

An Overview of Exhibition

Learning Objectives

- ❖ Familiarize with words and expressions on exhibition definition, classification and selection.
- ❖ Handle various processes of an exhibition.
- ❖ Master specific skills of communication in an exhibition.
- ❖ Develop the ability to promote trade cooperation.



Warm-up

An exhibition is a display, show or demonstration of something of beauty, value or particular interest to a target audience. Commercial exhibitions can be categorized into **trade exhibitions**, which bring sellers, buyers, products, goods and services together in particular industrial sectors and **consumer exhibitions**, which are open to the general public and cater to both industries and consumers. When choosing a suitable exhibition, the key is to be clear about your goals. You also need to check its history, consider its visitors and exhibitors, its location and your budget before making the decision. The exhibition, as one of the most effective platforms to establish and maintain client relationships, provides opportunities for companies and individuals to display the latest products. Exhibitions are also commonly used by sellers and buyers to stay updated on their industry trends.

2. Why are Ivy Xie and Baron Li talking about exhibitions?
 - A. Because exhibitions are their shared hobbies.
 - B. Because they are taking an exhibition class in a college.
 - C. Because they are planning to participate in the China Import and Export Fair.
 - D. Because they are preparing for a job interview.
3. Which of the following is NOT the benefit of attending an exhibition?
 - A. It helps you acquire new business.
 - B. It helps you sell products and services at the booth.
 - C. It helps you develop new partnerships.
 - D. It may help you appear in the media.
4. Which of the following is NOT the feature of expositions?
 - A. Expositions are open to the public.
 - B. Expositions are usually international and cover many industries.
 - C. Expositions may have government support.
 - D. Expositions cover only one industry at a time.
5. Which of the following is true according to the conversation?
 - A. Ivy Xie has learned a lot about exhibitions from Baron Li.
 - B. Baron Li has learned a lot about exhibitions from Ivy Xie.
 - C. Canton Fair is regularly held every April and October in Guangxi.
 - D. Canton Fair is the world's largest trade fair.

Task 4 Work in pairs and summarize the key points of the conversation. Then, try to retell the story in the video.

Learning

Learn the following *Words & Phrases and Sentence Drills*.

Words & Phrases

adjust *v.* 适应

exhibition *n.* 展览

acquire *v.* 获得

exposition (expo) *n.* 博览会

demonstrate *v.* 展示

B2B (Business-to-Business) *abbr.* 企业对企业

B2C (Business-to-Consumer) *abbr.* 企业对消费者

differentiate *v.* 区别

variety *n.* 品种

business turnover 营业额

keep track of 跟上

trade show/trade fair 交易会

new leads 新客源

Sentence Drills

◆ Greeting a new employee at the office

1. Good morning. How's everything going?
早上好！一切还好吗？
2. I'm pretty good, thanks.
我很好，谢谢。
3. Just try to get adjusted. It's hard to keep track of everything around here.
我正在努力适应呢。在这里事事都要跟上节奏，真不容易。

◆ Talking about exhibitions

1. What are the benefits of attending an exhibition?
参加展会能带来哪些好处？
2. The exhibition is one of the most effective media for establishing and maintaining customer relations.
展会是建立和维持客户关系最有效的媒介之一。

3. You acquire new business, form new partnerships, and may even appear in the media, which, in turn, generates even more new leads.

你获得了新的业务，建立了新的合作伙伴关系，甚至可能出现在媒体上，这反过来会带来更多新客源。

4. In general, trade shows are B2B type of events. They are not open to the public.

一般来说，交易会是B2B类型的活动，他们不向公众开放。

5. Usually, an exhibition covers one industry at a time and geared towards building a general image of the company.

展会通常一次只涉及一个行业，旨在建立公司的整体形象。

Role-play

Situation 1 Alice Wang is a new salesgirl from Guangzhou Rainbow Leather Company who is planning to attend an exhibition. Jack Lee is her supervisor, a sales manager who is knowledgeable about exhibitions. Alice Wang is consulting Jack Lee about exhibitions. Work in pairs and role-play the conversation. Swap roles and practice again. Some sentences are listed for your reference.

1. What are the benefits of attending an exhibition?
2. You acquire new business, form new partnerships, and may even appear in the media, which, in turn, generates even more new leads.
3. Could you tell me the differences between the trade show, exhibition, expo and fair?
4. Trade shows are B2B type of events. They are not open to the public.
5. An exhibition covers one industry at a time and is geared towards building a general image of the company.

6. How can we differentiate trade shows from trade fairs?

Situation 2 Suppose you and your partner are salespersons from the same company. You are planning to attend the Canton Fair this October. In pairs, role-play a conversation about attending the Canton Fair. Student A acting as a new salesperson, initiates a conversation with Student B, the sales manager.

- ❖ Student A: try to invent any details to know about exhibitions and Canton Fair from Student B.
- ❖ Student B: try to answer the questions raised by Student A concerning exhibitions and Canton Fair.
- ❖ Use as many words and expressions in the Sentence Drills as possible.

Swap roles and practice again. Some sentences are listed for your reference.

1. Canton Fair is the largest trade fair in China.
2. It has around 24,000 exhibitors showing their latest products over 3 phases.
3. It is the world's first choice for outsourcing products and components.
4. It attracts more than 200,000 visitors from about 200 countries.
5. Exhibitions help you find products or services to buy.
6. Exhibitions help you find buyers for the products or services that you sell.
7. Exhibitions help you build a professional network with people.

Speaking

Read the passage below and discuss the definition and origins of trade shows. Then make a presentation about it and figure out how people can benefit from attending trade shows.

Trade Shows: Definition and Origins

There are hundreds of various trade shows taking place every year in the world. Anything can be presented there—from the latest genetic engineering devices and supercars to chicken food and wedding dresses. For every product or service, there is a trade show available, and there is a possibility that YOU—the person who is now reading this article—have participated in at least one of them.

The origin of a trade show goes back to medieval markets, which usually took place in a well-known location, such as the main square of the town, and drew the attention of both locals and visitors having something to sell or wanting to buy things. Sometimes such a market was the main event of the year in local communities, serving as a meeting point for its members. It was a very convenient way to get the news and exchange information. As time passed by, some of such markets grew bigger. They became more centralized and specialized, finally turning into modern trade

shows. And although the way trade shows look today has changed dramatically, the concept remains the same: The trade show is a place to show yourself, acquire new business and exchange news or information on the latest trends.

To put it differently, the trade show is a place to present your business in a way that brings in new clients, strengthens the relationship with existing ones and helps form mutually beneficial partnerships. It is the place where companies can see their position amongst competitors and get ideas on improving their products or services. It is the place where you have a preselected audience for your company message—current and prospective clients, business partners and media, all within easy reach.

Module 2 Classifying Exhibitions



Watching

Task 1 Watch the video and decide whether the following statements are *True (T)* or *False (F)*.

1. Ivy Xie knows nothing about exhibitions. ()
2. Sculptures and paintings can be displayed at art exhibitions. ()
3. There are three types of commercial exhibitions. ()
4. B2C exhibitions are often referred to as trade shows. ()
5. Consumer shows are open to the public. ()

Task 2 Fill in the blanks with the missing words based on the video.

1. I've already had _____ about exhibitions.
2. Well, exhibitions can be broadly _____ three groups.
3. Could you please _____ that?
4. Exhibits may _____ one artist, one group or one theme.
5. Exhibitions _____ historical and scientific themes belong to this category.
6. B2B exhibitions are often _____ trade shows.
7. They bring together sellers and buyers of products and services in particular _____.
8. Companies gather not only to showcase _____ but also to sell and market them.
9. How about the exhibitions that _____ both industries and consumers?

10. They are open to _____, but admit the public on certain days only.

Task 3 Watch the video again and choose the best answer to each question.

1. Which of the following is true about Ivy Xie?
 - A. She is an experienced salesgirl.
 - B. She is knowledgeable about exhibitions.
 - C. She is consulting Baron Li about exhibitions.
 - D. She is the sales manager.
2. Which of the following is NOT one of the three broad categories of exhibitions?
 - A. Art exhibitions.
 - B. Interpretive exhibitions.
 - C. Commercial exhibitions.
 - D. Consumer exhibitions.
3. Which of the following CANNOT be displayed at art exhibitions?
 - A. Consumer goods.
 - B. Paintings.
 - C. Sculptures.
 - D. Drawings.
4. Which of the following is NOT one of the three categories of commercial exhibitions?
 - A. B2B exhibitions.
 - B. Art exhibitions.
 - C. B2C exhibitions.
 - D. Exhibitions that cater to both industries and consumers.
5. Which statement is true according to the conversation?
 - A. B2B exhibitions are open to the public.
 - B. B2C exhibitions are not open to the public.
 - C. Exhibitions that cater to both industries and consumers are not open to the general public.
 - D. At consumer shows, companies can sell their products and services.

Task 4 Work in pairs and summarize the key points of the conversation. Then, try to retell the story in the video.

Learning

Learn the following *Words & Phrases and Sentence Drills*.

Words & Phrases

categorize *v.* 分类

category *n.* 种类, 范畴

interpretive *adj.* 阐释性的, 解说性的

commercial *adj.* 商业性的

elaborate *v.* 详细阐述

cater *v.* 满足需要

exhibit *v.* 展出; *n.* 展品

admit *v.* 准许进入

be referred to as 被称为

industrial sectors 工业领域

Sentence Drills

◆ Talking about exhibition classification

1. How can we classify exhibitions?

我们如何对展览进行分类?

2. Exhibitions can be broadly categorized into three groups: art exhibitions, interpretive exhibitions, and commercial exhibitions.

展览可以大致分为三大类: 艺术展览、解说展览和商业展览。

3. Exhibitions related to historical and scientific themes fall into this category.

与历史和科学主题有关的展览属于这一类。

4. Commercial exhibitions can also be categorized into three major groups: B2B exhibitions, B2C exhibitions, and exhibitions that cater to both industries and consumers.

商业展也可以分为三类: B2B 展、B2C 展, 以及同时向行业和消费者开放的展览。

◆ Talking about commercial exhibitions

1. B2B exhibitions are often referred to as trade shows, and they bring together sellers and buyers of products and services in particular

industrial sectors and are not open to the public.

B2B 展通常被称为贸易展, 它们把特定行业的产品和服务的卖家和买家聚集在一起, 而且不向公众开放。

2. B2C exhibitions are often referred to as consumer shows, and they are open to the public.

B2C 展通常被称为消费展, 它们对公众开放。

3. At consumer shows, companies gather not only to show their products and services but also to sell and market them.

在消费类展会上, 公司不仅要展示它们的产品和服务, 还要进行销售和推广。

4. Such exhibitions exhibit all types of consumer and industrial goods. They are open to the general public, but admit the public on certain days only.

这样的展览展示了各种类型的消费品和工业产品。它们对公众开放, 但只在特定的日期才允许公众进入。

Role-play

Alice Wang is a new salesgirl from Guangzhou Rainbow Leather Company who is planning to attend an exhibition. Jack Lee is her supervisor, a sales manager who is knowledgeable about exhibitions. Alice Wang is consulting Jack Lee about the classification of exhibitions. Work in pairs and role-play the conversation. Swap roles and practice again. Some sentences are listed for your reference.

1. How can we classify exhibitions?
2. Exhibitions can be broadly categorized into three groups: art exhibitions, interpretive exhibitions, and commercial exhibitions.
3. Commercial exhibitions can also be categorized into three major groups: B2B exhibitions, B2C exhibitions, and exhibitions that cater to both industries and consumers.
4. B2B exhibitions are often referred to as trade shows, and they bring sellers and buyers of products and services together in particular industrial sectors and are not open to the public.
5. B2C exhibitions are often referred to as consumer shows, and they are open to the public.
6. A trade show is a great opportunity to raise brand awareness among industry professionals.
7. At consumer shows, companies gather not only to show their products and services but also to sell and market them.
8. Such exhibitions exhibit all types of consumer and industrial goods. They are open to the general public, but admit the public on certain days only.

Speaking

Read the passage below and discuss exhibition classification. Then make a presentation on how to differentiate among the three types of exhibitions.

Exhibition and Its Classification

Trade shows, exhibitions, and expositions are terms popularly used in the exhibition industry. Exhibition, historically a European term, has been adopted by Americans as they have become more global, particularly in referring to shows, such as art exhibitions which are held in various cities and countries. Expositions are public shows. Trade shows are historically private shows, only open to those involved in the industry. They are “business to business”. All these terms describe an activity designed to represent a major industry’s marketing event.

In its broadest sense, an exhibition is a display, show or demonstration of something of beauty, value or particular interest to a target audience. Exhibits may be on permanent display or brought

together temporarily for a particular event. There are several types of exhibitions.

1. Business to business exhibitions

This type of exhibition brings sellers and buyers of products, goods and services together in particular industrial sectors, such as the leather sector, the handicraft sector, the textile sector, the wood sector, etc. However, the degree of specialization varies. They are primarily for business visitors from various levels of trade and industry. They attract a large number of businessmen especially concerned with the show's area of specialization. The exhibitor can be sure that a large number of businessmen will be at the exhibition. For new entries, they can offer the best opportunity to find big buyers, distributors and retailers.

2. Major multi-type exhibitions

Such exhibitions exhibit all types of consumer and industrial goods. They are open to the general public, but admit the public on certain days only. The audience can be regional, national or international. When exhibiting in this type of exhibition, it is difficult to attract worthwhile target visitors, although the audience is huge.

3. Consumer exhibitions

These are general exhibitions in terms of products shown and audiences' interests. The primary visitors are the public who may come from the immediate area. This type of exhibition is more appropriate for an already established business with distributors and product identity, which are already in retail shops. For example, private exhibitions, in which individual companies or agencies organize their own exhibitions to demonstrate their new goods or services to a selected or invited audience.

Exhibitions provide an opportunity for sellers to explain and demonstrate their products and services directly to potential buyers gathered in one place, and are a cost-effective way of launching new products, penetrating new markets, reinforcing existing customer interest and maintaining or increasing market share. We believe that anyone can enter that expo site and feel a part of something new, and feel a part of the world community.

(Source: 李红英. 会展英语实用教程[M]. 大连: 大连理工大学出版社, 2008.)

Module 3 Choosing Exhibitions



Watching

Task 1 Watch the video and decide whether the following statements are *True (T)* or *False (F)*.

1. Many people make mistakes when choosing exhibitions. ()

2. When choosing exhibitions, the first step is to be clear about your goals. ()
3. When researching exhibitions, you only need to gather information about them. ()
4. Usually 40%–60% of attendees come from a 200-mile radius of the show location. ()
5. Location is also an important factor you should take into consideration. ()

Task 2 Fill in the blanks with the missing words based on the video.

1. I come here again to _____ from you on how to choose the right exhibition to attend.
2. Many choose the biggest and most popular events and hope to get a good _____.
3. You need to define your objectives and _____ what you want to accomplish at trade shows.
4. Do you want to increase leads and _____ relationships with customers?
5. Only after we've clearly defined our objectives should we begin to _____ trade show options.
6. When researching a trade show, you need to gather information on _____ and the local market.
7. Once you've identified a list of potential trade shows, _____ the list by taking a look at their history and past attendance.
8. You need to know how much buying power the trade show has and how well the trade show does _____ sales and networking.
9. Usually 40%–60% of attendees come from a 200-mile _____ of the show location.
10. You should carefully plan your budget and _____ all costs for each exhibition.

Task 3 Watch the video again and choose the best answer to each question.

1. When choosing exhibitions, the first step is to _____.
 - A. clearly define your objectives
 - B. search for trade show options
 - C. check the history of trade shows
 - D. consider your budget
2. How can you narrow down a list of potential trade shows according to the dialogue?
 - A. By taking a look at their history and past attendance.
 - B. By knowing how much buying power the trade show has.
 - C. By knowing how well the trade show does in terms of sales and networking.
 - D. All of the above.
3. When making a budget, what costs should you factor in for each exhibition?
 - A. The registration fees, space and exhibition display.
 - B. Travel and hotel.
 - C. Onsite expenses, giveaways, marketing and promotions.
 - D. All of the above.

4. Which statement is true according to the dialogue?

- A. If you choose the biggest and most popular exhibition, you can get a good return on investment.
- B. When researching trade shows, you don't have to estimate how good and fit your product will be for the trade show's audience.
- C. Location is a very important factor of choosing an exhibition.
- D. Even if you are on a tight budget, you can still attend the exhibition with success.

Task 4 Work in pairs and summarize the key points of the conversation. Then, try to retell the story in the video.

Learning

Learn the following *Words & Phrases and Sentence Drills*.

Words & Phrases

define *v.* 使明确

objective *n.* 目标

option *n.* 选项

identify *v.* 确定

networking *n.* 社交, 联络

attendee *n.* 参会人员

radius *n.* 半径范围

figure out 想出, 算出

launch a new product 推出新产品

raise awareness 提高知名度

narrow down 缩小

giveaway 赠品

in terms of 从……角度, 在……方面

drop off 让……下车

return on investment 投资回报

distribution area 分销区域

target audience 目标观众

factor in 把……考虑在内

onsite expenses 现场费用

Sentence Drills

◆ Talking about exhibition selection

1. I come here again to seek advice from you on how to choose the right exhibition to attend.
我再次来这里是想咨询一下如何选择合适的展会。
2. First of all, you need to clearly define your objectives and figure out what you want to accomplish at the trade show.

首先, 你需要明确你的目标, 弄清楚你想在交易会上实现什么。

3. Only after we've clearly defined our objectives should we begin to search for trade show options.
只有在明确了我们的目标之后, 我们才能开始寻找可以选择的展会。

4. When researching trade shows, you need to gather information on the industry and local market, identify your buyers' needs, and estimate how good a fit your product will be for the trade show's audience.
在搜寻交易会时，你需要收集行业和当地市场的信息，确定买家的需求，并估计你的产品是否适合交易会的观众。
5. Once you've identified a list of potential trade shows, narrow down the list by taking a look at their history and past attendance.
一旦你确定了潜在的交易会的名单，就可以通过查看他们的历史和过去的参展情况来缩小名单范围。
6. Usually 40%–60% of attendees come from a 200-mile radius of the show location.
通常 40% ~ 60% 的参会者都来自以展览地点为中心的 200 英里范围内。
7. Last but not least is the budget.
最后但并不意味着不重要是预算。

Role-play

Alice Wang is a new salesgirl from Guangzhou Rainbow Leather Company who is planning to attend an exhibition. Jack Lee is her supervisor, a sales manager who is knowledgeable about exhibitions. Alice Wang is consulting Jack Lee about how to choose a right exhibition to attend. Work in pairs and role-play the conversation. Swap roles and practice again. Some sentences are listed for your reference.

1. I come here again to seek advice from you on how to choose a right exhibition to attend.
2. First of all, you need to clearly define your objectives and figure out what you want to accomplish at the trade show.
3. Only after we've clearly defined our objectives can we begin to search for trade show options.
4. Attending a trade show is an investment. And you must make sure that your effort, time, and resources pay off.
5. When researching trade shows, you need to gather information on the industry and local market, identify your buyers' needs, and estimate how good a fit your product will be for the trade show's audience.
6. Once you've identified a list of potential trade shows, narrow down the list by taking a look at their history and past attendance.
7. Usually 40%–60% of attendees come from a 200-mile radius of the show location.
8. Last but not least is the budget. You should carefully plan the exhibiting budget and factor in all costs for each exhibition.

Speaking

Read the passage below and discuss the crucial factors we should consider when selecting a trade show, then make a presentation on how to choose the right trade show to attend.

How to Choose the Right Trade Show

There are thousands upon thousands of trade shows that take place not only in China but throughout the world. Selecting ones that are right for your niche can be hard, especially when costs are factored into the equation. You have so much time and money to spend on trade shows—which is why there can be a lot of pressure behind your final decision.

Here is a quick guide for identifying trade shows that are the right fit for your business.

1. Audience

Who is your ideal buyer? Who is your investor? Are they men or women? If you are trying to target a younger crowd, going to a trade show in a big metropolis, like Shenzhen, is basically guaranteed to get you in front of young people. But, if you are targeting an older crowd with more established roots, then bigger and more conventional trade show centers (like Guangzhou) might be better suited for you.

2. Intent

What is your ultimate goal at a trade show? Do you want to increase leads and sales? Strengthen relationships with customers? Raise awareness for your brand? Depending on your end goal, you might want to consider different sizes of trade shows. If you just want awareness, then massive trade shows can get your name out there. But, if you want a few intimate leads, consider a smaller, more targeted and more exclusive trade show.

3. History

You will be taking a chance on a newly established trade show, though, one benefit is that you can probably negotiate a good deal with newer trade shows. For all other more established shows, make sure to check out their history. Here are some topics to research before committing to a trade show: Did the show organizer invest sufficient money and effort into advertising the trade show? How long have they been around? On average, how many people attend their shows? ...This is all the free information you can gather before you decide.

4. Budget

If you are on a tight budget, then not every trade show is going to work for you. Sometimes, you might even have to pick based on the timing of the trade show. There is a discount window when trade shows first announce their dates—you might find yourself simply basing your decision on the trade show dates to ensure you align the discount window with your budget.

Yeah, there can be a lot of trade shows to choose from. Don't feel overwhelmed. Take your time, use the guidelines above, do your research and find the trade shows that are the right fit for your business.

Module 4 Further Exploration

Role-play

Student A, a journalist for a program from Guangzhou TV – *Share Your Story at the Canton Fair*, is interviewing student B, an experienced exhibitor from SKY Furniture Trading Company about the benefits we can get from attending trade shows and how to get them.

- ❖ Student A try to invent any details to finish the program.
 - ❖ Student B try to share stories based on the following passage.
 - ❖ Use as many words and expressions in the passage below as possible.
- Swap roles and practice again.

Top 5 Benefits of Attending Trade Shows

Trade shows take place in the world in any industry. There is much value in attending a trade show for your industry. Here are the top 5 benefits of attending trade shows.

1. Raise brand awareness

A trade show is a great opportunity to raise brand awareness among industry professionals and key decision-makers. It can be difficult for start-ups to get a foothold in the industry in which they operate. Raising brand awareness at a trade show is a relatively straightforward process. Check out these tips to get it right.

Create eye-catching graphics that engage the audience. Place your brand name, logo, and message strategically throughout the space for maximum impact. Include social media information for potential buyers to find you online. Place your booth close to blue-chip (一流的) companies. This will enhance your brand as it gives attendees the impression that you are one of the industry leaders. It also has the benefit of a steady flow of foot traffic.

2. Forge business relationships

Everybody needs help no matter how big or great they are as a company. Forging alliances with other industry-related companies can help you enter vertical markets that you would not break into otherwise. Here are some ideas on how to increase your networking opportunities.

Take a look at the exhibition schedule for social events, such as parties, lunch breaks, and other gatherings. These are great side events that allow you to mingle with industry leaders in a relaxed

setting and potentially exchange contact information.

3. Highly targeted leads

Your sales team will love the trade show environment because a large crowd of highly targeted buyers is herded under one roof. Attendees who make the effort to attend a trade show do so because they are actively looking to buy the right products for their needs. The sales team simply needs to highlight the positive aspects of your products effectively to close a sale. Refer to these tips on how to sell at a trade show.

Set up your trade show booth around your flagship products and highlight the benefits to the consumer. Try to close the deal on the spot. For deals that you cannot close on the spot, set up an appointment after the event for another chance to persuade the lead.

4. Competitor analysis

A trade show exposes the strategies and best offerings of all the top brands in the industry. Take a walk around the show floor and see what other companies are doing to attract customers. Here are some suggestions for executing effective competitor analysis.

As much as your industry and competitors will tolerate, do in-depth research in their booths. Learn as much as possible about what they have deemed to be their most significant offerings. Keep notes on everything you learn in an organized manner and focus on the booths that are attracting the most attention.

5. Education

Trade shows are usually filled with a lot of educational sessions that help you explore and learn about the industry you operate in. Keeping up-to-date with the latest developments and new technologies enables you to plot a course for your business to be competitive.

Look at the schedule to find out what sessions are taking place during the event. Prioritize sessions that are most related to your business and determine how you can fit them into your schedule.

Take notes during the educational events to remember actionable information to be applied once you get back to the office. Network with industry leaders at competing booths. Develop a relationship and they might share some insight that might help you improve your products.

Now that you have learned about the benefits of attending trade shows—such as securing new business, increasing brand awareness, presenting networking opportunities, and gaining the chance to learn more about your industry, pick out a trade show that matches your product range and begin planning for success!

Module 5 Simulation Workshop

Step 1 Project Background

Ivy Xie, the salesgirl, and Baron Li, the sales manager are both from SKY Furniture Trading Company, visited Guangzhou International Convention and Exhibition Center which is home to China's most important trade fair, the Canton Fair along with numerous other major international and domestic trade events. They are planning to attend a furniture exhibition there. The marketing manager John Wang and the receptionist Nina Zhang from the Exhibition Center are responsible for receiving Ivy and Baron and introducing different types of exhibitions held at the Exhibition Center. They are talking about how to choose a suitable exhibition for them to attend.

Step 2 Suggested Preparations

1. Assign roles

Build a team with 4 students. Then, decide roles for each team member who undertakes the corresponding task, such as:

introducing the Exhibition Center and different types of exhibitions held at the Center;

introducing how to choose a suitable exhibition for exhibitors to attend;

introducing SKY Furniture Trading Company, including business scope, history, achievements, certificates, exhibition objectives, etc.

2. Collect information

Collect necessary information and get ready for the presentation.

3. Rehearse and make improvements

Have a rehearsal about the presentation and make improvements if necessary.

Step 3 Video Shooting

Shoot a video about the sum-up meeting. Hand in your video and your teacher will rank and award the top 3 videos.

❖ Self-assessment

Assess according to the following table and find out what progress you have made.

Learning Assessment

Assessment Content	Assessment Standard	Total Score	Self-assessment Result	Your Score
Listening Activity	I can get the right answer for the listening tasks.	10		
	I can grasp the general idea of the listening materials.	10		
	I can detect the details of the listening materials.	5		
	I can take notes when listening to classmates' presentations.	5		
Role-play and Speaking Activity	I can use the skills and conduct the tasks required in this unit.	5		
	I can talk about the subject and its relevant information in this unit.	5		
	I can play well in the role-play.	10		
	I can express and present my ideas about the subject and its relevant information.	10		
Reading Activity	I can understand the main idea of the text.	5		
	I can use the words, phrases and sentence patterns in the text to finish the speaking exercises.	5		
Pronunciation	I can pronounce the new words correctly with a standard tone and rhythm.	10		
Fluency and Coherence	I can use a range of connectives and discourse markers to express my ideas with logic and coherence.	10		
Grammatical Range and Accuracy	I can use a mix of simple and complex grammatical structures, but with limited flexibility.	10		
Total		100		