

MASS MEDIA

GTV, founded in 2000, is a multinational television broadcasting company. Major activities of GTV include free television broadcasting, program production, program licensing and distribution, digital media business and publication. GTV currently runs several free television channels and is one of the largest commercial program production companies in the world.



Chen Ming



The new management trainee at GTV. He needs to work in different program groups during his first year to get familiar with the business and do some basic work such as client reception, business contact, business trip arrangements and meeting participation.



Anne Megan



The manager of the financial program group and the travel program group. She is mainly in charge of the program production and free television broadcasting.



Mary Jones



The manager of the technology and culture program groups. She is mainly in charge of the program production and free television broadcasting.

CASE

1

Who will be the sponsor?



Case briefing

Chen Ming is working as Anne's secretary in the financial program group. They are going to produce a new financial program — "Money Matters", focusing on money management and investment. Three financial companies apply for being the sponsor of the program. Anne wants to know more about the three companies and to choose one to visit for the field trip. She asks Chen Ming to brief her on the three companies.

In this case, Chen Ming should search for information about the three companies, contact the chosen one and create a field trip agenda for Anne. Suppose you are Chen Ming. You probably should:

- present information about the companies
- make arrangements for the field trip

Here is a video clip showing the scene of the case. In the video, Anne is giving Chen Ming more details about the case.



Video clip

1 Watch the video clip and decide whether the following statements are true (T) or false (F).

- 1 Three companies would like to host the program and offer financial support.
- 2 Chen Ming is going to schedule a field trip after Anne makes her decision.
- 3 Chen Ming needs to find out what the companies do, their missions, their development prospects, their sponsorship experience and so on.
- 4 The time for the field trip is next Thursday.

2 How should Chen Ming deal with this case? All of the following items can help him finish the task. Put them in the right order based on Anne's requirements.

- A Schedule a field trip after deciding on one potential company.
- B Keep track of all the information about the three financial companies.
- C Get a good understanding of what the three financial companies do.
- D Make comparisons between the three companies.

Discuss with your partners and try to add more items.



UNIT 1

Present information about the companies

Starting up

Searching for and presenting information about the companies are not only important steps for sponsorship but also common practices for many industries and companies. In this case, Chen Ming is asked to find out more about the three companies according to Anne's requirements and make comparisons. Suppose you are Chen Ming. How would you make comparisons between the three companies?

After learning this unit, you will be able to:

- get the general information about a company from various sources
- get familiar with the two structures of a comparison report
- use transitional words and expressions to make comparison and contrast
- use tenses correctly when presenting different information
- present information about the companies by making comparisons

Taking in

Viewing

To brief Anne on the three companies, Chen Ming has to search for information about them. The following video clip is a part of an interview with Jack Wang from Zhijin Finance. He gives a brief introduction of his company. Watch the interview and get the general information about Zhijin Finance.



Video clip

1 Work in pairs and discuss the following question.

What kind of information would you like to get from an interview about a company?

2 Watch the interview and check (✓) the main points of Zhijin Finance mentioned by Jack Wang.

- 1 Company name
- 2 Company location
- 3 Company history
- 4 Company leadership
- 5 Company mission

Work in pairs and check your answers.

3 Watch the interview again and complete the basic information about Zhijin Finance.

The name of the company is Zhijin Finance. It is a company that 1) _____ to different customer groups in Hong Kong. As a strong financial company, it maintains the 2) _____ of ethical standards. Zhijin Finance was founded in 3) _____. It originated from EasiPay which was established in 2004. It has been developing very fast as it's listed on the Hong Kong Stock Exchange. Its mission is to provide 4) _____ to all the financial needs of customers.



VOCABULARY

be dedicated to 从事于; 献身于

ethical standards 职业操守

commit yourself to 使(自己)致力于

list /lɪst/ v. 使(公司)上市

Reading

Apart from Zhijin Finance, the other two companies, Capitogo and OutLook Group, are also the potential sponsors. Chen Ming has found their introductions from their official websites. Read the two introductions and get the basic information about the two companies.

1 Work in pairs and discuss the following question.

What kind of information do you expect to get when you read a company introduction from the website?

2 Read the introductions of Capitogo and OutLook Group.

About Capitogo >

Capitogo

Being considered as one of the most successful financial organizations in the world today, we were founded on October 9th, 1998, following the \$140 billion merger of Capicorp and Travelers Group to create one of the world's largest financial organizations. Our history can be traced back to the founding of Capitobank in 1980.

Our business operates in many areas. We protect people's savings and help them make purchases that improve the quality of their lives. We work with companies to manage payrolls and export their goods overseas. We also provide financial support for governments at all levels to build sustainable infrastructure.

Our mission is to serve as a trusted partner to our clients by responsibly providing financial services that enable growth and economic progress. We strive to earn and maintain the public trust by constantly sticking to the highest ethical standards.

We attach great importance to sponsorship. With any of Capitogo's sponsorship, we aim to activate it in support of our business and brand while having better engagement with the communities in which we serve. We remain at the forefront of media through innovative partnerships such as a bike-share program and professional leadership forums.



Outlook Group

Over two decades, Outlook Group, the acclaimed “industrial evergreen”, has established itself a large business that works with many industries.

Outlook Group was founded in 1992 by Liu Xin, a renowned Chinese entrepreneur. Outlook Group has remained among the Top 500 Enterprises of China for the past 14 years.

Using its resources and expertise, Outlook Group has constantly moved into new industries and sectors, from feed production to facility building, investing as well as other financial services. Now it is attempting to explore the market of mobile wallet payment services. As a participant in multiple financial markets such as banking, security, Internet finance and fund, Outlook Group is given an AAA credit rating by China Chengxin International Credit Rating Co., Ltd.

Since its founding, Outlook Group has maintained its strong growth. Guided by the Belt and Road Initiative and the Internet+ concept, Outlook Group will see new developments in globalization, internetization and industrial and financial integration.

Outlook Group has been committed to the beautiful vision of evergreen business. It follows the core values “Illuminative, Positive, Normative, Innovative”, and its mission is to build an eco-friendly and sustainable world-class enterprise.

VOCABULARY

merger /'mɜ:dʒə/ n. [C] (企业等的)
合并; 并购

sustainable /sə'steɪnəbl/ a. 可持续的
infrastructure /'ɪnfə'strʌktʃə/ n. [C, U] 基础设施; 公共建设

entrepreneur /,ɒntrəprə'nɜ:z/ n. [C]
企业家

expertise /,ekspə'tɪz/ n. [U] 专门知识;
专门技术

facility building 设备建设



Outlook Group

3 Complete the information sheet by choosing appropriate statements in the box.

- A It's one of the most successful financial organizations.
- B It provides financial services ranging from individual to government.
- C It gains an AAA credit rating by China Chengxin International Credit Rating Co., Ltd.
- D It was founded in 1992 by a renowned Chinese entrepreneur.
- E It attaches great importance to sponsorship.
- F It will see new developments in globalization, internetization and industrial and financial integration.
- G Its mission is to build an eco-friendly and sustainable world-class enterprise.

	Capitogo	OutLook Group
Basic information	1) _____	It is a domestic enterprise and has remained among the Top 500 Enterprises of China for the past 14 years.
History	It was officially founded on October 9th, 1998; however, it could be traced back to the year of 1980.	2) _____
Major business	3) _____	It has constantly moved into new industries and sectors. Now it is attempting to explore the market of mobile wallet payment services.
Market recognition in the financial field	It's considered as one of the most successful financial organizations.	4) _____
Mission	Its mission is to serve as a trusted partner to clients by responsibly providing financial services that enable growth and economic progress.	5) _____
Sponsorship experience	6) _____	
Vision and development prospects		7) _____

4 Work in pairs and discuss which of the companies would be more interesting to visit for the field trip. Explain the reasons.

Preparing for the structure

After getting information of all the three companies, Chen Ming plans to present them by making comparisons. The following sample is a comparison report between Capitogo and OutLook Group. Do the following activities to get familiar with the two structures of a comparison report.

Two structures of a comparison report

1 Work in pairs and discuss the following questions.

- 1 What aspects would you like to compare when you make a comparison report between the three companies?
- 2 How would you structure your comparison report in a clear and logical way?



- 2** There are two structures of a comparison report, subject-by-subject and point-by-point. Work in pairs and discuss which structure the following comparison report of Capitogo and OutLook Group belongs to.

A Subject-by-subject

Begin by saying what you have to say about the first subject, then move on and make all the points about the next subject.

B Point-by-point

Begin by talking about one key point at a time. You might discuss how a certain point relates to all the subjects. Then move on to your next point.

We are going to compare two companies: Capitogo and OutLook Group.

Capitogo is one of the most successful financial organizations. OutLook Group is a domestic enterprise which has remained among the Top 500 Enterprises of China for the past 14 years.

Regarding history, Capitogo was founded on October 9th, 1998. But its history could be traced back as far as to the founding of Capitobank in 1980. Compared with Capitogo, however, OutLook Group was founded in 1992, and it has built its own reputation in China.

As to the major business, Capitogo is a traditional financial organization providing financial services ranging from personal finance to working with governments, whereas OutLook Group, once a feed production enterprise, is new in the financial field.

For market recognition in the financial field, Capitogo is one of the most successful financial organizations due to its merger and long history. Though it is new in the financial field, like Capitogo, OutLook Group has also achieved a lot. It has already gained an AAA credit rating by China Chengxin International Credit Rating Co., Ltd.

In terms of the company mission, Capitogo serves as a trusted partner to clients by responsibly providing financial services that enable growth and economic progress, while OutLook Group aims to build an eco-friendly and sustainable world-class enterprise.

Talking about sponsorship, Capitogo attaches great importance to sponsorship. OutLook Group, conversely, hasn't mentioned its sponsorship experience.

As for the future expectation, Capitogo hasn't mentioned it specifically in its company overview, whereas OutLook Group will see new developments in globalization, internetization and industrial and financial integration guided by the Belt and Road Initiative and the Internet+ concept.

Sharpening the skills

Chen Ming has learned the two structures of a comparison report. However, he may still have difficulties in making comparison and contrast. Do the following activities to learn how to use transitional words and expressions to make comparison and contrast.

Using transitional words and expressions to make comparison and contrast

1 Work in pairs. Identify and underline the expressions indicating comparison and contrast.

- 1 Capitogo was founded on October 9th, 1998. But its history could be traced back as far as to the founding of Capitobank in 1980. Compared with Capitogo, however, OutLook Group was founded in 1992, and it has built its own reputation in China.
- 2 Talking about sponsorship, Capitogo attaches great importance to sponsorship. OutLook Group, conversely, hasn't mentioned its sponsorship experience.
- 3 Though it is new in the financial field, like Capitogo, OutLook Group has also achieved a lot. It has already gained an AAA credit rating by China Chengxin International Credit Rating Co., Ltd.

2 Complete the following sentences about Zhijin Finance and OutLook Group with the transitional words below.

similarly while though

- 1 _____ they have a comparatively short history, both Zhijin Finance and OutLook Group developed fast and achieved a lot.
- 2 Zhijin Finance is a strong financial company in the industry; _____, OutLook Group has gained an AAA credit rating by China Chengxin International Credit Rating Co., Ltd.
- 3 Zhijin Finance and OutLook Group have different visions. Zhijin Finance is going to be one of the leading financial companies in the world, _____ OutLook Group will see new developments in globalization, internetization and industrial and financial integration.

SKILLS

When you make comparison and contrast, transitional words and expressions play an important role to help you move smoothly from one subject to another. They enhance logical organization by helping the readers know the relationship between the previous and following sentence.

The following are some transitional words and expressions you can use when making comparison and contrast:

Making comparison

like also similarly still
in the same way again

Making contrast

unlike in contrast while
conversely on the contrary
however although/though

Developing the strategies

In making comparisons between several companies, different aspects need to be mentioned such as history, current condition and future plan. Using tenses correctly may help express accurate information. Do the following activities to find out the strategy.

Using tenses correctly for different information

1 Different tenses express different meanings. Work in pairs and discuss whether the following sentences use tenses correctly. Explain the reasons.

- 1 Outlook Group is entering the global landscape in 1997 and setting up its first overseas factory in Vietnam in 1999.
- 2 We plan to set up a subsidiary in Hong Kong for several years, and now we have been listed on the Hong Kong Stock Exchange.
- 3 Guided by the Belt and Road Initiative and the Internet+ concept, Outlook Group saw new developments in globalization, internetization and industrial and financial integration.

2 Complete the following sentences with the correct form of the words in brackets. Sometimes more than one tense is possible.

- 1 Mr. Lester Andrews _____ (establish) Web Applications Inc. in 1998.
- 2 XYZ Consulting _____ (provide) expertise in searching for marketing solutions for businesses.
- 3 Verizon _____ (have) its first commercial launch within two years.
- 4 Today Huawei _____ (be) a global technology company delivering the promise of the digital world to millions of customers.
- 5 Motor Company _____ (get) a profit of \$37,000 by 1903.



STRATEGIES

A company overview often begins with a company summary — this is where you'll briefly sum up everything, and tell your reader what the company is like today. The simple present is often used in this part. You may find expressions like “regularly”, “frequently” and “generally”.

When you present background stories of a company such as the date of founding, people involved and achievements, tenses like the simple past and the perfect tense will be used. Expressions like “last year” and “10 years ago” usually appear with the simple past. Expressions like “since 1991”, “lately”, “recently”, “already” and “before/after/by the time” usually go with the perfect tense.

When you want to show the promising prospects of a company and its future plan, tenses like the simple future and the future perfect may be of great help. You can often spot the expressions like “next year”, “in 10 years”, “be about to”, “be to do” and “plan to do”.

Carrying out

Biz practice

MAKE A COMPARISON REPORT: PRESENT INFORMATION ABOUT THE COMPANIES

In “Taking in”, Chen Ming has got basic information about the three companies through different sources. In “Building up”, he has learned the two structures of a comparison report, how to use transitional words and expressions to make comparison and contrast, and how to use correct tenses for different information.

Suppose you are Chen Ming. You are going to make a comparison report between the three companies and present it to Anne. The following steps may help you with the project.

Step 1 List the key points

Before searching for information about the companies, you can list the key points you need to pay special attention to.

Step 2 Get information

Based on the list of the key points, you can search for information about the three companies provided in “Taking in”.

Step 3 Make an information sheet

After getting information about all the three companies, you need to make an information sheet of the three companies based on the key points. The following is a sample information sheet. Complete the sample sheet with information you’ve got in Step 2.

	Zhijin Finance	Capitogo	OutLook Group
Basic information	A financial company providing financial solutions to the different customer groups in Hong Kong	One of the most successful financial organizations	A domestic enterprise that has remained among the Top 500 Enterprises of China for the past 14 years
...

Step 4 Organize your comparison report

After making the information sheet, you should start organizing your comparison report. There are two structures you can choose from, point-by-point and subject-by-subject. You may refer to “Preparing for the structure” for reference.

Step 5 Write it up

Following the steps above, you can now start writing your comparison report. Be aware of the transitional words and expressions and your tense choice, especially when you are talking about their histories, achievements and development prospects.

Step 6 Revise and reflect

Now, you’ve finished making your comparison report. Before sending it to Anne, you may revise and reflect on your writing based on the following questions.

- 1 Have you included enough information in your comparison report such as history, mission and development prospects?
- 2 Have you organized your comparison report in a clear and logical way?
- 3 Have you used transitional words and expressions when making comparison and contrast of the three companies?
- 4 Have you correctly used tenses to express different information?

Looking beyond



Video clip

In the information search process, Chen Ming finds that Outlook Group attempts to explore the market of mobile wallet payment services. Since mobile payment is a hot topic in China, Chen Ming would like to know more about it. Watch the video clip and find out more about the development of mobile payment.



VOCABULARY

unfathomable /ʌn'fæðəməbl/ *a.*

无法解释的

trillion /'trɪljən/ *n.* [number] 万亿

appetite /'æpə,tait/ *n.* [C] 欲望; 喜爱

harness /'hɑ:nɪs/ *vt.* 利用

ecosystem /'i:keɪsɪstəm/ *n.* [C]

生态系统

eBay 易趣 (知名购物网站)

QR code 二维码

skyrocket /'skaɪ,rɒkɪt/ *vi.* 飞涨; 突然

高升

1 Work in pairs and discuss the following questions.

- 1 Which payment do you prefer to use, cash payment or mobile payment? And why?
- 2 What convenience does mobile payment bring to us?

2 Watch the video clip and decide whether the following statements are true (T) or false (F).

- 1 In 2016 Chinese consumers spent nine trillion dollars in cash payment.
- 2 One thing that's feeding the Chinese appetite for mobile app payments is food.
- 3 Every product in Alibaba's Hema Supermarket is scannable.
- 4 Mobile payment has given rise to a whole new set of business models or industries in China.
- 5 In the early 2009 Alibaba launched Alipay to facilitate user transactions on Taobao.
- 6 Taobao and WeChat are platforms in which dozens of app functions are rolled into one.

Make arrangements for the field trip

Starting up

Making arrangements for different purposes happens every day. Skills like creating a business agenda are necessary. In this case, Anne has decided on one company to visit for the field trip based on the comparison report Chen Ming made. She asks Chen Ming to make arrangements for this field trip. Suppose you are Chen Ming. How would you make arrangements for this field trip?

After learning this unit, you will be able to:

- get specific information like numbers, dates, places and events
- get familiar with the structure of an agenda
- write concise and specific information
- plan agenda items beforehand
- create the field trip agenda

Taking in

Viewing



Video clip

After getting information about the three companies, Anne has made her choice for the visit. The following video clip is a conversation between Chen Ming and Anne. They are talking about Anne's schedule and the field trip. Watch the conversation and get Anne's schedule and information about the field trip.

VOCABULARY

win-win situation 双赢局面

reschedule /ri:'skedʒʊəl/ vt. 重新安排...的时间

1 Work in pairs and discuss the following question.

When you listen to a conversation talking about schedules, what do you need to pay attention to?

2 Watch the conversation between Chen Ming and Anne and answer the following questions by filling in the blanks.

1 Why does Anne decide on Zhijin Finance for the field trip?

Because their _____ match perfectly with the audience of "Money Matters". In addition, GTV would like to _____ their fame in Hong Kong.

2 What is Anne's schedule on Tuesday?

She'll have a meeting with Mr. Smith to deal with an _____ at 10 o'clock in the morning. She'll attend a _____ in the afternoon.

3 How many days will Anne stay in Shenzhen for the international television conference?

She'll stay in Shenzhen for the international television conference for _____.

4 When will Anne meet Mr. Liu for a new program discussion?

The meeting will be _____ when she comes back from the international television conference.

5 When will Anne visit Zhijin Finance for the field trip?

She will do a one-day field trip to Zhijin Finance _____.

3 Watch the conversation again and complete this week's working schedule for Anne.

	Mon.	Tue.	Wed.	Thur.	Fri.
Morning					
Afternoon					

Reading

Once being informed that Anne plans to do the field trip to Zhijin Finance, Chen Ming immediately contacts the company. So, Zhijin Finance has drafted a welcome booklet and asked for GTV's confirmation. Read the welcome booklet and get the detailed information about the arrangements Zhijin Finance made for GTV's field trip.

1 Work in pairs and discuss the following question.

What kind of information do you expect to get from the drafted welcome booklet from Zhijin Finance?

2 Read the welcome booklet drafted by Zhijin Finance.

ZHIJIN
FINANCE

Welcome booklet (drafted)

Welcome to Zhijin Finance
On behalf of all the staff at Zhijin Finance, we would like to welcome you to our company.

This booklet has been designed to provide you with information about your field trip, to answer any queries you may have and to provide you with a good insight into us.

General information about Zhijin Finance
We are a young and thriving company. Our mission is to provide one-stop solutions for all the financial needs of customers. We hope to be continuously innovative and keep up with the changes to satisfy the investors, customers and regulators we serve. We commit ourselves to meeting the customers' expectations by offering a wide range of financial products and services. We hope to be growing, together with you to become a leading financial company in the world.

VOCABULARY

- booklet** /'bʊklət/ *n.* [C] 小册子
on behalf of 作为…的代表
query /'kwɪəri/ *n.* [C] 问题
thriving /'θraɪvɪŋ/ *a.* 繁荣的
rough /rʌf/ *a.* 粗略的; 初步的
qualitative /'kwɒlɪtətɪv/ *a.* 定性的
quantitative /'kwɒntɪtətɪv/ *a.* 定量的
on-site visit 现场参观; 实地探访

Reception plans for GTV's one-day visit (Wednesday, 5th September)

<p>Reception ceremony 9:30 a.m. to 10:00 a.m.</p>	<p>The reception ceremony will be held at the Reception Hall in the Main Building. Ms. Li, Manager of Marketing Department, will receive you and help you gain a rough picture of our company.</p>	<p>Reception Hall, Main Building</p>
<p>Business communication (Part 1) 10:00 a.m. to 12:00 p.m.</p>	<p>Manager of Sponsorship Department Mrs. Shen and Manager of Data Department Mr. Chen will be present. The meeting aims to strengthen a mutual understanding through detailed discussions, including but not limited to:</p> <ul style="list-style-type: none"> • Company advantage analyses and reviews We'll brief you on our company's advantages in the sponsorship cooperation. • Sponsorship type We'll discuss mainly around content partnerships. • Evaluation and future intentions for cooperation We'll discuss our pre- and post-research about the sponsorship with a combination of qualitative and quantitative testing and our future sponsorship intentions of other programs. 	<p>Conference Center, Main Building</p>
<p>Lunch break 12:00 p.m. to 1:00 p.m.</p>		<p>Dining Hall</p>
<p>Business communication (Part 2) (TBC) 1:30 p.m. to 4:00 p.m.</p>	<p>The issues for discussion are to be confirmed.</p>	<p>Conference Room 301, Main Building</p>
<p>On-site visit of the company 4:30 p.m. to 6:00 p.m.</p>	<p>Mrs. Shen and Ms. Li will guide you through an on-site visit of our company. It will give you a direct impression and a better understanding of our working environment and company culture.</p>	<p>Different departments</p>

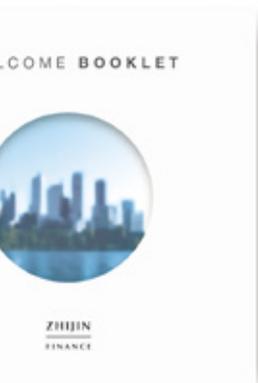
We look forward to welcoming you to Zhijin Finance. If you have any questions or concerns, please let us know. We will always help.

3 Choose the best way to answer the following questions.

- 1 What is the purpose of this drafted welcome booklet?
 - A To offer information about the field trip reception.
 - B To give a brief introduction of the company.
 - C To inform of the conclusion.
- 2 How long will the field trip take?
 - A One day.
 - B Two days.
 - C Three days.
- 3 Where will Zhijin Finance hold the reception ceremony?
 - A At the Welcoming Hall in the Main Building.
 - B At the Reception Hall in the Main Building.
 - C At the Conference Room 301 in the Main Building.
- 4 Which of the following will NOT be discussed in the business communication section (Part 1) according to the booklet?
 - A Content partnerships.
 - B The future intentions for cooperation.
 - C The running time of the advertisement.
- 5 Who will guide the GTV team through the on-site visit of Zhijin Finance?
 - A Ms. Li and Mr. Chen.
 - B Mrs. Shen and Ms. Li.
 - C Mrs. Shen and Mr. Chen.

4 Work in pairs and discuss the following question.

What other issues should be discussed in the business communication section (Part 2)?



Preparing for the structure

After discussing the schedule with Zhijin Finance based on the drafted welcome booklet, Chen Ming is going to create the field trip agenda for Anne. What does an agenda look like? What is its purpose? The following sample is a preparation meeting agenda created by Zhijin Finance for GTV's field trip. Do the following activities to get familiar with the basic structure of an agenda.

Structure of an agenda

1 Work in pairs and discuss the following questions.

- 1 What may an agenda be used for?
- 2 What are the basic elements of an agenda?

2 The following is a preparation meeting agenda created by Zhijin Finance for GTV's field trip. Work in pairs. Read the meeting agenda and find out the elements it includes and their purposes.

<p>GTV's field trip reception preparation meeting agenda</p> <p>This meeting aims to make preparations for GTV's one-day visit on the coming Wednesday. The sponsorship and cooperation with GTV is vital for our future market occupancy and development prospects. Our Vice President Jack Wang, our CEO Li Guowei and related departments will attend the meeting.</p>	8:00-8:10	Welcome and introduction Jack Wang, Vice President	
	8:10-9:10	Opportunities and challenges faced with Zhijin Finance Li Guowei, CEO	
	9:10-9:30	Briefing on sponsorship cooperation with GTV Jack Wang, Vice President	
	9:30-10:00	Briefing on GTV's field trip Li Yan, Manager of Marketing Department	
	10:00-10:30	Preparation for content partnerships Shen Li, Manager of Sponsorship Department	
	10:30-11:00	Briefing on financial conditions Xia Tian, Manager of Finance Department	
	11:00-11:30	Data support for measurement Chen Jun, Manager of Data Department	
	11:30-11:50	Logistic support for GTV's field trip Zhang Min, Manager of Logistics Department	
	11:50-12:00	Closing Jack Wang, Vice President	
	Venue	Conference Center	Attendee

Sharpening the skills

Chen Ming has got the general idea of what should be included on an agenda. However, while creating an agenda, how would he write concise and specific information in fewer words? Do the following activities to learn how to use short phrases and short sentences to write concise and specific information.

Writing concise and specific information

1 Work in pairs and decide which is/are suitable for an agenda. Explain the reasons.

- 1 The meeting will begin around 10 o'clock.
- 2 Topic: Job Efficiency (by Mr. Li and Mr. Zhang)
- 3 An event will be held in a Chinese city.
- 4 English learning strategies will be discussed from 10:00 a.m. to 11:00 a.m.
- 5 The ending time of the lecture may vary.

2 The following are meeting items on an agenda. Rewrite them in a clear and concise way without missing any information.

- 1 Deciding on a financial plan for the project
- 2 Why students should make contact with us for help with their future plans prior to the start of the semester.
- 3 Why the company should talk to workers about hazards which existed in the workplace.
- 4 What the island would be like with the future possibility of 5% growth by 2022.
- 5 How a graduate can take advantage of knowledge they have acquired in their coursework and apply it to the real world.

SKILLS

Concise and specific information is widely used in the business environment. It makes communication more effective and avoids misleading.

By offering concise information, you may shorten long sentences to short sentences and shorten long expressions to short phrases. For example, the “which clause” can often be shortened to a simple adjective or a short phrase. By offering specific information, you should avoid vague expressions like “approximately”, “around” and “almost”.

Developing the strategies

When creating a business agenda, Chen Ming needs to plan the items beforehand and get everyone to know everything in advance. Do the following activities to find out the strategy.

Planning agenda items beforehand

1 Work in pairs and discuss the following question.

What preparations has Zhijin Finance done for creating the meeting agenda in “Preparing for the structure”?

2 Match the following steps with their purposes for creating the meeting agenda in “Preparing for the structure”.

Steps	Purposes
1 Contact CEO of Zhijin Finance	A To make sure he'll report on the logistic support for the field trip
2 Contact Manager of Marketing Department	B To make sure he'll report on the data support for measurement
3 Contact Manager of Sponsorship Department	C To invite her to talk on the sponsorship cooperation
4 Contact Manager of Data Department	D To make sure she'll give an introduction of the field trip
5 Contact Jack Wang	E To make sure he'll talk on the development blueprint of the company
6 Contact Manager of Logistics Department	F To make sure he'll report on the planned pattern of cooperation
7 Contact Manager of Finance Department	G To make sure he'll report on the budget plan

3 Work in pairs and discuss the following question.

When you create the field trip agenda for Anne, what preparations do you need to make beforehand?



STRATEGIES

An agenda makes sure that an event stays on track and that everyone knows what is happening and what is going to happen next. One crucial step to ensure your agenda works on time is to plan the agenda items beforehand.

To best manage items that are in process as well as items that aren't expected to change, a deadline of a few days in advance should be set for the receipt of agenda items and supporting documents. This will not only give you time to organize your agenda, but also give you a cushion for those individuals who will inevitably be late providing information.

Aside from the initial call for agenda items and deadline notification, staff members are often reminded two days before the deadline, the day before and the day of the deadline. This countdown-style reminder gives the push needed for staff to provide information on time.

After an agenda has been drafted, it should be sent in advance to ensure that attendees have enough time to prepare or read through any notes they will need before the event and bring it up if the objective doesn't match their expectations.

Carrying out

Biz practice

CREATE AN AGENDA: MAKE ARRANGEMENTS FOR THE FIELD TRIP

In “Taking in”, Chen Ming has learned that Anne is going to visit Zhijin Finance for the field trip on Wednesday, and he has read the drafted welcome booklet and discussed on it. In “Building up”, he has learned what should be included on an agenda, and the techniques to write concise and specific information. Besides, he has also got the idea that planning agenda items beforehand helps to keep it on track.

Suppose you are Chen Ming. You are going to create the field trip agenda for Anne. The following steps may help you with the project.

Step 1 Decide on the important items

Review Anne’s requirements in “Viewing” and read the drafted welcome booklet in “Reading” again. Try to find out which items need to be covered based on the purpose of the field trip.

Step 2 List the agenda items

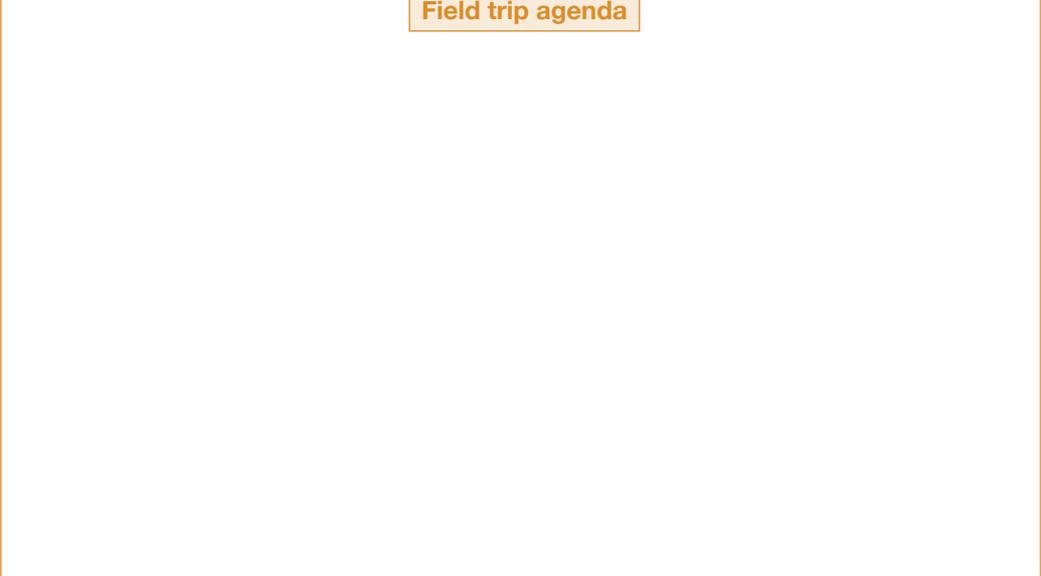
After deciding on the important items, you should start listing the agenda items by adding related information like the starting time, the number of attendees, the venue of the conference and the objectives of the arrangements.

Event item	Starting time	Venue	Objective	Attendee	Others

Step 3 Create the field trip agenda

It's your turn to arrange all the agenda items together by time order. You may refer to "Preparing for the structure" for reference.

Field trip agenda



Step 4 Revise and reflect

Now, you've finished creating the field trip agenda. Before sending it to Anne, you may revise and reflect on your version based on the following questions.

- 1 Have all Anne's requirements been met in your field trip agenda?
- 2 Have all the necessary items been included in your field trip agenda?
- 3 Has all the related information been clear and concise enough?

Looking beyond

For a better understanding of investment, Chen Ming read some investment stories. The following is the investment story of Warren Buffett. Read the story and find out more about investment.

1 Work in pairs and discuss the following question.

What do you know about Warren Buffett?



INVESTMENT STORY OF WARREN BUFFETT

VOCABULARY

seize /si:z/ vt. 抓住

oracle /'ɒrəl/ n. [C] 能提供宝贵信息的人；
智囊；权威

share /ʃeə/ n. [C] 股票

follow through 坚持完成；进行到底

stubbornness /'stʌbənəs/ n. [U] 固执；
倔强

initially /ɪ'nɪʃli/ ad. 最初；首先

creep up (数量) 慢慢增加

lose out 失利；输掉

flexibility /,fleksə'bɪləti/ n. [U] 灵活性；
适应性

Warren Buffett /,wɒrən 'bʌfɪt/
沃伦·巴菲特(美国著名投资商)

2 Read the investment story of Warren Buffett.

- 1 Warren Buffett is one of the greatest investors of our time. However, Buffett has publicly stated that some of his greatest errors are actually failures to seize the opportunity. His mistakes are a reminder to the average investors that even the vision of an oracle is not always 100% correct.

Failure to buy

- 2 Buffett has avoided investing in hi-tech companies of the last two decades, for instance, Google, Xerox Corporation or Apple Inc. Although Buffett has stated that he believes these companies are profitable investment opportunities, he has not invested in them because he typically does not like to invest in businesses that he does not understand, because he cannot determine the true risk level of the investment. Moreover, the hi-tech industry moves fast, and it is nearly impossible to pick the winners early on when the price of shares is still reasonable.

Failure to follow through

- 3 Sometimes Buffett's failures are a result of simple stubbornness. In the case of Walmart Corporate, he actually did initially begin buying shares. Unfortunately, he failed to follow through on the share purchase plan and missed out on billions of dollars in



earnings for investors. In the 1990s, Buffett agreed to purchase 200 million Walmart shares at \$11.5 or less per share. After purchases started, the share price began to slowly creep up. Buffett hesitated at the price increase and stopped purchasing. While in March 2016, the stock was valued at about \$68 per share.

Failure to hold

- 4 In the early 1960s, Buffett purchased shares of The Walt Disney Company. He was wise enough to see the growth opportunity and purchased enough shares to secure a 5% ownership stake in the company, but he failed to hold on to a great investment. About a year after the purchase, Berkshire Hathaway sold its shares for a rather tidy 50% profit. By selling the shares so quickly, Buffett estimated that he lost out on \$9 billion in earnings over 50 years.
- 5 Although Warren Buffett is probably the greatest investor of our time, he has made costly errors. He has failed to seize great opportunities, become impatient and sold shares that would have earned significant profits in the future; or, as in the case of Walmart, simply refused to be flexible and lost out on billions in order to save millions. Patience and flexibility are important lessons that investors can learn from both his successes and his errors.

3 Choose the best way to answer the following questions.

- 1 Why has Buffett avoided investing in hi-tech companies?
 - A Because the hi-tech industry is not profitable.
 - B Because he doesn't like to invest in businesses that he does not understand.
 - C Because he doesn't think the price of shares is reasonable.
- 2 What is the failure in the case of Buffett's investment in Walmart Corporate?
 - A Failure to follow through and refused to be flexible.
 - B Failure to buy Walmart shares.
 - C Failure to hold the shares of Walmart Corporate.
- 3 What lessons can investors learn from Buffett's successes and failures?
 - A Insight and patience.
 - B Insistence and flexibility.
 - C Patience and flexibility.

