

# English for MICE

**M**eetings,  
**I**ncentive Travel,  
**C**onventions, and  
**E**xhibitions

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# CONTENTS MAP

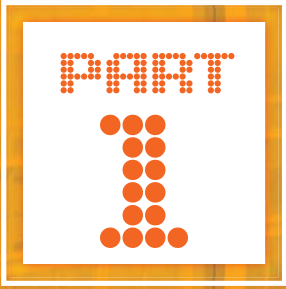
Theme	Unit	Page	Function
 <p><b>Meetings</b></p> 	 <b>Meeting Consultation</b>	08	<ul style="list-style-type: none"> <li>• Arranging meetings</li> <li>• Preparing equipment and booking venues</li> </ul>
	 <b>Pre-meeting Arrangements</b>	16	<ul style="list-style-type: none"> <li>• Booking a suitable interpreter</li> <li>• Arranging transportation for speakers</li> </ul>
	 <b>Troubleshooting</b>	22	<ul style="list-style-type: none"> <li>• Solving mishaps</li> <li>• Brainstorming solutions</li> </ul>
	 <b>Post-meeting Evaluation</b>	28	<ul style="list-style-type: none"> <li>• Retrospection and evaluation</li> <li>• Learning from mistakes</li> </ul>
 <p><b>Incentive Travel</b></p> 	 <b>Service Inquiries</b>	36	<ul style="list-style-type: none"> <li>• Arranging incentive travel</li> <li>• Inquiring about an incentive travel package</li> </ul>
	 <b>Special Arrangements</b>	42	<ul style="list-style-type: none"> <li>• Dealing with special requests for a tailor-made incentive travel package</li> </ul>
	 <b>Dealing With Accidents and Emergencies</b>	48	<ul style="list-style-type: none"> <li>• Dealing with impromptu requests</li> <li>• Dealing with unforeseen accidents</li> </ul>
	 <b>Confirming Arrangements and Dealing With Complaints</b>	54	<ul style="list-style-type: none"> <li>• Confirming arrangements with working partners</li> <li>• Responding to complaining clients</li> </ul>

Conversations	Listening Practice	Activities
<ul style="list-style-type: none"> <li>• Venue booking</li> <li>• Confirmation—conversation between colleagues</li> </ul>	<ul style="list-style-type: none"> <li>• Equipment check</li> </ul>	<ul style="list-style-type: none"> <li>• Arranging meetings</li> <li>• Confirming meeting details</li> </ul>
<ul style="list-style-type: none"> <li>• Interpreter arrangement</li> <li>• How do they get here?</li> </ul>	<ul style="list-style-type: none"> <li>• Going through the checklist</li> </ul>	<ul style="list-style-type: none"> <li>• Hiring an interpreter</li> <li>• Preparing a checklist for an ideal meeting</li> </ul>
<ul style="list-style-type: none"> <li>• Problem—looking for plan B</li> <li>• Problem—urgent place change</li> </ul>	<ul style="list-style-type: none"> <li>• Meeting mishaps</li> </ul>	<ul style="list-style-type: none"> <li>• Writing a meeting agenda</li> <li>• Problems and solutions</li> </ul>
<ul style="list-style-type: none"> <li>• Follow up: meeting reception</li> <li>• Looking back and plan forward</li> </ul>	<ul style="list-style-type: none"> <li>• What do the questionnaires say?</li> </ul>	<ul style="list-style-type: none"> <li>• Key skills for facilitating a meeting</li> <li>• The qualities of a good meeting facilitator</li> </ul>
<ul style="list-style-type: none"> <li>• Introducing what MICE is about</li> <li>• Service offered in MICE</li> </ul>	<ul style="list-style-type: none"> <li>• Discussing incentive travel details</li> </ul>	<ul style="list-style-type: none"> <li>• Creating a company profile for incentive travel</li> <li>• Inquiring about details of a tailor-made incentive travel package</li> </ul>
<ul style="list-style-type: none"> <li>• Detailing the tailor-made product</li> <li>• Presenting a tailor-made package</li> </ul>	<ul style="list-style-type: none"> <li>• Special requests</li> </ul>	<ul style="list-style-type: none"> <li>• Designing a travel itinerary</li> <li>• Presenting a tailor-made package</li> </ul>
<ul style="list-style-type: none"> <li>• Responding to inquiries</li> <li>• Dealing with extra requests</li> </ul>	<ul style="list-style-type: none"> <li>• Dealing with problems</li> </ul>	<ul style="list-style-type: none"> <li>• Dealing with accidents and incidents</li> <li>• Role-play: solving problems</li> </ul>
<ul style="list-style-type: none"> <li>• Confirming the final itinerary with customers</li> <li>• Confirming arrangements with partner hotels</li> </ul>	<ul style="list-style-type: none"> <li>• Dealing with customer complaints</li> </ul>	<ul style="list-style-type: none"> <li>• Dealing with customer complaints</li> <li>• Writing a letter of apology to a client</li> </ul>

Theme	Unit	Page	Function
 <p><b>Conventions</b></p> 	 <b>UNIT 9</b> Convention Planning	62	<ul style="list-style-type: none"> <li>• Learning about conventions</li> <li>• Organizing a convention</li> </ul>
	 <b>UNIT 10</b> A Last-minute Change	68	<ul style="list-style-type: none"> <li>• Dealing with crises and problems</li> </ul>
	 <b>UNIT 11</b> Composing an Invitation Letter	74	<ul style="list-style-type: none"> <li>• Inviting guest speakers and participants</li> <li>• Details of an invitation letter</li> </ul>
	 <b>UNIT 12</b> Managing the Convention	80	<ul style="list-style-type: none"> <li>• Handling convention details</li> <li>• Dealing with unforeseen problems</li> </ul>
 <p><b>Exhibitions</b></p> 	 <b>UNIT 13</b> Attending a Trade Show	88	<ul style="list-style-type: none"> <li>• Choosing a trade show</li> <li>• The functions of different trade show booths</li> </ul>
	 <b>UNIT 14</b> Promoting Your Business at Trade Shows	94	<ul style="list-style-type: none"> <li>• Preparing for a trade show</li> <li>• The advantages of attending a trade show</li> </ul>
	 <b>UNIT 15</b> The Final Stages of Trade Show Preparation	100	<ul style="list-style-type: none"> <li>• Decorating a trade show booth</li> <li>• Performing final checks</li> </ul>
	 <b>UNIT 16</b> Checking Out the Competition and Networking	106	<ul style="list-style-type: none"> <li>• Learning from competition</li> <li>• The benefits of attending a trade show reception</li> </ul>
<b>Listening Practice—Audio Scripts</b>		112	

Conversations	Listening Practice	Activities
<ul style="list-style-type: none"> <li>• Where to start?</li> <li>• Miscellaneous tasks</li> </ul>	<ul style="list-style-type: none"> <li>• Dividing up responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>• Features of a successful convention</li> <li>• Planning an international convention</li> </ul>
<ul style="list-style-type: none"> <li>• A last-minute change</li> <li>• Double-booking rooms</li> </ul>	<ul style="list-style-type: none"> <li>• Finding a new keynote speaker</li> </ul>	<ul style="list-style-type: none"> <li>• Last-minute changes and solutions</li> <li>• Problem-solving skills</li> </ul>
<ul style="list-style-type: none"> <li>• Drafting invitation letters</li> <li>• Composing an invitation letter</li> </ul>	<ul style="list-style-type: none"> <li>• Writing a press release</li> </ul>	<ul style="list-style-type: none"> <li>• Writing an invitation letter to a guest speaker</li> <li>• Drafting a press release</li> </ul>
<ul style="list-style-type: none"> <li>• One-off convention helpers</li> <li>• Registration</li> </ul>	<ul style="list-style-type: none"> <li>• Reorganizing the program schedule</li> </ul>	<ul style="list-style-type: none"> <li>• Possible unforeseen problems and recommended solutions</li> <li>• Dealing with problems</li> </ul>
<ul style="list-style-type: none"> <li>• Tips for selecting the right trade show to attend</li> <li>• Booking a booth at the trade show</li> </ul>	<ul style="list-style-type: none"> <li>• Reasons for attending trade shows</li> </ul>	<ul style="list-style-type: none"> <li>• Planning a trade show</li> <li>• Trade show booths</li> </ul>
<ul style="list-style-type: none"> <li>• Deciding on a trade show booth</li> <li>• Preparation for an exhibition</li> </ul>	<ul style="list-style-type: none"> <li>• Planning a trade show exhibition</li> </ul>	<ul style="list-style-type: none"> <li>• Arranging an exhibition at a trade show</li> <li>• Role-play: solving problems which occur at exhibitions</li> </ul>
<ul style="list-style-type: none"> <li>• Setting up a trade show booth</li> <li>• At the final stage of the trade show presentation</li> </ul>	<ul style="list-style-type: none"> <li>• Negotiating an offer</li> </ul>	<ul style="list-style-type: none"> <li>• Ideas for decorating a trade show booth</li> <li>• Negotiating with trade show attendees</li> </ul>
<ul style="list-style-type: none"> <li>• Checking out the competition</li> <li>• Approaching customers in the trade show</li> </ul>	<ul style="list-style-type: none"> <li>• Attending a trade show dinner reception</li> </ul>	<ul style="list-style-type: none"> <li>• Role-play: Acting out scenarios during a trade show</li> <li>• Discussing networking</li> </ul>





# Meetings





Meeting Consultation



Pre-meeting Arrangements



Troubleshooting



Post-meeting Evaluation





UNIT  
1

# Meeting Consultation



## I

### Warming Up

Please brainstorm what things you would need to sort out before a meeting. Work in pairs.

Theater



Classroom



U-Shaped Room



### Different Venues

Boardroom



Banquet



Reception



## II

### Conversations

















#### Scenario 1

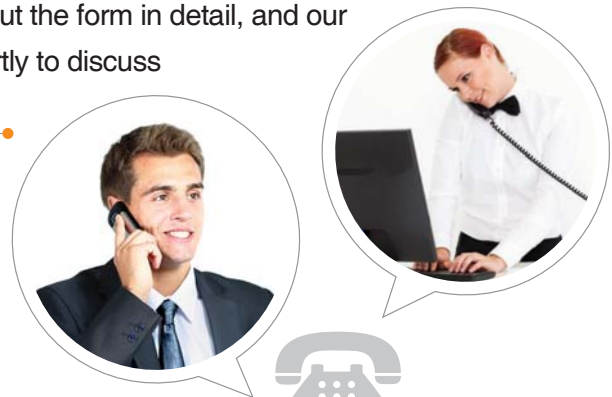
#### Venue Booking



Lucy  Good morning, this is Sunshine Village Hotel. How may I direct your call?



- Tom  Yes, this is Holiday Travel Agency. I would like to speak with someone who can explain to me about your meeting facilities.
-  I can assist you with that inquiry, sir. We have a total of 20 rooms for banquets, meetings, lectures, and seminars.
-  I think I would need a large room for an international business meeting.
-  What is your estimated number of participants, sir? Our biggest banquet room can accommodate up to 350 people.
-  I think that would be plenty. We will only have around 60 in attendance.
-  The capacity depends on the seating arrangement as well. We have a theater, classroom, cabaret, u-shaped room, boardroom, and banquet settings.
-  My company would prefer u-shaped seating.
-  I see. With a u-shaped arrangement, I would recommend that you book our largest room for 60 people.
-  All right. May I proceed to book the meeting room now? The date we need is . . .
-  Oh, I am terribly sorry, sir. Our meeting facilities cannot be booked by phone. We only provide online booking.
-  I see. I have your hotel's website address. Can I find the link for online booking on the homepage of your website?
-  Yes, sir. Please go to the link for meetings and events, and then request registration. You can find a request form there.
-  So do I just fill out the form, submit it online, and you will make the room arrangement for me?
-  As long as no other parties have reserved the room for the same date, it should be no problem. Please do make sure to fill out the form in detail, and our sales representative will contact you shortly to discuss the details of your reservation with you.
-  OK. Thank you for the information.
-  My pleasure, sir. Have a nice day.







## Scenario 2


### Confirmation—Conversation Between Colleagues





**Mike**  Janet, would you come here for a second, please?


**Janet**  Yeah, Mike, what's up?

 I'm filling out this online application form for our meeting room. I want you to take a look at it for me.


 Sure. Let's see. Request for proposal. Surname, given name, address, company, area code . . .


 This part is easy. Oh, here. Event information. Type of event is a meeting . . .


 They have a long list to choose from. Training session, teambuilding . . . ah, meeting, there it is.


 The accommodation information. We have 60 people . . . in one meeting room.







 Now we need to input some further details. We will need a projector.

 What else? We will be showing videos, so we need speakers, right?

 Yes, put that in, too. It says here that they provide complimentary pencils and bottled water.

 That's good. We might still need some refreshments for our guests.

 They do have a kitchen right next to the meeting room where snacks and pastries can be prepared.

-  Let's have some coffee, tea, and cookies on a side table at all times. And have them whip up something for lunch. The meeting will be long.
-  Do we want the same meal to be served to all participants? Or should we ask them their preferences first?
-  I think we can just have pasta, salad, and soup for everyone, although we do need to know the number of guests who are vegetarian.
-  OK. Let's just notify the hotel that we will need meals prepared and send them the number of vegetarian guests later.
-  Good. I will put this message to the hotel together, and maybe you can start asking about the vegetarians.
-  All right. I'll get right on it.

## III

## Listening Practice



Please listen to the following dialogue and answer the questions.

- \_\_\_\_\_ **1** What is Ben's position?
- a Technician.  
 b Building manager.  
 c Assistant.
- \_\_\_\_\_ **2** Why isn't any sound coming out?
- a A wiring mistake.  
 b Internet connection failure.  
 c Wrong setup of the computer.
- \_\_\_\_\_ **3** When will they check the equipment again?
- a The very next day.  
 b On the day of the meeting.  
 c A week before the meeting.





## IV Discussion Questions

1

What equipment might be required in a meeting room to help the meeting go smoothly?

2

What are some technical problems that one may encounter in a meeting? How can the situations be avoided?



## V Activity 1

You are in charge of making reservations for an event that your company will be holding. Go through the scenarios carefully and fill out the attached request form. Do not forget to list any of the details, including possible requests for equipment and/or refreshments under “special requests.”

**The following table lists the capacity of a hotel’s meeting facilities with various kinds of table settings.**

Event Space	Theater	Classroom	Cabaret	U-Shaped Room	Boardroom	Banquet	Reception
Grand Meeting Hall	360	200	185	60	60	250	400
Large Meeting Room	120	75	65	40	35	100	125
Second Large Meeting Room	100	55	55	30	35	75	85
Large Event Room	50	30	28	21	28	46	50
Medium Event Room	30	20	20	15	12	25	30
Compact Event Room	15	12	14	8	12	12	15

## Scenario / 1

Your company is holding an international meeting where important business partners will join and discuss future directions. You want everyone to have an equal chance to express their opinions. You are expecting around 30 participants, and the meeting is expected to last a full day.

## REQUEST FOR PROPOSAL

- SCENARIO: \_\_\_\_\_
- DATE: \_\_\_\_\_
- NAME OF COMPANY: \_\_\_\_\_
- EVENT TYPE: \_\_\_\_\_
- TABLE ARRANGEMENT TYPE: \_\_\_\_\_
- NUMBER OF PEOPLE: \_\_\_\_\_
- NUMBER OF ROOMS: \_\_\_\_\_
- SPECIAL REQUESTS: \_\_\_\_\_

## Scenario / 2

Your company is introducing a new product to the market in the fashion of a press conference. More than 300 people will come, including special guests and reporters for the mass media. The event will roughly take around two hours.

## REQUEST FOR PROPOSAL

- SCENARIO: \_\_\_\_\_
- DATE: \_\_\_\_\_
- NAME OF COMPANY: \_\_\_\_\_
- EVENT TYPE: \_\_\_\_\_
- TABLE ARRANGEMENT TYPE: \_\_\_\_\_
- NUMBER OF PEOPLE: \_\_\_\_\_
- NUMBER OF ROOMS: \_\_\_\_\_
- SPECIAL REQUESTS: \_\_\_\_\_

### Scenario 3

Your company will welcome a guest speaker from a foreign nation to give advice on marketing strategies. Around 40 employees will be attending the speech. The speaker has sent you his PowerPoint file in advance and requested that you set up necessary equipment and play the slideshow when he presents. The event will start at ten in the morning and is expected to go on until noon.

#### REQUEST FOR PROPOSAL

- SCENARIO: \_\_\_\_\_
- DATE: \_\_\_\_\_
- NAME OF COMPANY: \_\_\_\_\_
- EVENT TYPE: \_\_\_\_\_
- TABLE ARRANGEMENT TYPE: \_\_\_\_\_
- NUMBER OF PEOPLE: \_\_\_\_\_
- NUMBER OF ROOMS: \_\_\_\_\_
- SPECIAL REQUESTS: \_\_\_\_\_

### Scenario 4

Your supervisor is holding a semi-formal meeting for executive supervisors for the company only. Some business issues will be discussed over dinner, with a briefing at the very beginning. Ten people will be included in this meeting.

#### REQUEST FOR PROPOSAL

- SCENARIO: \_\_\_\_\_
- DATE: \_\_\_\_\_
- NAME OF COMPANY: \_\_\_\_\_
- EVENT TYPE: \_\_\_\_\_
- TABLE ARRANGEMENT TYPE: \_\_\_\_\_
- NUMBER OF PEOPLE: \_\_\_\_\_
- NUMBER OF ROOMS: \_\_\_\_\_
- SPECIAL REQUESTS: \_\_\_\_\_



## Activity 2

After your guest has booked a meeting, you should arrange the meeting according to the guest's requests and write an email to confirm the details.

### MEETINGS & EVENTS

**LOCATION**

<input type="checkbox"/> USA + <input type="checkbox"/> Northeast <input type="checkbox"/> South <input type="checkbox"/> Midwest <input type="checkbox"/> West	<input type="checkbox"/> CANADA <input type="checkbox"/> CARIBBEAN & LATIN AMERICA	<input type="checkbox"/> EUROPE + <input type="checkbox"/> Western & Southern <input type="checkbox"/> Northern & Central <input type="checkbox"/> Eastern <input type="checkbox"/> UK and Ireland	<input type="checkbox"/> ASIA <input type="checkbox"/> AUSTRALASIA <input type="checkbox"/> MIDDLE EAST <input type="checkbox"/> AFRICA
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**CAPACITY**

Number of Sleeping Rooms Needed Qty:  2,000

Largest Meeting Space Needed Qty:  30,000

Total Meeting Space Needed Qty:  30,000

**DISTANCE FROM AIRPORT**

Distance from Airport   mi  km

Property Type  Airport  Highway  Rural  
 City Center  Resort  Suburban

**SUBMIT**

✕ - +

✉ Send Save ✕ Delete Attach Add Bc Label

*(This is a screenshot of an email client interface with a large empty text area for composing an email.)*