

UNIT 10 Exhibitions and events

- Booking a stand at an event
- Dealing with a visitor to the stand
- Networking at a social event
- Writing a follow-up email



An international exhibition

- 1 a** Look at the picture of a trade show (also known as *trade exhibition* or *trade fair*). Which of the things in the box can you see in the picture?

display/brochure stand exhibitor stand
 stand staffer visitor



- b** In pairs, discuss the following questions.

- 1 Does your organisation exhibit at trade shows or other types of event (conferences, seminars, etc.)? If so, what are its objectives? Why does it exhibit?
- 2 What objectives might other organisations have for taking part in a trade show or exhibition?

- c** Look at the information on the opposite page about the **Moscow International Property Exhibition**. Which of the following people and organisations might be interested in attending the event?

- 1 a company that sells properties in Bulgaria to Russian investors
- 2 a construction company which has recently built a new development of luxury apartments in Dubai
- 3 a Russian family interested in buying a holiday home somewhere in southern Europe
- 4 a German businesswoman who is relocating to Moscow and wants to buy an apartment there
- 5 a Russian investor interested in buying property in Florida, USA

The Moscow International Property Exhibition



The 10th annual Moscow International Property Exhibition will take place at the TMD Exhibition Centre from 19 to 21 June. This world-class event is the perfect opportunity for you to meet top agents and developers from around the world who will be displaying their properties in the relaxed surroundings of the TMD Exhibition Centre – Moscow's premier events venue.

You're sure to find the perfect property to suit your wishes and budget. Whether you are buying a property abroad for investment, holiday or permanent residence, The Moscow International Property Exhibition is always worth a visit.

The areas on show will be: the Balearics, the Balkans, Budapest, the Canaries, Crete, Cyprus, Dubai, Eastern Europe, France, Italy, Malaysia, Malta, Nigeria, Portugal, Prague, South Africa, South-Eastern Europe, Spain, Sri Lanka, Thailand and Turkey.

Bulgarian Homes is an agent which specialises in selling holiday properties in Bulgarian Black Sea resorts (in South-Eastern Europe). Most of their clients come from Russia and the UK. Bulgarian Homes is interested in attending The Moscow International Property Exhibition.

- 2 a** What do you think Bulgarian Homes' promotional objectives would be at an event like The Moscow International Property Exhibition? In pairs, discuss your ideas.
- b** Look at the booking form for a stand at the event and answer the following questions.
- 1 Do exhibitors have to buy a shell (a pre-built exhibition stand)?
 - 2 Can an exhibitor request where their stand will be located?
 - 3 Look at the list of *additional equipment*. Which items are *not* furniture?
 - 4 Find three differences in the text between Shell A and Shell B.

Please tick a box:

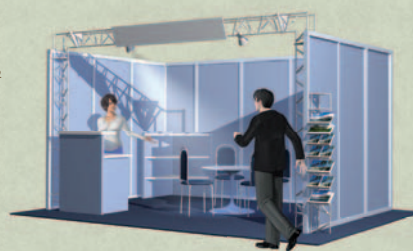
- Shell scheme (see opposite for description)
 Shell A, €475 per m² Shell B, €500 per m²
 Space only (minimum space 18 m², €440 per m²)
 Space required: _____ m²

Preferred position _____

Additional equipment (The cost is for two days. Write quantity required in the box.)

- Plasma screen TV 42" €600
 Brochure stand €50
 Cupboard €120
 Stool €50
 Table €60
 Chair €25
 Storage room 1x1 m €250
 Internet access €100

Total cost: € _____



Shell A, 9 m²
 Includes: back/side walls, lighting (four lamps), power, one table, four chairs, one cupboard, one info-counter, one waste-basket, fascia panel(s).

Shell B, 12 m²
 Includes: back/side walls, rotating lightbox cube with logo, front glass panel(s), lighting (four lamps), power, one table, four chairs, one cupboard, one info-counter, one waste-basket, fascia panel(s).



c ▶ **10.1** Listen to Maria Zlateva, Managing Director of Bulgarian Homes, negotiating with Oleg Melnikov of TFH, one of the organisers of The Moscow International Property Exhibition. Who do you think is the better negotiator? Explain why.

d ▶ **10.1** Listen again and complete the booking form on page 79 for Maria. Make changes to the prices that they agree.

e ▶ **10.1** Put the words in brackets into the correct order. All of the expressions were used by Maria and Oleg to negotiate. Listen again and check your answers.

- 1 [is there can price on anything you do the?]
- 2 [you if take] a Shell B, which is 12 m², [I for to offer it can you] the same price as a Shell A.
- 3 To be honest, [still we want it's more than to spend].
- 4 [if we what] take 9 m² instead?
- 5 [I can't do I'm sorry it].
- 6 [want if only you] 9 m², [pay have you'll to] the full price for a Shell A.
- 7 [offered what I you if] a couple of extras as well?
- 8 [you include could] a plasma screen TV, too?
- 9 [promise you can us if] a prime position, [deal it's a then].
- 10 [best I offer that's the can].

f Match the following groups of expressions (1–3) from Exercise 2e to the functions used during a negotiation (a–c).

1 Expressions 1 and 8	a Making an offer / counter-offer
2 Expressions 2, 4, 7 and 9	b Rejecting an offer / counter-offer
3 Expressions 3, 5, 6 and 10	c Asking for a concession

3 a Think about your organisation or an organisation you know well. Imagine you wanted to buy stand space at an international exhibition. Think carefully about your objectives for taking part in the exhibition and then choose the type of stand and extra equipment that would best suit your objectives. Use the form in Exercise 2b as a guide. You have a budget of €6,000.

b In pairs, role play booking a stand at the exhibition.

Student A, you are trying to book the stand. Use the information you discussed in Exercise 3a and the expressions in Exercise 2e.

Student B, you work for the exhibition organisers. Negotiate the price that Student A's organisation will pay for the stand and the extra equipment they need. Use the expressions in Exercise 2e.

Swap roles and practise again.

On the stand

4 a In pairs, discuss the following questions.

- 1 Who do you think usually works on the stand at a trade fair (e.g. sales people, marketing executives)?
- 2 What are some of the challenges of working on a stand at a trade show?

b Look at the following advice for stand staffers, taken from a training website. Match the collocations in bold (1–7) with the definitions (a–g).

- a make people want to find out more about your product/service
- b answer questions, requests for information, etc.
- c obtain a promise or guarantee that a customer will buy your product/service
- d obtain information about customers
- e convince a person who has doubts about buying your product/service
- f have a polite and informal conversation
- g decide how likely someone is to buy a product/service

Want to ensure success on your stand?

Just remember these seven easy tips.

- 1 Always be ready to **make small talk** with visitors to your stand. It's a great way into a sales conversation.
- 2 Always **qualify potential sales leads**.
- 3 **Deal with** customer **enquiries** politely but quickly. You don't want to leave other potential customers waiting!
- 4 Be prepared to **overcome objections** from potential customers confidently and effectively.
- 5 Try to **get a firm commitment to buy** while the customer is on the stand. Don't wait until the follow-up letter or email.
- 6 Remember that events are a great opportunity to **gather customer data**. Decide how you're going to do this before the event.
- 7 And finally, try to **generate interest in your product or service** in any way that you can. That's what events are for, after all!

c Which of the things in Exercise 4b would you find it easiest and most difficult to do in English? In pairs, discuss your ideas.

d ▶ 10.2 Listen to Maria from Bulgarian Homes talking to a visitor to her stand at the Moscow event. Tick the advice from Exercise 4b (1–7) that she follows.

e ▶ 10.2 Listen again and answer the following questions.

- 1 What two topics does Maria make small talk about?
- 2 What two things does she ask the visitor about to qualify the lead?
- 3 How does she generate interest in the company's product?
- 4 Does she have to overcome any specific objections?
- 5 How does she gather data about the visitor?

f Complete the following table with the underlined expressions from Audioscript 10.2 on page 97.

Useful language for working on the stand at a trade show	
1 Welcoming a visitor to the stand	Welcome to [company name]. Hello there. _____
2 Making small talk	Are you enjoying the show so far? Have you travelled far? _____ _____
3 Qualifying potential sales leads	Are you actively looking to buy a ... at this time? _____ _____
4 Dealing with customer enquiries	Let me see if I can help you with that. _____
5 Overcoming objections	That's an interesting point. Actually, though, I'd say that ... Apart from that, is there any other reason why you wouldn't want to ... ? _____
6 Getting a firm commitment to buy	So would you like to complete an order form? You can buy direct from the stand today if you're interested. _____
7 Gathering customer data	Can I just take a few details from you? Would you mind answering a few short questions? _____ _____
8 Generating interest in the product or service	This might be exactly what you need. _____ _____

5 a In pairs, think of a product or service you both know well. Role play a conversation at the stand of a trade show.

Student A, you are a stand staffer. Initiate a conversation with the visitor and try to achieve as many of the things in Exercise 4b as possible. Use the expressions in Exercise 4f.

Student B, you are a visitor to the stand.

- Invent any details you need in order to answer Student A's questions.
- Try to raise some objections to buying Student A's product or service.

Swap roles and practise again.

b After the role play, each student should try to remember as much about their visitor as possible. Make notes about what you discussed.