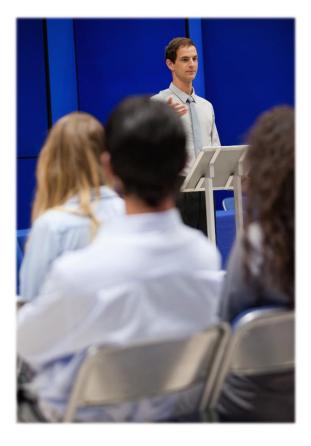
International Conference





This week...

Emiko is going to San Francisco for an international conference next month. She is going through the schedule with Mark.

Lesson Objectives...

- Going over the details of a conference
- Participating in an international conference

Business English Conversation

Super Class

International Conference

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Warm Up – Topic Question





Have you ever participated in an international conference before?

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Business Trips 3





SKO:

Why are they all clapping?









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Mark	Emiko, I would like to go over the schedule for the international conference starting next week in San Francisco.
Emiko	Sure, Mark. Have all the details been finalized?
Mark	Yes, they have. You will be presenting on the second day at 2 pm for 45 minutes in the main conference room.
Emiko	How many people will be attending the conference?
Mark	There are 450 people from twenty different countries registered to attend. The conference will last for three days.
Emiko	Do you want me to stay for the entire conference?
Mark	Yes. I'd like you to attend as many presentations as possible. It's a good opportunity to gather information and network with other participants.
Emiko	I understand. I will submit a report to you when I return.
Mark	Thanks.
Internation	al Conference Super Class Business Trips

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Role Play – International Conference





Student B is going to attend an international conference and give a presentation. Student A is going over the details of the conference with him/her.

Key Phrases

- I would like to go over the schedule for the international conference.
- You will be presenting on
- There will be people from different countries.
- Have all the details been finalized?
- How many people will be attending the conference?
- How many days will the conference be for?
- Other

Conference Details

Place: San Francisco ZE Hotel Dates: 26th-28th next month Number of attendees: 450 from 15 different countries Student B's presentation time/place: 27th, 3 pm in main conference hall Length of presentation: 45 minutes







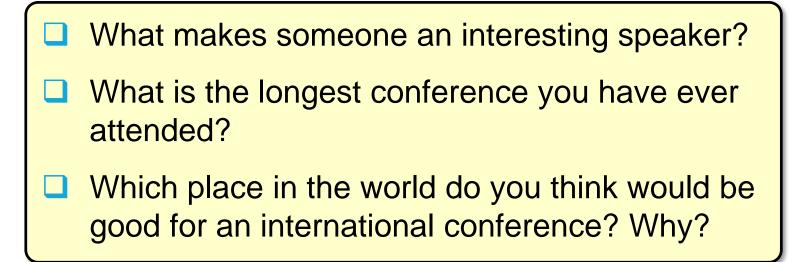
Talk about one of the following topics for one minute:

- 1. The benefits of attending an international conference.
- 2. Being a speaker at an international conference.
- 3. Effective ways of networking at an international conference.

*Other students in the class, ask one question each to the presenter after the speech







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We have to **keep pace** with our competitors if we are going to maintain market share.



keep pace – to develop or progress at the same rate

We have to send our employees to international conferences if we want to keep pace with our competitors.

inside track – an advantage gained through special connections or special knowledge

Constantly networking allows me to have the inside track.

slated to (do something) – something is planned to be done

Mary is slated to attend an international conference in London.

Next Week





Marketing Ideas

There are many ways a business can be promoted. With the right mix of activities, a company can identify and focus on the most effective marketing tactics for their business. Next week we will look at some marketing strategies when launching a new product to the market.

International Conference

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