



UNIT 1

CORPORATE EVENTS

In This Unit You Will:

Learn and practise the vocabulary of different corporate events.

Learn about the importance of company culture.

Learn about how to report what other people have said and practise verb changes in reported speech.

Learn about and practise the difference between the verbs **“say”** and **“tell”** when reporting what other people have said.



LESSON 1

Corporate Events

Vocabulary

Role Play (British Accent):

Jane: Hey Matt, I wanted to talk to you about some upcoming corporate events our company will be participating in.

Matt: Sure, Jane. I'm not very familiar with corporate events. Can you explain what types of events we're considering?

Jane: We're looking at trade fairs, seminars, and industry exhibitions. They're great opportunities to showcase our products and connect with potential clients.

Matt: I see. Are there any events focused on networking?

Jane: Absolutely! We'll be attending networking events where we can meet professionals from different companies and expand our business network.

Matt: That sounds interesting. What about learning opportunities? Will we be attending any seminars or workshops?

Jane: Yes, we'll be attending relevant seminars and workshops to stay updated on industry trends and improve our knowledge and skills.

Matt: Got it. Will there be any events specifically for launching new products?

Jane: Yes, we'll be hosting product launch events to introduce our new offerings to the market and create excitement among potential customers.

Matt: That's exciting! How should we prepare for these events?

Jane: We need to select suitable venues and create a detailed program. We'll also plan for keynote speeches, presentations, and even panel discussions.

Matt: Okay, I understand. Who will be representing our company at these events?

Jane: We'll send our best delegates who are knowledgeable about our products and can effectively network and promote our brand.

Matt: Thank you for explaining, Jane. I'll do my best to contribute to the success of these events.

Jane: I appreciate your enthusiasm, Matt. There is a conference this week about corporate culture. I'd like you to go and hear the presentations and when you come back you can tell me what they said. What do you think?

Matt: That sounds great. I'd love to.





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Vocabulary

Questions:

1. What type of events does Jane say that the company is considering participating in?
2. What type of event does Matt ask about?
3. What does Jane say that the company will do related to new products?
4. What preparation does she suggest that they need to do?
5. Who will the company send to the event?

New Item:

Trade fair	An exhibition where companies showcase their products or services.
Networking event	An event specifically designed for professionals to establish contacts and build relationships.
Seminar	A meeting or conference focused on a specific topic or subject.
Workshop	An interactive session where participants learn and practice skills.
Product launch	The introduction of a new product to the market.
Business conference	A formal meeting or assembly of professionals in a specific industry or field.
Industry exhibition	A trade fair that showcases products and services within a specific industry.
Award ceremony	An event where honors or prizes are presented to recognize achievements.
Business breakfast	A morning event where professionals gather to network and discuss business over breakfast.



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New Item:

Business luncheon	A midday event where professionals come together for networking and discussions over lunch.
Corporate retreat	An off-site event where employees gather for team-building, training, or strategic planning.
Delegate	A person who represents an organization at a business event.
Program	A detailed schedule or plan of events for the business event.
Venue	The location where a business event takes place.
Attendee	A person who is present at a business event.
Keynote speech	The main speech or address given at the beginning of a business event.
Presentation	A talk or speech given to inform or persuade the audience.
Panel discussion	A structured conversation among a group of experts on a topic.

Exercise:

Read the text about business events and fill the gaps with the vocabulary from the box. Use the glossary above for reference.

Venue **Trade fairs** **Corporate retreats** **Business events** **Attendees**
Networking events **Award ceremonies**



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Vocabulary

Exercise:

The Power of Business Events

_____, such as trade fairs, seminars, and product launches, are essential for success in today's corporate world. These gatherings offer unique opportunities for attendees to network, learn, and promote their organizations. _____ bring together industry players to showcase their products and services, while seminars provide a platform for knowledge sharing and staying updated on industry trends. _____ generate excitement and allow companies to introduce new offerings to the market. Business events like _____ provide a chance to build relationships, exchange ideas, and explore collaboration opportunities. Attending business events is an investment in personal and professional growth. They offer a valuable platform for learning, gaining exposure, and celebrating achievements through _____. Sometimes, companies organize _____, perhaps to do fun activities together, as a way of rewarding employees and increasing morale and connectedness in the company. Events like this can take place in any type of _____, they could be hotels, restaurants, exhibition spaces, lecture halls or just in the company's offices. In conclusion, participating in business events is a strategic way to enhance your business, expand your network, and stay ahead in the competitive corporate landscape.

Questions:

1. Have you ever been to any company events?
2. What type of company event was it?
3. Where was it?
4. Why did the company participate in this event?
5. Do you enjoy company events?
6. If you've never been to a company event, would you like to go to one? Why? What type of event would you like to go to?