

<<会展实务英语>>

图书基本信息

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内容概要

本书根据展览和会议服务的工作过程编写，针对培养会展专业学生的英语语言能力和职业能力，具有较强的针对性和实用性。

全书共十七个单元，分会议和展览会两大模块，内容包括会议和展览会的前期策划、场所选定、宣传营销、接待服务及安全应急等，覆盖行业的方方面面，有利于学习者全面了解会展业。

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And then its also important for you to have an on-site inspection. If the venue is too compact , it will leave the participants feeling congested and uncomfortable ; on the contrary , if the venue is too big , it may leave the participants an impression that the exhibition is not as popular and busy as they expect. Therefore , choosing a venue with an appropriate size is one of the crucial factors to success. The first impression is important. The first impression an organizer gets may well be the same first impression that visitors and guests get. Organizers should pay attention to all their senses. What does the site look like ?

What are its surroundings ?

Is it attractive ?

Is it quiet ?

Is it under a flight path ?

Does it have scented gardens ?

Are the toilets clean and fresh ?

Touch the furnishings and some of the equipment. Do these feel clean ?

Do your shoes stick to the floor or the carpets ?

At your first visit you are probably not going to be able to taste anything , but if food is an element of your event , then once you have made a selection of venue , you may wish to try samples of the food you selected , especially if the exhibition is large or involves VIP catering , in order to see if the kitchen is up to the job. On your visit , try to make sure you see all the areas your visitors will use , not only the main room , site , arena or hall , but also the entrances , corridors , car parts , toilets and food service areas. Are these places well kept ?

Is there evidence of activity , cleanliness , good maintenance ?

These things are all indicators of an active and capable management of the venue. The more capable they are , the easier your job will be.

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