

Trade fair

3 MEDIATION

NoviComm is an international company providing network security systems. Marc Young of NoviComm USA Inc is discussing next year's it-sa with Ines Hauptmann of NoviComm Deutschland AG.

Work with a partner. Mediate between Marc and Ines and prepare the dialogue for a presentation. Use the exercise sheet in your home drive.

Ines

You

Marc

Stimmen Sie mir zu, dass die it-sa die beste Messe ist, um unsere neue Firewall-Software vorzustellen?

Ines asks if you agree that it-sa is the best trade fair to present our firewall software?

Das ist richtig. Sie sind also damit einverstanden, dass NoviComm Inc. die Hälfte der Kosten bezahlt?

That's right. Would you agree that NoviComm Inc. pays half of the expenses.

Ich finde, wir sollten €150.000 für die Kosten des Messestandes und der Konferenzeinrichtungen bereitstellen.

I think we should budget 150.00€ for the expenses of the stand and the installation of the conferencing equipment.

Nein. Wir müssen zudem noch die Katalogwerbung und die Plakate in der Ausstellungshalle bezahlen.

No. Additionally we have to pay the public relations.

Ja, das geht in Ordnung. Wir haben einige Mitarbeiter, die ausgezeichnet Englisch sprechen. Wir müssen aber sicherstellen, dass sie gut über den amerikanischen Markt informiert sind.

Yes that's alright. We have a lot of employees speaking excellent english. We have to make sure they are well informed about the american market.

Gut. Nun, ich glaube, das ist alles, worüber wir im Augenblick sprechen müssen, nicht wahr?

Fine. I think that's all for the moment, isn't it?

Yes, I think so. it-sa is the best place for us to reach a global market.

Marc stimmt zu. Itzehoe ist der beste Ort für uns den globalen Markt zu erreichen.

Yes, I think that's fair. What do you suggest as a realistic budget?

Ja, ich denke das ist fair.
Was würden sie als realistisches
Budget vorschlagen?

Does that figure include travel and accommodation for stand personnel?

Deinhaltet die Zahl die Anreise
und Unterbringung unseres
Standpersonals?

Right. Can we use your marketing personnel on the stand? It's too expensive to send lots of my people from the USA.

Richtig. Können wir ihr Vorpersonal an Stadt
vermieten? Es ist zu teuer viele meiner Mitarbeiter
auf der US zu schicken.

Fine. I'll ask my assistant to prepare some information for them. And I'll attend the fair myself, of course.

Yes. We can discuss the details

Yes. We can discuss the details by email. I'll be in touch. Bye for now.

Ja. Wir können die Details per E-Mail besprechen. Ich werde mich melden, wenn wir wieder online sind.



4 TRADE FAIR PLANNING

- 1 Work in a small group. Choose a product (hardware, software or a service) that you want to present at a trade fair.
- 2 Use the table below to plan your trade fair participation. Work to a budget of (a) € 30,000 and (b) € 60,000.
- 3 Present your plans to the class.

| Stand | | |
|---|--|---|
| Stand 1 Basic version € 10,000 | Stand 2 Basic version + presentation facilities € 20,000 | Stand 3 Basic version + presentation facilities + information desk € 30,000 |
| Accommodation and travel | | |
| 2 employees € 2,000 | 6 employees € 5,000 | 10 employees € 8,000 |
| Presentations | | |
| Product presentations on stand no extra charge | Live TV show on stand € 8,000 | Product presentations in conference room € 9,000 per hour |
| Advertising | | |
| Leaflets handed out in exhibition hall € 2,000 | Colour ad in catalogue € 5,000 | Poster or banner at entrance to fair € 8,000 each |
| Review | | |
| Counting business cards no extra charge | Questionnaires for visitors no extra charge | Counting sales enquiries no extra charge |

5 BETTER PRODUCT PRESENTATIONS

Trainees are listening to a talk about product presentations. Listen to the recording, then complete the summary below.

Preparation is the key to a good presentation. A product presentation consists of three parts: the introduction (15 per cent of the whole presentation), the body (75 per cent) and the conclusion (10 per cent). Begin with an attention grabber to establish a positive contact with the audience. The body of the presentation points out the features and benefits of the product. Use your stronger and more persuasive first but save the best point until last. In the conclusion, summarize the main points you made in the body of the presentation. Finish with a short, memorable statement.