

English for International Exhibitions

1. Course Objectives

This course aims to comprehensively enhance students' English communication skills in the global MICE (Meetings, Incentives, Conventions, and Exhibitions) industry. It will help students master professional terminology and expressions in the exhibition field, enabling them to confidently respond to the demands of clients and partners from around the world. The MICE industry integrates various sectors, including trade, transportation, finance, and tourism, serving as a driving force for these related industries. Through learning and practice, students will strengthen their cross-cultural communication abilities, understand and use common idioms and expressions within diverse cultural contexts, and improve the naturalness and friendliness of their interactions with international clients and exhibitors. Furthermore, the course will enhance students' English expression and communication abilities in areas such as exhibition planning, on-site management, customer service, and emergency situation handling, laying a solid foundation for success in the global MICE industry.

2. Course Content

This course follows a systematic learning path aimed at comprehensively improving students' professional English communication skills in the global MICE industry. The course combines theoretical and practical approaches, with the theoretical section providing in-depth analysis of language fundamentals, including key terminology, core phrases, and common expression structures and application rules. This will help students establish a solid language foundation. The course also provides diverse communication strategies tailored to different language levels, client types, and varied exhibition scenarios. Practical scenarios and role-playing exercises will reinforce the application of these skills. By combining rigorous theoretical guidance with practical application, the course ensures that students not only master the basic knowledge of English in the MICE industry but also apply it flexibly in real-world work environments, thereby improving service quality and customer satisfaction.

Proposed Teaching Contents

Unit 1: Event Planning and Preparation

1. **Exhibition Hall Selection and Venue Requirements**
2. **Budget Planning and Resource Allocation**
3. **Agenda Design and Scheduling**
4. **Guest Invitations and Promotion Strategies**

Unit 2: Exhibition Setup and Layout

1. **Exhibit Transportation and On-site Management**
2. **Booth Construction and Space Planning**
3. **Exhibition Area Division and Design Plan**

Unit 3: Exhibition and Business Communication

1. **Exhibitor Registration and Path Planning**

2. **Booth Reception and Product Display**
3. **Business Negotiations and Sales Promotion**
4. **Logistics Transportation and On-site Support**
5. **Customer Service and Complaint Handling**

Unit 4: Event Wrap-up and Dismantling

1. **Exhibit Organization and Transportation Recovery**
2. **Booth Dismantling and Site Cleanup**

Activities

(1) Exhibition Planning (35%)

In this activity, students will apply the knowledge gained from Unit 1 to plan a comprehensive exhibition. This will involve selecting a suitable exhibition hall, allocating resources within a budget, designing the event agenda, and creating promotional strategies for inviting guests. Students will present their plans in English, practicing the specialized vocabulary and language structures for exhibition planning.

(2) Mock Trade Show (35%)

A simulation of a real-world trade show where students will take on different roles, such as exhibitors, visitors, and event organizers. This hands-on activity will allow students to practice their exhibition-related English communication skills in various scenarios, including booth setup, product presentation, business negotiations, and customer service. It provides a great opportunity for students to use their English skills in a realistic, practical context.

(3) Exhibition Tour Guides (30%)

Students will act as tour guides for a simulated exhibition, guiding "visitors" through different booths and explaining the exhibits. This activity will help students practice their public speaking skills and reinforce the vocabulary and phrases necessary for guiding guests in a professional manner. It will also allow students to showcase their knowledge of the exhibits, demonstrating their fluency and confidence in speaking about the exhibition content.