

11

Entertaining

Learning objectives in this unit

- Talking about corporate entertainment
- Talking about future possibilities using the first conditional
- Talking about food and drink
- Making and responding to invitations and offers

Case study

- Organizing a successful corporate event

Starting point

- 1 'Corporate entertainment is only about making money.' Do you agree?
- 2 What sort of entertainment do companies offer?

Working with words | Corporate entertainment

- 1 Read the text and find seven examples of corporate events.

Corporate entertainment

Why is it impossible to get tickets for most major sports and cultural events? Because so many of the tickets are bought by firms to entertain their clients and other VIPs. It is called corporate entertainment, but why do companies do it?

Corporate entertainment is a marketing tool. Companies use it to improve relationships with their customers, suppliers, or staff. 'I work for a law firm,' says Virginia Allen. 'Every year, I invite my best clients to a concert sponsored by the firm. I hope to reinforce their positive feeling towards us.' So the main **purpose** of corporate entertainment is to make customers feel good. Invite them to a special **event** and you will ensure their loyalty for the coming year.

The **venue** for corporate events varies from country to country. In the USA **guests** might play golf with a professional player. In France they could go on a wine-tasting cruise. In Japan they might watch some sumo wrestling. Other events depend on the **budget** of the **host company**, but possibilities include parachute jumping, paintballing, or a night at the opera. The list is endless.



- 2 Work with a partner and answer these questions.

- 1 Which events is it often difficult to get tickets for? Why?
- 2 Why do companies spend money on corporate entertainment?
- 3 What should a host company consider first when it plans an event?

3 Complete the table with the words in **bold** from the text.

Information	Details
	HSBC bank
	Leading VIPs from banking world
	To reinforce relationship with clients
	Wimbledon Lawn Tennis Club
	Wimbledon Men's Singles Final
	£90,000



4 50▶ Listen to two people talking about corporate events they have attended. Complete the table.

	1	2
Host company		
Guests		
Purpose		
Venue		
Events		

5 50▶ Match verbs 1–6 to nouns a–f. Then listen again and check your answers.

- | | |
|-----------------|------------------|
| 1 hold ___ | a clients |
| 2 reinforce ___ | b an invitation |
| 3 arrange ___ | c a venue |
| 4 entertain ___ | d a relationship |
| 5 book ___ | e a trip |
| 6 accept ___ | f an event |

6 Work with a partner. Which phrase in 5 has a similar meaning to
 a make a connection stronger? d organize a journey to a place and back?
 b say yes to a request? e find a place?
 c look after guests? f organize something special for your clients?

7 Work with a partner. Take turns to explain and guess the phrases in 5.

*Example: A When you organize something special for your clients.
 B Hold an event.*

» For more exercises, go to **Practice file 11** on page 122.

8 Work in small groups. You work for a corporate entertainment company. Plan a corporate event for your company or one of your companies, using the ideas below.

- budget
- venue
- food and drink
- guests
- activities
- entertainment
- time
- accommodation
- transport

9 Work with a partner. Have you ever been to a corporate event? Tell your partner about it. If not, what would your ideal event be?

i » Interactive Workbook » Glossary

Tip | customer and client

A *customer* buys a product from a company.
The shop gives loyalty cards to its regular customers.
 A *client* receives a service from a company or professional person.
My lawyer has many important clients.



Language at work | First conditional

- 1 Work with a partner. Decide what you need to consider when choosing a restaurant to entertain a guest.
- 2 51▶ Listen to Luigi, Francesca, and Jacque discussing where to take some visitors for dinner and complete the table.

Restaurant	Benito's	La Galette
Type of food	Continental	1 _____
Price range	€35–40 per head	2€ _____
Entertainment	Singer every night	3 _____
Opening times	4 _____–11.30 p.m.	7.30–10.30 p.m.

- 3 51▶ Underline the correct answer from the words in *italics*. Then listen and check your answers.

- 1 If it *will be* / *'s nice*, we'll *be able* / *are able* to sit outside.
- 2 If we *choose* / *'ll choose* La Galette, it *costs* / *'ll cost* us about €300.
- 3 But if we *go* / *'ll go* to La Galette on Thursday, there *is* / *'ll be* live jazz.
- 4 But it *won't be* / *isn't* full if we *get* / *'ll get* there for just after seven.

- 4 Look at the sentences in 3. Then complete the rules about the first conditional.

1 Use the first conditional when something will probably happen in the _____.

2 Form the first conditional with

If + _____, *will* / *won't* + _____

Example: If we go to La Galette, it will be an expensive evening.

3 When you change the order of the sentence, don't use the _____.

Example: It will be an expensive evening if we go to La Galette.

- 5 Work with a partner. Look at the situations below. Take turns to ask questions and respond using the first conditional.

Example: A What will your customers think if you cut your prices?

B I think they'll be very happy.

Situation	Question	Response
1 You cut your prices.	What / customers think?	Be happy.
2 Your flight to Paris is cancelled.	How / get there?	Rent a car.
3 Your company closes a department.	How / staff react?	Be very worried.
4 Your company changes location.	What / benefits be?	Be easier to park.
5 You change your job.	What / happen?	Earn more money.

» For more information and exercises, go to **Practice file 11** on page 123.

6 Work with a partner. Ask and answer questions using the prompts.

Example: A What will your boss do if your company makes a loss this year?

B I'm not sure, but he'll probably ask us to work overtime.

- 1 boss – company makes a loss this year
- 2 you – don't get a pay rise soon
- 3 your company – makes a large profit next year
- 4 you / at the weekend – sunny

Practically speaking | How to talk about food and drink

1 52▷ Listen to two colleagues discussing what to eat. Tick (✓) their choices on the waiter's notepad.

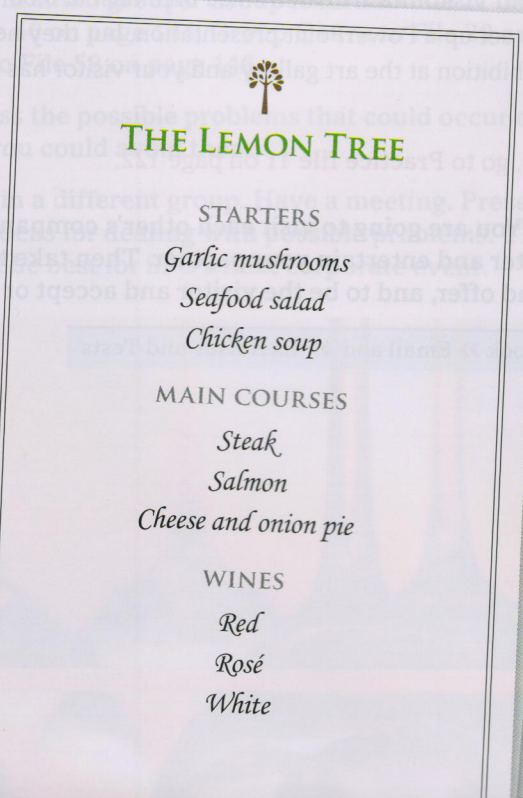
STARTERS	MAIN COURSES	WINES
Parma ham	Spaghetti carbonara	Red
Mixed salad	Seafood pizza	Rosé
Tomato soup	Vegetable lasagne	White

2 52▷ Listen again and match questions 1–3 to responses a–c.

- 1 What do you recommend? ____ a I think I'll have the lasagne.
- 2 What are the pizzas like? ____ b You must try the Parma ham.
- 3 What are you having? ____ c They're not bad, but I recommend the pasta.

3 52▷ Work with a partner. Underline the stress in the phrases in **2**. Then listen and check your answers. Take turns to practise the questions and responses.

4 Work with a partner. Have a similar conversation using the menu below.



Tip | the

We use the word *the* in food expressions when we are talking about specific food, for example, food on the menu.

The cheese is delicious.
What's **the** salmon like?

Business communication | Invitations and offers

1 53▶ Listen to four conversations and match each one with a place a–d.

- a outside a hotel ____
- b by a hot drinks machine ____
- c in a company Reception ____
- d in a manager's office ____

2 53▶ Complete invitations and offers 1–4 and responses a–d from the conversations. Then match each invitation or offer to a response. Listen again and check your answers.

- 1 _____ join us?
- 2 _____ get you a glass of water?
- 3 _____ a coffee?
- 4 _____ book a ticket for you?

- a Yes, please. That's very _____ of you.
- b No, thanks. I'd _____ have tea.
- c Yes, please. That would be _____.
- d Thanks for the _____, but ...

3 Put the phrases in **2** into these categories.

- a Inviting ____
- b Offering ____, ____, ____
- c Accepting ____, ____
- d Declining ____, ____

4 Work with a partner. Look at these situations and take turns to make and respond to invitations and offers, using the phrases in **2**.

- 1 Your visitor is looking tired.
- 2 Your visitor doesn't have enough copies of a document she needs for her talk.
- 3 It's the opening night of *Madame Butterfly*. You know your visitor loves opera.
- 4 The meeting is over and your visitor's hotel is on the other side of town.
- 5 It's lunchtime and your visitor hasn't eaten since breakfast at 8.00.
- 6 Your visitor wants to set up a PowerPoint presentation, but they need help.
- 7 There's a Picasso exhibition at the art gallery and your visitor has a free afternoon.

»» For more exercises, go to **Practice file 11** on page 122.

5 Work with a partner. You are going to visit each other's companies. Think of six ideas to look after and entertain your partner. Then take turns to be the host and invite and offer, and to be the visitor and accept or decline.

① »» Interactive Workbook »» Email and »» Exercises and Tests

Key expressions

Inviting

Would you like to ...?

Offering

Would you like ...?

Would you like me to ...?

Shall I ...?

Accepting

Yes, please. That's very kind of you.

Yes, please. That would be nice.

Declining

Thanks for the invitation, but ...

No, thanks. I'd rather (do) ...

① »» Interactive Workbook
»» Phrasebank

Organizing a successful corporate event

Background

A hospitality disaster

When SFO, a leading bank, organized an event to entertain clients at a UEFA Champions League football match last year, things did not go as well as expected. First of all, the corporate hospitality company didn't offer guests coffee and biscuits when they arrived, and there were no free newspapers. Secondly, SFO was extremely dissatisfied with the meal arrangements, complaining that the starters were too small, the pasta was cold, and the dessert arrived too late. On top of this, SFO found the service very slow and was unhappy that guests were not provided with cigars or cigarettes. Finally, the free beer that SFO had arranged to be served throughout the match was warm and ran out early.

SFO paid €900 for each of the 71 clients and 28 bankers who attended, but says that the event has caused the company a considerable financial loss. SFO is currently suing the corporate hospitality company for nearly €135,000.

Discussion

- 1 Why was the SFO corporate event not a success?
- 2 How could SFO have avoided these mistakes?
- 3 What other problems can cause a corporate event to fail?

Task

You are on the committee to arrange SFO's next corporate event.

- 1 Work in small groups. Group A turn to File 21 on page 139, Group B turn to File 46 on page 144, Group C turn to File 29 on page 141, and Group D turn to File 58 on page 146.
- 2 Discuss the possible problems that could occur during your event and how you could avoid them.
- 3 Work in a different group. Have a meeting. Present your event including your ideas for dealing with possible problems. Then decide which event would be best for SFO's next corporate event.

Case study

File 18 | Unit 9

Case study, Task, Exercise 1, page 59

Student A

These are the ideas that you have for promoting the 3C card and their costs.

- Adverts on a search engine popular with young users. Advert appears when you type 'cool', 'money', or 'cash'. €100,000
- Adverts on a (legal) music download site. When the page opens, the image of the 3C card 'floats' across the screen. €70,000
- Adverts on a popular IM (instant messaging) service between 5.00 p.m. and 11.00 p.m. €100,000
- Interview with a young manager from your bank on a late-night TV programme about money issues for young people. €40,000

File 19 | Unit 10

Business communication, Exercise 6, page 64

Student A

You work for a green office cleaning company. Give a presentation to Student B about your service, using the notes below.

Advantages of using a green cleaning company

- improves working conditions of staff – cleaning products non-toxic
- receive personalized service – same team are always sent
- creates green image of company – environmentally friendly products are used
- helps local industries – small company

File 20 | Unit 10

Case study, Task, Exercise 1, page 65

Group A

Your issue is transport. You think that employees should be encouraged to reduce their use of private cars and air travel by 40%. These are some of the measures your company could take:

- carpooling – *how? when?*
- using hybrid cars – *who? how? cost?*
- having incentives for using public transport – *what? cost?*
- reducing number of business trips – *how? alternative?*

File 21 | Unit 11

Case study, Task, Exercise 1, page 71

Group A

Italian experience

Guests travel to Italy to spend a cultural weekend in the beautiful city of Verona. They spend two nights at the luxury five-star Hotel Baglioni and go out for a traditional seafood dinner the first evening. The next morning is spent following the Romeo and Juliet trail before travelling to the ancient Roman amphitheatre to watch Verdi's opera *Nabucco* in the evening.

File 22 | Unit 12

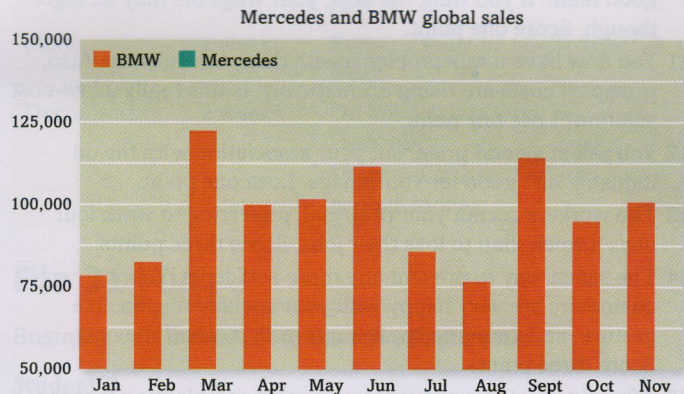
Business communication, Exercise 6, page 76

Student A

- 1 Describe BMW's sales. Your partner will mark them on his / her graph.

Example: In January, sales were just over 75,000. In February, they rose to about ...

- 2 Listen to your partner's description of Mercedes' sales, and mark them on your graph.



File 23 | Unit 14

Case study, Task, Exercise 3, page 89

Student A

You are the Project Manager for Phoenix Office Design. If you don't meet the deadline of 31 December, you will have to pay your client Odensa \$1,000 for each day that construction is delayed. Your objective is to try and limit your extra costs.

File 27 | Unit 14

Language at work, Exercise 8, page 87

Student A

- 1 Read the questions below and answer them for yourself.
 - 2 Ask your partner the same questions, starting with *If...*
Example: If you wanted to call a colleague at home, what would be the latest possible time to phone: 9.00 p.m., 10.30 p.m., or it doesn't matter?
 - 3 Compare your answers and say why they are the same or different.
 - 4 Check your score in File 57 on page 146.
- 1 Imagine you want to call a colleague at home. What's the latest possible time you would phone?
a 9.00 p.m.? b 10.30 p.m.? c it doesn't matter?
 - 2 Imagine a customer asks you for a quotation by the end of the week. When would you email it?
a Thursday? b Friday? c when you find the time?
 - 3 Imagine you're in a meeting which started at 9.00 a.m. It's now 1.00 p.m. Would you
a suggest stopping for lunch?
b look at your watch every five minutes?
c not worry about it?
 - 4 Imagine your friends and family advise you to slow down and work less. Would you
a say it's not possible because there's too much to do?
b try to follow their advice?
c say you're surprised – your work isn't stressful at all?

File 28 | Unit 14

Business communication, Exercise 5, page 88

Student A

You work for Sigma Supplies. You have asked Pixel Printing to print your new catalogue for next year, but you now want to change the details of the order. Phone the company, explain the situation, and negotiate the new conditions.

	Original order	You now want
No of pages	300	350
No of catalogues	5,000	6,000
Delivery	By 15 Dec	By 15 Nov
Price per catalogue	€3.00	The same price

Notes

You think you should pay the same price per catalogue as you are increasing your order.
Pixel Printing is a good quality supplier with reasonable prices.

File 29 | Unit 11

Case study, Task, Exercise 1, page 71

Group C

The French Connection

Guests are taken on a trip to the Champagne region of France to taste the exquisite wines of the area. They stay in a private castle where the food is prepared by famous French chefs. The first morning is spent playing golf or enjoying the relaxing spa in the castle. Then guests are taken on a tour of an exclusive vineyard by a leading wine expert and they try a number of different champagnes.

File 30 | Unit 14

Case study, Task, Exercise 2, page 89

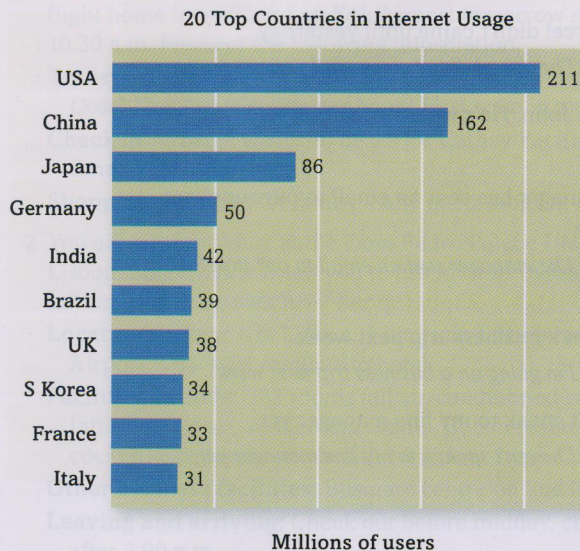
Who / what	Time	Notes
Internal walls	3 weeks	Internal walls must be finished first.
Plumbers	1 week	Can work at same time as electricians.
Electricity	2 weeks	Internal walls must be finished first.
Floor	2 weeks	Building must be empty first week.
Decorators	2 weeks	On holiday last week in December. Might work then if offered enough money.

File 31 | Unit 3

Business communication, Exercise 6, page 22

Student B

Look at the information in the slide below.



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Information files | 42–52

File 42 | Unit 8

Case study, Task, Exercise 2, page 53

Student B

Look at the information below about Stable & Sons.

Company history:	30 years in the business
Type of company:	National
Price:	€10 per package Discount starts at 500 packages
Collection:	Daily
Speed:	Four working days
Delivery options:	Daily delivery (including Saturdays) Early morning and late evening special service
First time delivery rate:	80%
Tracking facilities:	Via email

File 43 | Unit 9

Case study, Task, Exercise 1, page 59

Student B

These are the ideas that you have for promoting the 3C card and their costs.

- Outdoor advertising on buses taking young people to school and university. €80,000
- National competition for best photo taken by a mobile phone. Photos posted on your bank's website. 100 winners get a 3C card and \$300 in cash. €80,000
- Ten 30-second TV adverts on popular youth music channel. €90,000
- Free concert tickets for the first 1,000 people to take out cash with the card on a particular date. €60,000

File 44 | Unit 10

Business communication, Exercise 6, page 64

Student B

You work for a company of green consultants. Give a presentation to Student A about your service, using the notes below.

Advantages of using a green consultancy company

- expert advice from experienced consultants
- receive list of green contacts
- kept up-to-date on any changes in law
- improves company image – shows you are serious about environment.

File 45 | Unit 10

Case study, Task, Exercise 1, page 65

Group B

Your issue is resources. You think that the company could reduce its consumption of paper and water by 25%. These are some of the measures your company could take:

- cutting paper wastage – *how?*
- more recycling – *what?*
- conserving and recycling water – *how? where?*
- reducing waste in the canteen – *how?*

File 46 | Unit 11

Case study, Task, Exercise 1, page 71

Group B

The Boat Race

Guests are given the pieces of a full-size boat which they have to build and brand in teams using their own imagination. They then have the opportunity to race in their boat against the other teams to see whose boat is the fastest. At the end of the race, the winners celebrate their victory with a bottle of champagne. The day ends with a fantastic barbecue and buffet-style dinner with a free bar.

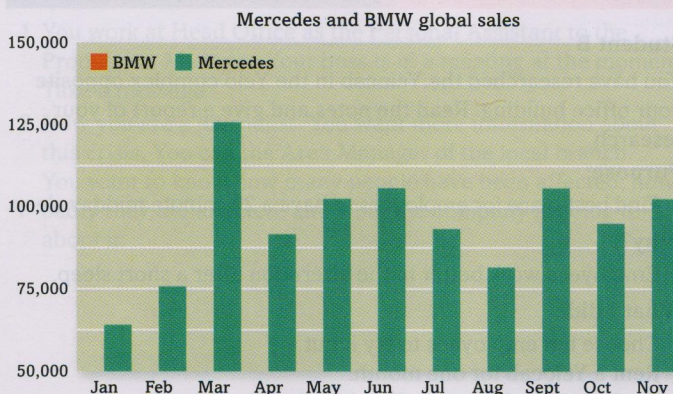
File 47 | Unit 12

Business communication, Exercise 6, page 76

Student B

- 1 Listen to your partner's description of BMW's sales, and mark them on your graph below.
- 2 Describe Mercedes' sales. Your partner will mark them on his / her graph.

Example: In January, sales were about 65,000. In February, they rose to just over ...



Information files | 53–58

File 53 | Unit 16

Business communication, Exercise 4, page 100

Student B

Look at the information on Asami Takahashi and prepare a short presentation about her.

Asami Takahashi (female)	Psychology degree – Tokyo University Master's degree in Human Resources Management
Previous employment	HR Department Sanyo 2001–2004 Assistant HR Manager Sony 2004–2007
Recent experiences	Gave courses on staff motivation Introduced procedures to improve employee-management relations
Present role	Head of HR Developing plan to restructure departments
Plans for the future	Discuss problems with heads of department Make changes to improve staff morale

File 54 | Unit 8

Case study, Task, Exercise 2, page 53

Student C

Look at the information below about Nova Solutions.

Company history:	Founded last year
Type of company:	National
Price:	€8 per package Discount starts at 100 packages
Collection:	On demand online
Speed:	Two working days
Delivery options:	Every day delivery (including Sundays) Notification of delivery service (by text to customer)
First time delivery rate:	90%
Tracking facilities:	On website

File 55 | Unit 9

Case study, Task, Exercise 1, page 59

Student C

These are the ideas that you have for promoting the 3C card and their costs.

- Adverts at bottom of emails at times when young people use email most (9.00–12.00 a.m., 6.00–9.00 p.m.). Users can click on a link to the 3C website. €60,000
- Adverts on most popular national TV channels between 9.00 p.m. and midnight. €80,000
- Direct mailing to all school and university students. €50,000
- Adverts on popular social networking site used by young people between 8.00 p.m. and midnight. €100,000

File 56 | Unit 10

Case study, Task, Exercise 1, page 65

Group C

Your issue is energy. You think your company should reduce its energy consumption by 40%. These are some of the measures your company could take:

- cutting electricity consumption – *how? where?*
- finding alternative renewable sources of energy – *what? cost?*
- motivating employees to save energy – *how? what?*
- replacing old systems and machines – *which?*

File 57 | Unit 14

Language at work, Exercise 8, page 87

Mostly 'a's Doing things on time is very important for you. You need to live in a 'clock time' culture.

Mostly 'b's You would probably be happy in a 'clock time' or 'event time' culture.

Mostly 'c's You're very relaxed! An 'event time' culture would be very good for you.

File 58 | Unit 11

Case study, Task, Exercise 1, page 71

Group D

MotoGP

Guests are invited to spend a day in the hospitality area of the MotoGP. They will enjoy a full day of delicious food and plenty of drinks in a marquee which is in the middle of the action. All marquees have a magnificent view of the start / finish line so that guests can see the most exciting moments of the race. The event includes a guided visit to the pit lane where mechanics will give a demonstration of a wheel change.