

Communication activities

Unit 1 | Talking point, task 1

Speed networking cards

JOB Property developer

COMPANY ELB (Elite Building International): builds and sells property in the UK, France, Italy and Spain.

REASONS FOR ATTENDING NETWORKING EVENT

PROFESSIONAL: Look for business partners. Want to find a printer for your brochures and promotional literature.

PERSONAL: Arrange a study tour for your daughter.

INTERESTS Collecting modern art, golf.

JOB Hot-air balloon pilot

COMPANY Hot Air Experiences – offers flights over castles, forests and famous landmarks across Europe. Also arranges trips to African game parks. Great as incentives and prizes to customers and sales staff.

REASONS FOR ATTENDING NETWORKING EVENT

PROFESSIONAL: Find new partners. Find a sponsor for your next expedition.

PERSONAL: Meet some interesting people.

INTERESTS Photography, music.

JOB Event organizer

COMPANY Instant Events – organizes conferences and hospitality events (venue, catering, photographers, printed invitations).

REASONS FOR ATTENDING NETWORKING EVENT

PROFESSIONAL: Make contacts and find potential customers. Find partners who can offer exciting events and motivational prizes.

PERSONAL: Organize your next holiday.

INTERESTS Extreme sports, languages, travel.

JOB Marketing manager

COMPANY Speakeasy, a chain of language schools with centres in all the major European capitals. Also runs holiday courses for young people in different countries.

REASONS FOR ATTENDING NETWORKING EVENT

PROFESSIONAL: Find new partners and customers.

PERSONAL: Buy a property in Spain.

Interests Eating out, travel, walking, cycling.

JOB Travel agent

COMPANY Romano Travel – specializes in exciting and unusual holidays, e.g. sledging with dogs in the north of Canada, eco-tourism in the Brazilian rainforest.

REASONS FOR ATTENDING NETWORKING EVENT

PROFESSIONAL: Sell your holidays. Find new partners.

PERSONAL: Make friends. Improve your social life.

INTERESTS Sport, travel, cooking.

JOB Cook and caterer

COMPANY EPG – specializes in international cuisine. Has cookery schools for young people in Florence and Lyon.

REASONS FOR ATTENDING NETWORKING EVENT

PROFESSIONAL: Expand the business into gastro-tourism. Looking for partners in the travel industry and people who can take care of promotional material and packages.

PERSONAL: Find people who share your hobbies.

INTERESTS Languages, sport, exotic travel.

JOB Customer services manager

COMPANY Paper Solutions – hi-tech printers specializing in promotional literature and company prospectuses for prestigious organizations.

REASONS FOR ATTENDING NETWORKING EVENT

PROFESSIONAL: Make new business contacts.

PERSONAL: Meet some interesting people.

INTERESTS Golf, tennis, travel.

Unit 2 | Business communication, exercise 7

Student A

Call 1:

You met Keiran at a meeting last week in Dublin. You can't find his contact details. Call Student B and ask for Keiran's last name, mobile number and email.

Call 2:

Answer Student A's phone call. Give the information on this contact:

Marianne Chiew
00 86 10 6957 8699
www.KALglobal.org.hk

Unit 3 | Business communication, exercise 5

Student A

You are in charge of Project 1. Your partner is in charge of Project 2. Call your partner. Give an update about Project 1 and delegate two tasks to your partner. Then ask your partner for an update about Project 2.

Project 1

Organizing a two-day training session for staff

- Venue for training session – room booked.
- Hotel for trainers – Victoria Hotel has available rooms. Trying to negotiate discount.
- Lunch – none so far. Need someone to book caterers and negotiate payment. Delegate this to your partner.
- Information pack for trainees – need to ask trainers to send schedule and summary of training session.
- Need to organize transport between hotel and office. Delegate this to your partner.

Project 2

Raising money for a local children's charity

- Posters and leaflets?
- 10 km sponsored run?
- Charity sale?
- Anything else?

Unit 6 | Language at work, exercise 6

Student A

- 1 You are going to a trade fair. Read some sentences about it and write in *the, a* or no article (–).
 - The annual Garden Trade Fair in ¹___ Cologne attracts over 40,000 visitors who come from all over ²___ world.
 - ³___ exhibition centre is 200,000 square metres with ⁴___ outdoor and indoor displays.
 - All exhibitors must reserve ⁵___ stand by May 5th to guarantee ⁶___ place.
 - For overseas visitors, there is ⁷___ regular shuttle bus leaving from ⁸___ airport every 15 minutes.
- 2 You are going to ask your partner for more information about the trade fair. Prepare these questions with the correct article (or no article) and ask your partner for the information.

How many / exhibitors attend / trade fair?
Which parts of / world do exhibitors come from?
What opportunities does / exhibition offer?
Why should you go sightseeing in / Cologne?
- 3 Your partner is also going to the trade fair. Answer his/her questions using the information in 1.

Unit 8 | Language at work, exercise 8

Pair A

You are in charge of setting up a new company office in another country. You have asked the Finance Department for a budget of \$100,000 (not including wages) to set it up.

- 1 Brainstorm all the expenses you think you'll need to budget for and write these down. Then discuss how to divide the \$100,000 between the expenses. Write a figure next to each expense.
- 2 Meet with Pair B. Present your budget with the expenses and figures to the Finance Department and answer their questions.

Viewpoint 2 | exercise 13

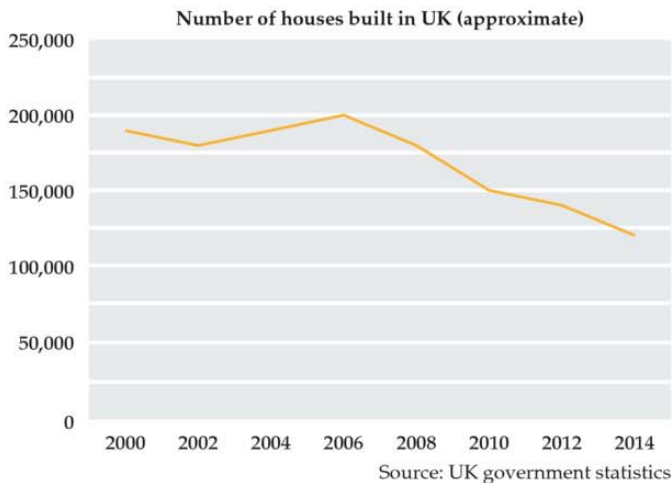
What was happening in each situation?

- 1 In some cultures, it is normal and polite to listen to your partner, to wait and then to speak. In other cultures, it's normal to interrupt when you want to speak.
- 2 In some cultures, including Thai culture, it is not acceptable to criticize someone in front of their colleagues because they cannot 'save face'. The woman feels she has no choice but to resign.
- 3 The German approach to discussion is more direct and to the point than it might be in the USA. The American mistakes this directness as aggressive.

Unit 8 | Business communication, exercise 6

Student A

You are going to present a slide from a presentation to UK building investors. Prepare and then take turns to present the information to your partner. Decide with your partner if UK property is a good investment for the future.



Unit 8 | Talking point, task 4

What happened to the crowdfunding ideas?

Fish on wheels

This idea failed to raise €40,000. In fact, some critics were surprised that there were 89 people who offered a total of €5,250. After all, would the fish crash? And what happens when two fish are in at the same time? Nevertheless, Studio Diip, the company who made it, is still in business today.

MiRing

Twin brothers Zach and Max Zitney only raised around \$8,000 for their ring, so failed to get crowdfunding. However, there is a positive end to the story. A UK-firm working on a similar product contacted the brothers as a result of their attempt at crowdfunding and now they are collaborating.

New York City Opera

The opera company only raised \$301,019 through crowdfunding, so failed to meet its \$1million target. New York City Opera went bankrupt and closed in 2013.

Form1

This was successful! In fact, Form1 received much more than its \$100,000 goal. Over 2,000 investors offered \$3 million dollars in funding. Nowadays, the Form1 (manufactured by Formlabs) is used by designers, engineers and artists around the world.

Unit 4 | Business communication, exercise 5

Student A

You think the new system is a good idea but your partner has some concerns. Talk about the benefits of the new system to Student B and handle any questions and concerns. Try to convince Student B that it's a good system.

Unit 2 | Business communication, exercise 7

Student B

Call 1:

Answer Student A's phone call. Give the information on this contact:

Keiran Geraghty

00 353 1 657 4770

K_geraghty@iol.ie

Call 2:

You met Ms Chiew at an exhibition stand in Hong Kong. You can't find her contact details. Call Student A and ask for her first name, office number and company website.

Unit 3 | Business communication, exercise 5

Student B

Your partner is in charge of Project 1. You are in charge of Project 2. Your partner will call you. Ask your partner for an update about Project 1. Then give an update about Project 2 and delegate two tasks to your partner.

Project 1

Organizing a two-day training session for staff

- Venue for training session?
- Hotel for trainers?
- Lunch?
- Information pack for trainees?
- Anything else?

Project 2

Raising money for a local children's charity

- Posters and leaflets – printing now.
- 10 km sponsored run – need to contact council about using sports stadium. Delegate this task to your partner.
- Charity sale – all staff have received a memo.
- Need someone to organize collection boxes for charity sale. Delegate this task to your partner.

Unit 6 | Language at work, exercise 6

Student B

- 1 You are going to a trade fair. Read some sentences about it and write in *the*, *an* or no article (–).
 - Every year, 2,000 exhibitors attend ¹___ annual Garden Trade Fair in ²___ Cologne.
 - There are exhibitors from over ³___ 50 countries in Europe, North and South America, and ⁴___ Asia.
 - ⁵___ exhibition offers opportunities to show ⁶___ latest trends in plants and garden products.
 - Cologne is ⁷___ ancient and beautiful city, so you should go ⁸___ sightseeing while you are here.
- 2 Your partner is also going to the trade fair. Answer his/her questions using the information in 1.
- 3 You are going to ask your partner for more information about the trade fair. Prepare these questions with the correct article (or no article) and ask your partner for the information.

How many / visitors attend / trade fair?

How large is / exhibition?

By what date do you need to book / stand?

How do I get from / airport to / trade fair?

Unit 8 | Language at work, exercise 8

Pair B

You are the Finance Department. Before you give Pair A a budget of \$100,000, you would like more details.

- 1 Discuss what you think Pair A might need the budget for. Then prepare any questions you have for them.
- 2 Meet with Pair A. Listen to their presentation and ask questions about their expenses and figures. Make sure they are going to spend the budget correctly.

Unit 4 | Business communication, exercise 5

Student B

You have some concerns about the new system. Talk to Student A and listen to the benefits. Ask questions and express your concerns.

Unit 8 | Business communication, exercise 6

Student B

You are going to present a slide from a presentation to UK building investors. Prepare and then take turns to present the information to your partner. Decide with your partner if UK property is a good investment for the future.

