属参加我们部门的家庭野餐。在我充分考虑了参与者的兴趣和喜好后，活动最终取得了圆满成功。

## 参考答案

### ▪ Understanding ideas

#### Task 1

1. A five-kilometre run.
2. About 30% of all the staff.
3. Helen's friend, who had rich experience in organising corporate events.
4. She conducted a survey.
5. A department family picnic.

#### Task 2

1. F            2. T            3. F            4. T            5. T

### ▪ Developing skills

#### Task 1

1. Suggestion box

People are more likely to share their real thoughts without revealing their names, which can be really helpful in spotting the areas that truly need to be improved.

2. Group interview

A target group for information gathering has been identified, which is the female staff.

3. Survey

A survey enables the company to hear from all employees about their training needs.

#### Task 2

If you collect information from your colleagues first, you will have a clear and complete understanding of their preferences and attract as many participants as possible. If you do not collect information from your colleagues, they may not be interested in the event you organise and won't take part in it.

### ▪ Using language

#### Task 1

- |        |                           |
|--------|---------------------------|
| 参与者的喜好 | participants' preferences |
| 家庭野餐   | family picnic             |
| 慢跑路线   | jogging route             |

公司活动	corporate event
优先选择	preferred option
娱乐活动	recreational event

**Task 2**

1. taken on	2. turn out	3. maximise attendance
4. ranks first	5. conduct a survey	6. boost morale

**Interaction****Listening 1****听力脚本**

**Helen:** Hi, Leon! Would you like to come to our department event next month?

**Leon:** I'd love to. But what are you going to organise?

**Helen:** We haven't decided yet. We are still considering whether to hold an indoor activity or an outdoor one. Which do you prefer?

**Leon:** Well, I prefer outdoor activities.

**Helen:** Any in particular?

**Leon:** Hiking! I find hiking and exploring nature really relaxing.

**Helen:** I love hiking too! It can reduce stress and clear the mind.

**Leon:** Exactly.

**Helen:** Could you recommend a hiking trail?

**Leon:** There are several trails to choose from on Yangtai Mountain. They are suitable for both children and adults, so there's something for everyone.

**Helen:** Sounds great! Thank you very much!

**Leon:** You're welcome, Helen!

**参考答案****Task 1**

1. D	2. C
------	------

**Task 2**

1. her department	2. relaxing	3. reduce stress	4. adults
-------------------	-------------	------------------	-----------

## Speaking 1

### 教学建议

口语活动与听力材料紧密结合。第一个口语活动基于从听力对话中提炼的语言功能，引导学生通过模仿所给句型进行口语表达。在下方Task 1参考样例中，所学功能性句型通过下划线标注。第二个口语活动在巩固所学功能性句型的基础上，通过创设职场交际情境，鼓励学生自由表达，并复用前文Using language板块所学的表达。在下方Task 2参考样例中，所学功能性句型通过下划线标注，复用的Using language中的表达通过加粗标注。标注仅供教学参考。

#### Task 1 Sample

1. A: Which food do you prefer, dumplings or noodles?  
B: I prefer noodles to dumplings.
2. A: Which music do you enjoy most?  
B: I like pop music most.
3. A: Would you like to watch an action movie or a horror one?  
B: I'd like to watch an action movie.
4. A: Would you rather go swimming or play table tennis this weekend?  
B: I'd rather go swimming than play table tennis.

#### Task 2 Sample

- Jenny:** Hi, Jack. Our class will organise a New Year party.
- Jack:** Very nice! Are you the organiser of the party?
- Jenny:** Yes. I'm thinking about what programmes should be prepared for the party.
- Jack:** Just **conduct a survey** and you will find out about the **preferred options** of our classmates.
- Jenny:** OK. I'm starting my survey now. Which programme do you prefer?
- Jack:** I like singing best and I believe it will **rank first** among all choices.
- Jenny:** Right. Any other programmes?
- Jack:** I love magic too. You know, there is a magic show in our Spring Festival Gala every year. That's the programme I love most.
- Jenny:** But where can we find a magician?
- Jack:** You are asking the right person. I'm a magic fan and know some magic tricks.
- Jenny:** Great!

## Listening 2

### 听力脚本

**Mike:** Rebecca, what did you think of our department picnic last Saturday?

**Rebecca:** It was amazing. The weather was good and the food was terrific.

**Mike:** Yes. There were all kinds of food and drinks.

**Rebecca:** They even thought about vegetarians like me!

**Mike:** That's true. The organisers were quite considerate.

**Rebecca:** How did you like the activities and games?

**Mike:** I loved the "Guess the baby" game. Guessing the colleagues according to their baby photos was a fun idea.

**Rebecca:** True, and some of the guesses were impressive!

**Mike:** It seems everyone's family had a very good time.

**Rebecca:** Yes. They all enjoyed it. I love family members being invited.

### 参考答案

#### Task 1

1. F            2. F            3. T            4. F

#### Task 2

1. She thought it was amazing.
2. Because they prepared food for vegetarians.
3. Guess the colleagues according to their baby photos.

## Speaking 2

### 教学建议

口语活动与听力材料紧密结合。第一个口语活动基于从听力对话中提炼的语言功能，引导学生通过模仿所给句型进行口语表达。在下方Task 1参考样例中，所学功能性句型通过下划线标注。第二个口语活动在巩固所学功能性句型的基础上，通过创设职场交际情境，鼓励学生自由表达，并复用前文Developing skills板块所学的知识。在下方Task 2参考样例中，所学功能性句型通过下划线标注，复用的Developing skills中的内容通过加粗标注。标注仅供教学参考。

#### Task 1 | Sample

**A:** How do you feel about the Dragon Boat Festival Party of our class?

**B:** It was a great success. Everybody had a good time.

**A:** What's your impression of the host and hostess?

**B:** They have done a good job. They are very professional.

**A:** Do you have any comments on the organisation?

**B:** The organisation is good too. We are lucky to have Helen. She is an excellent organiser.

### Task 2 Sample

**Jack:** Lily, what did you think of the department event last Sunday?

**Lily:** It was a great success. Nancy did a good job and seemed very experienced in organising activities. How did you feel about it?

**Jack:** I enjoyed it and I'm glad Nancy used different methods to try to find out about our preferences.

**Lily:** Yes, **she prepared a suggestion box to collect our suggestions and requests for the event, and conducted a survey to find out about what events we preferred.**

**Jack:** We are lucky to have Nancy. She is an experienced organiser.

**Lily:** That's just what I was going to say.

## Culture

### 教学提示

本部分简单介绍了广州海关通过详细调查，收集了第133届中国进出口商品交易会（广交会）参展商的偏好和需求，并采取相应措施为参展商提供便利，使此次交易会取得了巨大的成功。通过本部分介绍，引导学生认识到调查研究是谋事之基、成事之道，是发现问题、解决问题的重要科学方法。

### 参考答案

#### Task

1. Because they wanted to understand what exhibitors preferred and needed.
2. Simplifying clearance procedures and allowing online appointments for customs clearance.
3. The use of Area D of the exhibition hall allowed the exhibition area to expand, thus attracting more companies.

## Section II

### Reading

#### 语言文化点

##### 1 **victim** *n.* 受害者

e.g. She was the only victim of the fire.

她是火灾中唯一的受害者。

I felt sorry for the victim.

我为受害者感到难过。

##### 2 **finance** *n.* 财务

e.g. He does not understand finance at all.

他根本不懂财务。

He is the finance director of our company.

他是我们公司的财务主管。

**finance** *vt.* 提供资金

e.g. The project will be financed by the government.

该项目将由政府投资。

##### 3 **buffet** *n.* 自助餐

e.g. We serve buffet during lunchtime only.

我们只在午餐时间供应自助餐。

We had a buffet supper yesterday evening.

我们昨晚吃了一顿自助晚餐。

##### 4 **lotus** *n.* 莲花

e.g. Chinese people regard lotus as a symbol of purity.

中国人认为莲花是纯洁的象征。

He brought me some lotus seeds.

他带给我一些莲子。

##### 5 **coordinator** *n.* 协调人

e.g. The campaign needs a professional coordinator.

这场活动需要一个专业的协调人。

We've just appointed a coordinator.

我们刚刚任命了一名协调人。

**coordinate** *vt.* 使协调

e.g. If we coordinate our efforts, we should be able to win the game.  
如果我们齐心协力，应该能够赢得比赛。

**coordination** *n.* 协调

e.g. Who is in charge of overall coordination of the work?  
谁负责这项工作的整体协调？

## 6 **description** *n.* 描述

e.g. She gave a general description of her tour.  
她大致描述了她的旅行。  
The beauty of the scene is beyond description.  
风景之美难以形容。

**describe** *vt.* 描述

e.g. The police asked me to describe exactly how it happened.  
警察让我确切地描述事情的经过。

## 7 **donation** *n.* 捐款

e.g. The project is funded by public donations.  
该项目由公众捐款资助。  
The amount of the donation surprised everyone in the party.  
捐款的数额让聚会上的每个人都感到了惊讶。

**donate** *vt.* 捐赠

e.g. He has donated blood many times.  
他已经献血很多次了。

## 8 **unwanted** *adj.* 不需要的

e.g. All the unwanted stuff should be got rid of.  
所有不需要的东西都应该扔掉。  
You can give your unwanted items to charities.  
你可以把不需要的物品捐给慈善机构。

## 9 **Red Cross** 红十字会

红十字会是一个公正、中立和独立的组织，其特有的人道使命是保护武装冲突和其他暴力局势中受难者的生命与尊严，并向他们提供援助。中国红十字会是国际红十字运动的重要成员。中国红十字会以保护人的生命和健康，维护人的尊严，发扬人道主义精神，促进和平进步为宗旨。



## 参考译文

## 部门活动计划

活动名称：慈善晚餐

活动目的：为近期水灾灾民筹款

目标对象：财务部成员

活动预算：每人30美元

日期：2023年3月18日

时间：晚上7:00–10:00

地点：莲花酒店自助餐厅

活动协调人：莉莉·琼斯

电话：5713062268

活动描述：

遵循本部门每年举办慈善活动的传统，今年我们将举办自助晚餐，为月亮城水灾的灾民筹款。

善款将来自本次活动的两个部分。自助餐的费用由本部门承担，但每位参与者需要捐赠30美元作为入场费。善款的第二部分来自自助餐期间举行的二手物品售卖。

参与者需携带自己不再需要但状态良好的物品，如衣服、书籍，甚至是儿童玩具。物品将由所有者标好价格，所有销售所得都将捐赠给慈善事业。

晚餐结束时，部门经理将公布捐款总额。两位同事后续将代表公司把善款送到红十字会。

## 参考答案

▪ Understanding ideas

Task 1

1. F          2. T          3. F          4. T          5. F

Task 2

Event Objective	The goal the organiser hopes to achieve from the event
Target Participants	People that the event is trying to attract
Event Coordinator	The organiser or contact person for the event
Description of the Event	A basic overview of what the event is about, which can inform and attract possible attendees

## Using language

### Task 1

红十字会	Red Cross
二手货售卖	second-hand sale
慈善活动	charity event
自助晚餐	buffet dinner
入场费	entry fee
不需要的物品	unwanted item

### Task 2

- |                  |                        |                      |
|------------------|------------------------|----------------------|
| 1. be covered by | 2. donate an entry fee | 3. be required to    |
| 4. hold an event | 5. raise funds         | 6. in good condition |

## Writing

### 参考答案

#### Task 1

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

#### Task 2

1. A photo exhibition will be organised after the event.
2. Everybody is encouraged to take photos during the hike.
3. Gifts will be given to those who contribute photos.

#### Task 3

Participants will start the hike at 9:30 am.

Participants will arrive at the top of the mountain at about 12:00 pm.

Participants will leave from the foot of the mountain by 4:00 pm.

## Project

### 参考范文

#### Department event plan

**Event Name:** Department Picnic

**Event Objective:** To enjoy a happy time with colleagues

**Target Participants:** Members of the production department and their family members

**Event Budget:** ¥200 per person

**Date:** 21st October 2024

**Time:** 10:00 am–2:00 pm

**Venue:** The Talent Park

**Event Coordinator:** Jane Larson

**Phone:** 136xxxxxxxx

**Description of the Event:**

The department picnic will be held at the eastern lawn near the lake in the Talent Park. It will start at 10:00 am and end at 2:00 pm. Participants include staff of the department and their family members.

Each participant is suggested to bring some food to the picnic and share it with others. The food can be bought or made at home. It is suggested that the cost of food, either bought or homemade, should not exceed ¥50. Fruit and drinks will be provided by the department. Some vegetarian food will also be available.

There will be a game called “Guess the baby” during the picnic. The staff are invited to guess the colleagues according to their baby photos.

Trash that is produced during the picnic is strongly suggested to be collected and taken to the dustbins after the picnic.

## Self-assessment

### 参考答案

1. preferences
2. basic details; passive voice; time order