

# 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

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## Super Class

## Warm Up – Topic Question



Have you ever participated in an international conference before?

# Picture Description

Why are they all clapping?



B



A



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

# 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

- ❑ What makes someone an interesting speaker?
- ❑ What is the longest conference you have ever attended?
- ❑ Which place in the world do you think would be good for an international conference? Why?

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.





## 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.