



COMMUNICATION

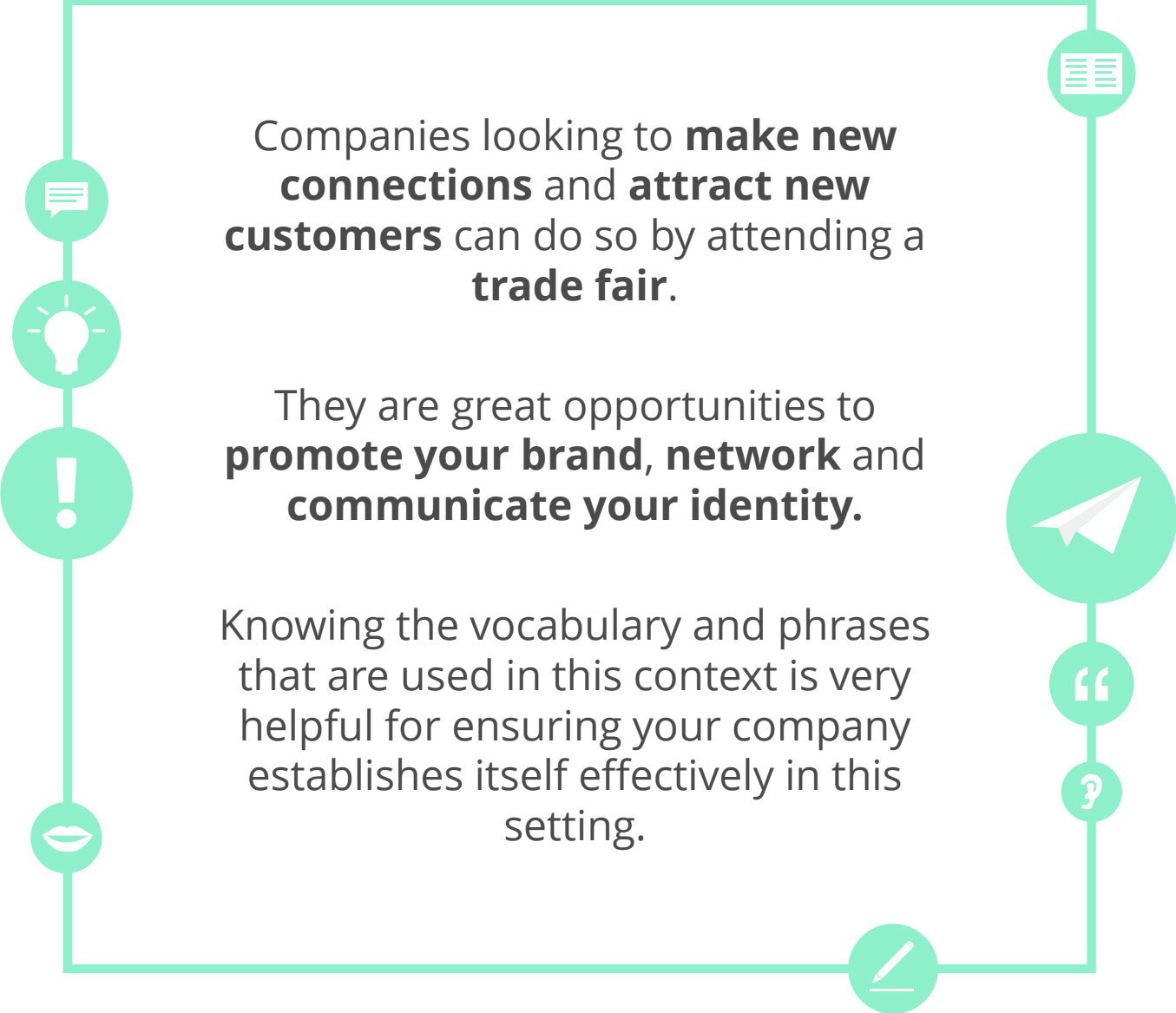
English



Goals

- Can understand typical terminology related to different types of trade fairs
- Can use new phrases and understanding to present my own ideas in a persuasive way





Companies looking to **make new connections** and **attract new customers** can do so by attending a **trade fair**.

They are great opportunities to **promote your brand, network** and **communicate your identity**.

Knowing the vocabulary and phrases that are used in this context is very helpful for ensuring your company establishes itself effectively in this setting.

trade fairs

Trade fairs can be extremely useful events. They allow the representatives of a company to gather with others from the industry or people from the public.

They are great opportunities for **networking** and **showcasing new products and services**.

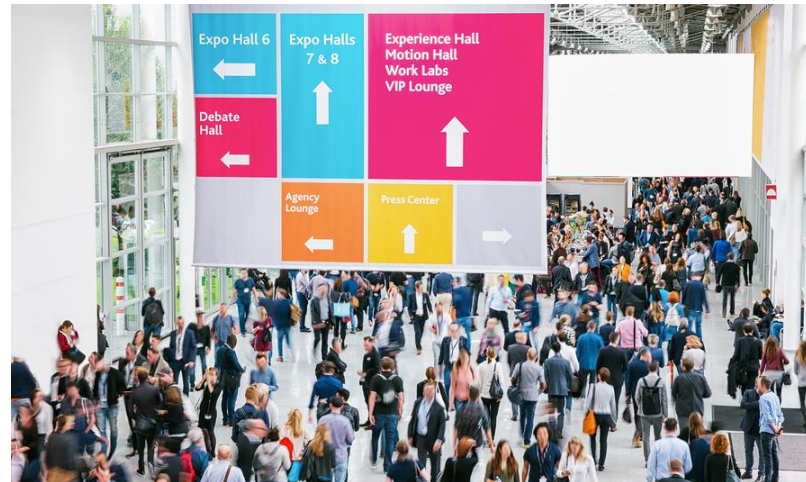


Trade fairs can take many different forms. Companies might have different **objectives** when attending different types of **trade fairs**.

trade show

expo

Trade fairs can also be referred to as **trade shows** and **expos**.



You might hear all of these terms being used interchangeably.



Useful language for trade fairs

to promote

It will be a magnificent opportunity **to promote** our newest product.

business card

Let me give you my **business card**.

to take part

The company wants **to take part** in a trade fair in August.

to network

Bill found a great opportunity **to network** with other companies at the trade fair.

marketing

What specific **marketing** goals should we focus on in the coming six months?

stand

Would you like to book a **stand** at the trade fair?



Trade fairs

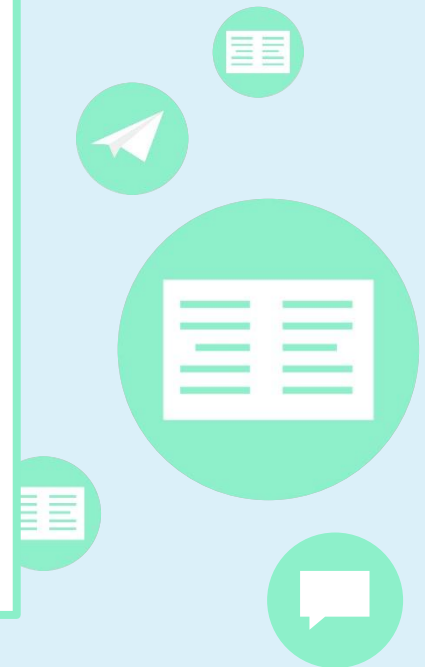
Organising or attending a trade fair can be a valuable experience for businesses looking to **spread awareness** of their brand, **make connections** in the industry or simply **attract new customers**. They can also be a great opportunity to **keep up-to-date** with what the competition in the industry is up to. Trade fairs are events which bring people in similar fields together to talk, share ideas and **promote** what they are doing. They are **hubs** of ideas and **networking**, and can take many different forms.





Trade fairs

Some trade fairs are events which focus on companies from a specific industry, with the intention of **showcasing** and introducing new products and services. These types of trade fairs are not typically open to the public, and are attended by representatives from companies, officials and the press. Because of this, they are often referred to as **business-to-business (B2B)** events and are great opportunities for workers in an industry to network.





Introducing yourself

When meeting strangers at events like trade fairs it is very important to make a positive first impression. In the business world it is considered typical to shake hands, smile and maintain eye contact during a conversation.



Good first impressions are key at events like trade fairs.

Shaking hands is a good way to make a strong first impression.



Answer the questions

Answer these questions with your teacher.



1

What is a trade fair?

2

How can a company benefit from having a stand at a trade fair?

3

Have you ever been to a trade fair?



Your experience

Talk to the teacher about your own experience at trade fairs.

Do you find them engaging and useful?





Answer the questions

Imagine you are a company representative at a business-to-business trade fair.

- 1) Why is it important to network at this event?**
- 2) What kind of topics would be raised when talking to people in your industry?**
- 3) Why is it useful to have contacts with others in your industry?**





Types of trade fairs

- Trade fairs can take other forms too, with some being more **open to the public** and **the press**.
- These types of trade fairs focus on **making a profit** on sales in addition to showcasing new products.

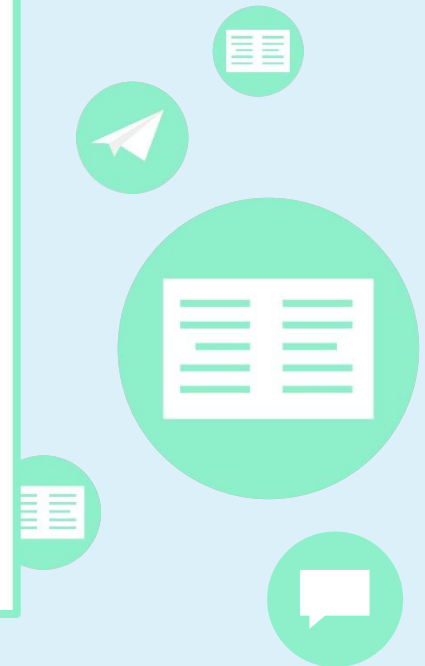
- Trade fairs also differ across industries. For example, the tech industry often uses these kinds of events to promote new gadgets and **unveil new releases**.





Trade fairs

Some trade fairs are more focused on **business-to-customer (B2C)** relations. Stalls and stands at these kinds of events are more catered to showcasing products to the public, as well as selling and marketing them. These events are open to anybody who is interested. They often showcase the newest and most **in-demand** goods in an industry and are great for promotion.





Trade fairs

Communication is key at a trade fair, whether you are there as a company representative or a visitor. Smiling, welcoming visitors, **negotiating deals** and utilising **sales techniques** can help to **maximize the opportunities** available at such an event. Using **persuasive language** can help to convince visitors that a product is worth investing in. Visitors to a trade fair can also maximize their time by asking the right questions and using phrases to negotiate better deals or contracts.





Brainstorm

Look at the situation below.

Your company is trying hard to promote and market a new wireless projector. It is the first of its kind. It allows video from computers, phones or TV to be projected in other rooms onto walls and surfaces.

What questions might you be asked as a sales representative?



Role play

Imagine you are exhibiting at a trade fair. Your teacher will play the role of a visitor. Try to make small talk to generate interest and then try to close some sort of deal.



Visitor: Hi, your product looks interesting...



Visitor: What else can you tell me about...





Dealing with enquiries

You've been approached by a visitor at the trade fair who has made some enquiries about your product. You are not sure of the answer.



How will you proceed?

What is the main priority of sales representatives at trade fairs?



What might a trade fair offer for those who are simply visiting rather than exhibiting?



Questions

Imagine you're visiting a trade fair for your own industry. Write a list of questions that would help you find out more about the products at the fair.

Could you tell me...?

If you could...?

Where/when/why...?

A vertical notepad with a blue spiral binding on the left and several horizontal lines for writing.



Exhibiting at a trade fair

- When organising a stand at a trade fair, it is important to **include eye-catching** marketing in the form of visual posters and signs to help your stall stand out from the crowd.

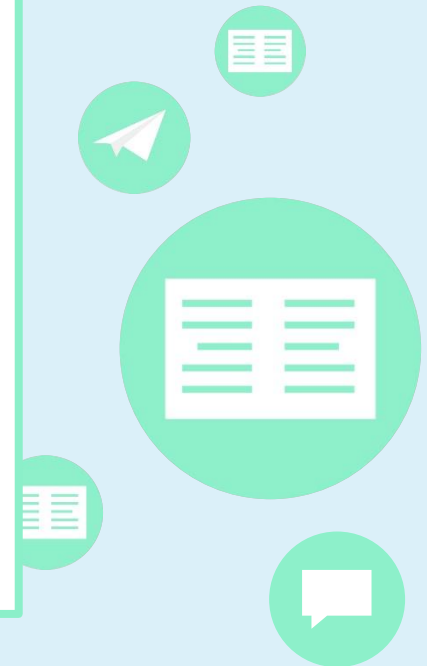
- Having **freebies** (free merchandise) attracts visitors. They will also be reminded of the company in the future whenever they use the merchandise.
- It is also extremely useful to have **business cards**.





Trade fairs

Attending a trade fair can be a **good investment** for a company if they promote themselves effectively. A company's presence should be advertised through **media relations** and **social media** to get the **best returns**. Attending can be expensive – travel, logistics and wages can quickly add up. If **sales leads** are followed up on, and sales are made at the event, a company can ensure they make their investment back, in addition to the **publicity** and promotion the event provides.

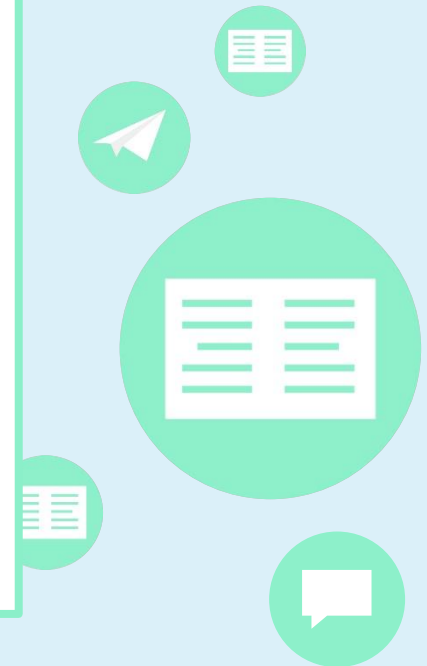




Trade fairs

One of the key goals for a company at a trade fair is to attract more customers. Using **small talk**, welcoming visitors and generally cultivating an atmosphere of **hospitality** are all winning strategies which can make a positive impression in the mind of a potential customer. A large part of making a strong impression is to be organised and equipped with the right tools. Companies must **book a stand**, prepare **marketing** and train their staff to be able to **deal with enquiries**.

Being equipped with **business cards**, good products and a distinctive visual presence all help to welcome visitors and potential customers, enhancing the company's **public image**.





How to stand out

Brainstorm some ways in which you could demonstrate hospitality at a trade fair stand.



Listen carefully

You are in a company meeting where a trade fair stand is being planned and organised. Listen to your colleague's ideas.





Provide feedback



Now provide your colleague with feedback and come up with some of your own ideas for the stand.



Planning an exhibit

Imagine you are planning your own exhibit at a trade fair. What will make it successful? Write a list of criteria.

You should also think of ways to promote your product and attract new customers at the trade fair.





Reflect on the lesson

Take a moment to review any new **vocabulary, phrases, language structures** or **grammar points** you have come across for the first time in this lesson.

Review them with your teacher one more time to make sure you don't forget!





Transcription

Exercise p. 25

One thing we could provide to catch the attention of customers is a big colourful backdrop, with our new wireless projector the focus in the background. We could also have balloons for people to play with as the projector projects them on to a big white board. That would create a lot of excitement and buzz. What do you think?





Write sentences

Write a sentence on each of the topics below, noting how they relate to success at a trade fair.

negotiating

hospitality

advertising

planning a
stand

attracting
customers

networking

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Write an email

Write an e-mail congratulating the sales team on a job well done at the trade fair. Write a list of the things they did well to remind the team what makes a good impression at these events.

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To: salesteam@lingoda.com

Subject: Successful trade fair



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