

The Office - Presentation Series 1 - The Overview and the Agenda (C0271)

A: Hi everyone, Can everyone hear me? Can you guys at the back hear everything?

A: Okay great. Well I think all of you know why we are here this afternoon. As most of you are aware 2010 marks an important moment for Alpha computers.

A: We have bounced back from the recession and now we are set to launch our new line of laptop and desktop computers.

A: I'm really pleased to welcome Michael Ford, the Global Marketing Manager for Alpha computers, who has flown in from California to give all of you an overview of the marketing campaign and to answer any questions you may have. So please give a warm welcome to Mr. Ford .

B: Thank you Jonathan. It really is a pleasure to be here today. It has been three years since I visited Beijing ,and it's clear to me that operations here are obviously going from strength to strength.

- B: The Alpha brand continues to grow in leaps and bounds in China, and that is certainly down to the hard work of all of you here. So congratulations to all of you.
- B: I'd like to start by outlining the key points of my presentation this afternoon and giving you an idea of the topics that will be discussed. The presentation today is divided into five main parts.
- B: First of all, I'd like to briefly touch on the background of the new x420 line; how the whole concept has come about and how the new product fits into our existing brand line.
- B: Secondly I'd like to present data on projected sales for the x420. We will then go on to discuss our key rivals in this sector. Then I would like to go on to outline the campaign concept for the x420.
- B: Finally I'm happy to open up the discussion for any questions or points you might have for me.

Key Vocabulary

strength

N

a quality or feature that makes someone or something

first of all	<i>P</i>	phrase used to introduce a series of ideas, starting with the first one
go on	<i>I</i>	continue, go forward
Finally	<i>f</i>	at last
launch	<i>V</i>	to begin
overview	<i>N</i>	a general explanation
strength to strength	<i>P</i>	more and more successful

Supplementary Vocabulary

Powerpoint Presen- tation	<i>N</i>	A presentation using a computer program called powerpoint
Projector	<i>N</i>	a machine used to project a large digital image onto a plain white surface

Podium	<i>N</i>	a small usually wooden table used to hold a microphone for use of a speaker
Speech	<i>N</i>	a public discourse
Graph	<i>N</i>	A graphic image that represents variations and numbers

Daily Life - Getting A Nanny (C0272)

Grace: Hey Mel! Are you up for some tennis today?

Mel: Sorry, I can't! I have to go to work, pick up Jake and Maddie from school, and make them an afternoon snack, then take Jake to soccer practice and Maddie to dance class.

Grace: You sound exhausted. Maybe you should hire a nanny to help you out! She can pick the kids up and take them to their after-school activities. She can also help you do some household chores, and run some errands.

Mel: Oh, I don't know... it's hard to find the right nanny. You have to consider her previous work experience, the responsibilities you give her, and how she interacts with the kids. I would love to have someone to help me out, though.

Grace: I think you should definitely consider it! This way you won't have to juggle such a busy schedule, and you'll still get to spend time with the kids in the evenings. I can refer you this great nanny Amy. She used to work for my neighbors, before they moved away. She's very responsible, a good cook, and great with kids.

Mel: Oh, that's great. Thanks Grace. Can you give me her number? I'll talk it over with Dan and give her a call tomorrow. Maybe this way I won't be so tired every day, and Dan and I might even get to go on a date once in a while

.

Key Vocabulary

exhausted	<i>A</i>	very tired
hire	<i>V</i>	to give work
nanny	<i>N</i>	a woman who is paid to care for a young child
chore	<i>N</i>	a small job that is done regularly
errand	<i>N</i>	short journey that you take to do or get something
juggle	<i>V</i>	to do several things at the same time
refer	<i>V</i>	to send someone to a person or place for treatment

Supplementary Vocabulary

Babysitter	<i>N</i>	A person that looks after kids when their parents are not home
Domestic Help	<i>N</i>	Any person that is hired to work at a residence
Minimum Wage	<i>N</i>	The lowest legal wage a person can earn either hourly or monthly
Maid	<i>N</i>	A woman that helps with the household chores such as cleaning and cooking
Butler	<i>N</i>	A man that helps with the household chores such as cleaning and cooking

The Weekend - The Zodiac and Horoscopes (C0273)

Angela: Hey Lydia, what are you reading?

Lydia: I'm looking at my horoscope for this month! My outlook is very positive. It says that I should take a vacation to someplace exotic, and that I will have a passionate summer fling!

Angela: What are you talking about? Let me see that... What are horoscopes?

Lydia: It's a prediction of your month, based on your zodiac sign . You have a different sign for the month and date you were born in. I was born on April 15th, so I'm an Aries. When were you born?

Angela: January 5th.

Lydia: Let's see... you're a Capricorn. It says that you will be feeling stress at work, but you could see new, exciting developments in your love life . Looks like we'll both have interesting summers!

Angela: That's bogus. I don't feel any stress at work, and my love life is practically nonexistent. This zodiac stuff is all a bunch of nonsense.

Lydia: No it's not, your astrology sign can tell you a lot about your personality. See? It says that an Aries is energetic and loves to socialize.

Angela: Well, you certainly match those criteria, but they're so broad they could apply to anyone. What does it say about me?

Lydia: A Capricorn is serious-minded and practical. She likes to do things in conventional ways. * laughs * That sounds just like you!

Key Vocabulary

horoscope	<i>N</i>	future predictions based on person's birth
outlook	<i>N</i>	forecast; the way that a person thinks about things
fling	<i>N</i>	short romantic relationship, a romantic encounter

Aries	<i>N</i>	the first sign of the zodiac
Capricorn	<i>N</i>	the 10th sign of the zodiac
zodiac	<i>N</i>	12 imaginary areas in the sky
astrology	<i>N</i>	the study of how the positions of the stars affect our being

Supplementary Vocabulary

Psychic	<i>N</i>	a person who professes an ability to perceive information hidden from the normal senses through extrasensory perception
Tarot	<i>N</i>	Any of a set of cards depicting vices, virtues, and elemental forces, used in fortunetelling.

Fortune Teller	<i>N</i>	A person that is able to predict your future by reading cards or your hands
Voodoo	<i>N</i>	a religious tradition originating in West Africa, also called black magic
Oracle	<i>N</i>	a person or agency considered to be a source of wise counsel or prophetic opinion

The Office - Presentation Series 2 - Talking about numbers, charts and graphs (C0274)

Mr Ford: As all of you are well aware, competition in the laptop computer sector is intense.

Mr Ford: We continue to fight with our competitors for market share, and this is the case both in the developed markets in the West, as well as more developing markets in Asia and Africa.

Mr Ford: You may ask yourself, why is this market so cut-throat? Well the answer is simple. There is a huge untapped potential market out there ,with a huge untapped potential for profit.

Mr Ford: If I bring up the first graph here, it shows the increase in terms of number of computer owners across the globe.

Mr Ford: As you can see in the 1980's computer ownership amounted to around 0.5% of the total world population. Since the 1990's, computer ownership has risen dramatically.

Mr Ford: In the new millennium we saw an even larger explosion in computer owners , with figures rising to around 4- 5%, an increase of 1000 % percent compared with the 1980's .

Mr Ford: If we move on to discuss the figures for China specifically we can see in Chart B that the overall figure for computer ownership stands at around 60 million, which represents a huge increase in a very short time period.

Mr Ford: Now of course 60 million is just a drop in the ocean if you compare the total population of China, and this is a key reason why the personal computer market is such a hot market.

Mr Ford: For us at Alpha, and of course for all our competitors as well, we have millions of potential customers who are looking to join the internet generation.

Mr Ford: If we do this right we really can reap huge rewards in a very short time frame. I'd now like to move on to discuss the x420 brand itself, and compare and contrast with some of our key competitors.

Key Vocabulary

amount to	<i>P</i>	to turn out to be
dramatically	<i>R</i>	in a sudden and extreme way
stand	<i>V</i>	represent
reap	<i>V</i>	to get something as a result of something
cut-throat	<i>A</i>	situation in which people compete in an unpleasant way

Supplementary Vocabulary

pie chart	<i>N</i>	a circular chart divided into sectors, illustrating proportion
bar graph	<i>N</i>	a chart with rectangular bars with lengths proportional to the values that they represent.

line chart	N	a two-dimensional scatterplot of ordered observations where the observations are connected following their order.
market share	N	the proportion of industry sales of a good or service that is controlled by a company.
sales forecast	N	the estimate of upcoming or future sales

Daily Life - Kitchen Appliances (C0275)

A: I have been looking at this online catalog for over an hour and I still haven't finished getting all the kitchen appliances that we need!

B: What are you getting?

A: Well, the first thing on my list is a new blender. I decided to also get a juicer and a new coffee maker.

B: Don't forget to also get a new mixer. I lent the old one to my brother and he broke it.

A: Yeah I know. I also decided to throw away the old toaster and get a new one. I am also getting a rice cooker and steamer to make some nice steamed fish or veggies.

B: I'm actually thinking of completely refurnishing the kitchen and getting a new stove, oven, dishwasher and trash compacter.

A: That's a good idea ! The kitchen will look amazing!

Key Vocabulary

blender	<i>N</i>	a machine used for cutting food and ice and mixing
juicer	<i>N</i>	a machine used for making juice
mixer	<i>N</i>	a machine used for mixing things
toaster	<i>N</i>	a machine used for toasting bread
dishwasher	<i>N</i>	the machine used for washing dishes

Supplementary Vocabulary

microwave oven	<i>N</i>	an oven that uses waves to heat food
sandwich maker	<i>N</i>	small appliance used to press and heat bread to make sandwiches
fryer	<i>N</i>	machine that can heat up cooking oil to fry food

slow
cooker

N

a pot that uses low continuous heat to cook food

Daily Life - Telephone Services (C0276)

A: Telco Mobile, how can I help you?

B: Yes, I'd like to activate my voice mail service please.

A: Certainly sir, we currently have a special promotion where we include voice mail services ,call waiting and also three way calling.

B: Sure that sounds great! Are there any other fees?

A: Not at all. No hidden fees or surcharges, it is a flat monthly rate.

B: Perfect. I also wanted to know if there is any call forwarding service? I am usually out of town and would like my calls to be forwarded to a local number.

A: Yes of course. We can activate all these services in about an hour.

Key Vocabulary

to activate	<i>V</i>	to cause a device to start working
promotion	<i>N</i>	something done to make people aware of a product
surcharge	<i>N</i>	money that be paid in addition to the regular
surcharge	<i>N</i>	money that be paid in addition to the regular

Supplementary Vocabulary

ringtone	<i>N</i>	the sound made by a cell phone when it receives a call
smartphone	<i>N</i>	a phone that has more features than a traditional cell phone, including web browser, in-phone cameras, and different applications
headset	<i>N</i>	worn on the head to help you speak and listen while not holding your phone

rebate	<i>N</i>	a partial refund, a discount
contract	<i>N</i>	an agreement between two or more sides that has specific terms
hands-free	<i>A</i>	something that makes you able to use it without hands

The Office - Presentation Series 3 - Making Comparisons (C0277)

Mr. Ford: Now a key question you might ask yourself is what differentiates the new x420 line with our previous models, and also of course with some of our competitors.

Mr. Ford: In other words what makes the x420 stand out from all the others? This is a key question, and is something I'd like to explore in a little depth. Firstly, the x420 has a range of USPs that really make it a cut above the rest.

Mr. Ford: The first thing to mention is that the x420 is the first in a new generation of ultra-light laptop computers. It is only 2lbs, which compares very favorably with all our key competitors. In terms of computer performance, for such a light machine it's very powerful. 4Gb of RAM, with an ultra-fast processor.

Mr. Ford: The most advanced video and sound cards on the market are installed with a crystal-clear 15-inch LCD display. The x420 really stands out as next generation laptop. Compared with our previous x540 range it really is in a league of its own .

Mr. Ford: Now, if we go on to look at projected sales for the x420 we can see that sales revenue for 2010 is expected to hit at least 20 million dollars. Now this is really a conservative estimate.

Mr. Ford: If our marketing campaign is successful I'm confident that we could see a doubling of this figure at the very least. Now please bear in mind that this is only for the first year of production.

Mr. Ford: I'm certain that in the coming three years the x420 will actually overtake all our existing products, both in terms of sales and revenue. Okay, now let's move on to discuss our marketing concept and look more closely at our key competitors.

Key Vocabulary

a cut above	<i>P</i>	better than
crystal-clear	<i>A</i>	perfectly clear
bear in mind	<i>N</i>	remember
differentiate	<i>V</i>	recognize or show the difference
in other words	<i>P</i>	take another way to say
stand out	<i>P</i>	very noticeable
in a league of its own	<i>P</i>	the best;have no competitor

Supplementary Vocabulary

revenue	<i>N</i>	the amount of sales, in dollars (or other currency)
market share	<i>N</i>	how much of the market is occupied by sales of a certain product

breakthrough *N*

creative, innovative
technology

generate *V*

to come up with

Global View - At The Car Dealership (C0278)

A: Hi there! I am looking for a new car. I have this old Ford Pinto that I would like to trade in.

B: I see. You are in luck this month because all of our models are on sale! it is a perfect time to buy a new car since it's the end of the year,

A: Perfect! I like this one.

B: That is the Ford Focus. A very light but powerful vehicle. It comes with dual side airbags, power steering and power windows, tinted windows and your choice of either automatic or manual transmission.

A: Sounds like a good car! How many miles to the gallon?

B: It is a very fuel efficient vehicle giving you about 34 miles in the city and 40 on the highway.

A: That is really convenient. Especially now that fuel prices are so high! What's under the hood?

B: A very powerful 2.5-liter turbocharged engine, Trust me, this car is fast!

A: Now for the most difficult question. What is the price tag for this lovely vehicle?

B: Very affordable sir. You can take it out of this lot today with 0% down payment and no interest for the first year! You can test drive it now and we can sign the papers when we get back.

A: Great! Let's do it!

Key Vocabulary

trade in	<i>P</i>	something that you sell as part of payment for new
miles	<i>N</i>	unit measuring distance
fuel	<i>N</i>	something that can be turned into energy
down payment	<i>N</i>	first payment that you pay when buy something
interest	<i>N</i>	money paid by a borrower for the borrowed money

Supplementary Vocabulary

lemon	<i>N</i>	something that is sold, that seems like a good deal but actually does not work the way it should
warranty	<i>N</i>	a guarantee on something sold, that would pay for a certain amount of damage to the product
limited-time offer	<i>N</i>	a promotion that is only available for a certain amount of time
rip off	<i>V</i>	to give someone a bad deal
ripoff	<i>N</i>	a bad deal

Global View - Drugs (C0279)

A: Hey man, you wanna buy some weed?

B: Some what?

A: Weed! You know? Pot, Ganja, Mary Jane some chronic!

B: Oh, umm, no thanks.

A: I also have blow if you prefer to do a few lines.

B: No, I am ok, really.

A: Come on man! I even got dope and acid! Try some!

B: Do you really have all of these drugs? Where do you get them from?

A: I got my connections! Just tell me what you want and I'll even give you one ounce for free.

B: Sounds good! Let's see, I want.

A: Yeah?

B: I want you to put your hands behind your head!
You are under arrest!

Key Vocabulary

weed	<i>N</i>	a drug, Marijuana
come on	<i>P</i>	to ask someone to do something (informal)
connection	<i>N</i>	A person, especially one of influence or importance, with whom one is associated
under arrest	<i>P</i>	the act of legally taking someone to jail

Supplementary Vocabulary

illicit	<i>A</i>	illegal, not authorized
undercover	<i>A</i>	to work under the disguise of someone else
rehab	<i>N</i>	a place to recover from addiction

withdrawal	<i>N</i>	to stop using something; the feeling you get when you stop using drugs
craving	<i>N</i>	a desire to do something (eat, do drugs, smoke, etc.)
high	<i>N</i>	a feeling you get when you are on drugs
hallucinate	<i>V</i>	to have hallucinations, where your brain imagines things that are not there

The Office - Presentation Series 4 - Discussing the Competition (C0280)

Mr. Ford: Now, of course, with all this cutting-edge technology there must be a catch, you might ask yourself. I bet the retail price will be too much for most consumers, you might say. Well, you'd be wrong!

Mr. Ford: Yes, of course the x420 is aimed at the luxury market, but if you compare the price of our leading competitors, the x420 represents incredible value for money. At only 15,000RMB it is far more affordable and far more attractive than almost every leading brand and model.

Mr. Ford: So, what differentiates us from our competitors? Well, if we compare Orange's luxury MP40 range then we can really highlight some of the differences.

Mr. Ford: Now, of course Orange has an enviable record for producing revolutionary and top class products, and I must admit the MP40 is a breathtaking machine. However, for most consumers the MP40 is simply far too expensive to consider.

Mr. Ford: Compared with the x420 it is more expensive and there's no doubt that considering the quality and workmanship that goes into the x420 we really win hands down on value for money.

Mr. Ford: Also, if you compare the after sales service we offer I think we can proudly boast the best customer service facilities in the whole lap-top sector. As opposed to most of our rivals, we guarantee quality, we guarantee service and we guarantee reliability.

Mr. Ford: The questions we must ask ourselves are " What does the Alpha brand stand for? and also " How can we set ourselves apart from our competitors? The answer to both of these questions is the same my friends.

Mr. Ford: Alpha stands first and foremost for quality, for excellence and for service. If we always stick to this philosophy then I'm confident that we will really be able to expand our market share significantly. Okay, let me move on now to give you an idea of our marketing campaign for the x420

Key Vocabulary

cutting-edge	<i>A</i>	the newest and most advanced
catch	<i>N</i>	hidden problem that makes something complicated
aim	<i>V</i>	to direct (something) at a particular goal
differentiate	<i>V</i>	to make different in some way
highlight	<i>V</i>	to make or try to make people notice
enviable	<i>A</i>	causing envy ; very desirable
foremost	<i>A</i>	most important

Supplementary Vocabulary

high-end	<i>A</i>	at the top level of consumer purchases, aimed at luxury and high-quality markets
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outsource	<i>V</i>	to send a job somewhere else, often overseas
hotline	<i>N</i>	a phone number people can call to get help any time of day
motto	<i>N</i>	an expression that is the guiding principle of a person or organization
trademark	<i>N</i>	something (symbol, logo, phrase, etc.) that distinguishes one company's product from its competitors