

Task 3 (12 marks)

Cherie has just shown Bonnie and Julian a draft of her PowerPoint slides for the presentation. Bonnie and Julian are now giving her some feedback. Listen to the conversation and make notes in the notesheet below. One has been provided as an example. You now have 30 seconds to study the task. At the end of the task, you will have one minute to tidy up your answers.

Answers written in the margins will not be marked.

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Suggested additional PowerPoint slides**Downsides of having an Expo**

- (32) _____
- (33) _____
- (34) _____

Why countries want to hold an Expo

- To promote (35) _____
- To build up the national image (example) _____
- To attract (36) _____

Suggestions for the layout of PowerPoint slides

- (37) _____
- (38) _____
- (39) _____
- (40) _____
- (41) _____
- (42) _____
- (43) _____

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END OF TASK 3

□ /12

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END OF TASK 3

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Part B**Situation**

You are Nico Lin. You work for Events Horizon, a company which organises large public events. You are part of a committee responsible for organising the Victoria Cup, a professional women's tennis tournament. In order to promote the Victoria Cup to the public, the head of the Victoria Cup project team, Anthony Au, is keen to ensure that the tournament is a success.

You will listen to a Zoom meeting between a young tennis star called Lara Taranova, her agent Victor Laurent and Anthony Au.

Before the recording is played, you will have five minutes to study the Question-Answer Book and the Data File to familiarise yourself with the situation and the tasks.

Complete the tasks by following the instructions in the Question-Answer Book and on the recording. You will find all the information you need in the Question-Answer Book, the Data File and on the recording. As you listen you can make notes on page 3 of the Data File.

You now have five minutes to familiarise yourself with the Question-Answer Book and the Data File.

B2**Contents**

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| 4 | 2. Email from Anthony Au to Nico Lin |
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| 5 | 4. Hong Kong Charity Google Forms |
| 6 | 5. Minutes of the Victoria Cup Committee meeting |
| 7 | 6. Letter to the Editor of the <i>Hong Kong Press & Journal</i> from Ms. Geeta Singh |
| 8 | 7. Transcript of phone conversation between Sana Javed and Leon Barnes |
| 9 | 8. <i>Bon Accord News</i> article 22 April 2021..... |
| 10 | 9. Interview with singer Summer Li from <i>Sonic Attack</i> online magazine |

File **Message**

X **Reply** **Forward** **Move** **Mark Unread** **Follow up**

To: Nico Lin
From: Anthony Au
Subject: The Victoria Cup – Things to do

Sent: Friday, April 23, 2021 10:18 AM

Dear Nico,

These are the three things that I'd like you to do in preparation for the Victoria Cup.

Volunteer Ball Kids
We have decided to choose Changing Young Lives to provide the volunteer ball kids for the Victoria Cup. You need to write an email to Gilbert at Refugee Sanctuary explaining:

- Why we didn't choose them i.e. which job requirements they don't meet
- Ways that we can contribute to their charity and what Lara has offered to do.

You may want to start by looking at the notice we sent to the charities.

Task 10

Letter to the Editor from Ms. Singh
You may have seen the letter to the editor in the *Hong Kong Press & Journal* from a Ms. Geeta Singh complaining about various issues. Please write a letter to the editor in response to Ms. Singh's letter reminding the readers of Ms Singh's complaints and stating our responses to them. You may have to look at the transcript that Sana made of her conversation with Mr Barnes.

Email to PR Department about Promotional Poster
Our promotional poster for the Victoria Cup has received criticism. Please send an email to Alfred Roi at the PR department making sure that he understands exactly why the poster has to be redesigned.

Anthony Au
Project Leader
Events Horizon

DF41

Exclusive: Sponsor Joins Chorus of Criticism of Victoria Cup Advertising Campaign

Our reporter understands that Sportrite are considering withdrawing their corporate sponsorship of the Victoria Cup following a controversial poster campaign promoting the event. The poster in question featured an image of Suzie Gilmour, ranked number 80 in the world, posing according to one insider, "like an amateur model". A spokesman for the company, Tim Lewis, revealed that the sponsors had made their expectations very clear to organisers Events Horizon:

"We have made it clear to Events Horizon that this was certainly not who we expected to be on the poster. We expected the highest-ranking player." Mr Lewis added, "We requested a photo of the player in action on the tennis court, not posing like some sort of high fashion supermodel. At present we certainly don't think the poster is aligned with our company's aim and vision."

Online poll result

Is the poster appropriate?
Yes 12%
No 88%



Suzie Gilmour in the poster

Mr Lewis went on to explain that Events Horizon were in breach of contract for not including the Sportrite company logo or their slogan "follow your sporting dreams".

We tried to contact Lara Taranova through her agent Victor Laurent but she was unavailable for comment.

Comments

Dan123 - There's nothing wrong with using natural female beauty and elegance to attract fans to the event. Those who are criticising this poster are probably jealous that they will never be as beautiful or successful as this woman.

MarkW - @Dan123 you are in the minority with your views on this. I doubt that you're a real tennis fan. If they want to really create a genuine interest in women's tennis as a sport, they should be using the player's sporting talents and achievements, not their appearance, to promote their event to the public.

Eekamouse - Right on. Good to see some famous celebs saying the same. Check out this interview with Summer Li in *Sonic Attack*.

Sonic Attack Reporter: Summer, you have been known in the past for speaking up against what upsets you from the things you see. What's upset you recently?

Summer: A good question. Lots of things. Oh I know, a poster I just saw for the Victoria Cup.

Sonic Attack Reporter: Really? I think I know which one you mean. What upset you most about it?

Summer: What upset me even more than the image on the poster was the slogan.

Sonic Attack Reporter: What was the slogan again? Something like "look like a woman, play like a man"?

Summer: Yes. I can barely repeat it. It makes me so angry.

Sonic Attack Reporter: Why? Why does it annoy you so much?

Summer: Well first of all, women shouldn't feel that they have to look a certain way.

Sonic Attack Reporter: Yeah, totally.

Summer: I mean, to fit this narrow mainstream perception of beauty. You know the usual one we're bombarded with. Plus, there's no reason in the world why women tennis players should aspire to play like men.

Sonic Attack Reporter: Yeah I know, that's such a lame thing to put.

Summer: You know, it's like – as if that's the best thing – the ultimate – the highest achievement a woman can achieve, to be like a man. Really! Who did the poster? Who are the promoters?

Sonic Attack Reporter: I think they're called Events Horizon.

Summer: Yeah which century do they think they're living in?



THIS IS THE LAST PAGE OF THE PART B2 DATA FILE

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END OF TASK 10

END OF PART B2

Answers written in the margins will not be marked.

F6 MSL2

Name: _____

School: _____ []

Task 10: Email to PR Department (18 marks)

Write an email to Alfred Roi at the PR Department using information from the B2 Data File and your notes. Write around 150 words.

To: Mr. Alfred Roi

Subject: _____

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