

## CORPORATE EVENTS AND HIGH-QUALITY ENTERTAINMENT OPTIONS



- The examples of the ways in which business visitors are entertained at local and national level.
- lunch/dinner, theatre trips, sporting events, visit to the gallery

- **corporate entities** that would like to please their **customer**
- **entertainment factor**, they have got to be **specific, understanding** as well as getting to know about how they will be able **to please the people** in the function
- corporate entertainment needs to be **truly entertaining**, to bring about the **best factor** into the event
- Have you organized corporate events? What do you need to think about first (budget...)? Which events did they enjoy and which were the most successful and why?
- always plan well in advance the kind of entertainment
- budget
- finding about the likes and dislikes of the visitors in advance
- organizing a guide/ an interpreter
- discussing the event with the entertainer



# 02

## Information exchange

- books, str. 17-19

*If a problem causes many meetings, the meetings eventually become more important than the problem.*

Arthur Bloch, Murphy's Law



# BREAKING THE BAD NEWS, P. 17

I've been asked to inform you that ...  
It seems/appears that ...  
I'm afraid that ...  
It's felt that ...  
The following options are being explored ...  
The suggestion is that ...  
The basic idea is to ...  
In addition, what's being proposed is ...  
This would obviously mean ...

## Breaking the bad news

**1** Your company was recently acquired by a former competitor in a hostile takeover. The new board of directors has decided it's time for a serious shake-up. Each of you has been chosen to announce at a special interdepartmental meeting some of the changes they would like to see implemented. Speaker A turn to page 118. Speaker B turn to page 128. Speaker C turn to page 133. The phrases on the left may help you to prepare.

**2** When you're ready, take turns in your group to present the proposals. They could be controversial, so:

- put them forward one step at a time and get reactions from the group before moving on to the next step
- invite discussion of each proposal and take notes on any comments or alternative suggestions
- even though you yourself may not be in favour of the proposal you put forward, you should at least initially show loyalty to your new bosses by sounding positive.

**3** Write a memo to the board outlining the reactions to the proposals you presented at your meeting.

 In company interviews  
Units 1-2



## 02 Information exchange

### Breaking the bad news (p17, ex1)

#### Speaker A

Proposal: Work environment

- A lot of staff (35%) complaining about feeling tired and stressed
- Board thinks one of main causes may be poor work environment
- Feng shui expert called in – recommendations include radical changes to office layout
- Reception area to be turned into a water garden to create positive 'chi' (energy)
- Internal walls to be removed to improve 'channels of communication'
- Desks ideally to be moved during the year to remain 'in harmony with the seasons'

## 02 Information exchange

### Breaking the bad news (p17, ex1)

#### Speaker C

Proposal: Language training

- Board keen to market products more internationally
- English now language of international business but many staff (65%) already speak it
- In board's view, Chinese is business language of the future
- Mandarin, however, is one of world's most difficult languages
- Therefore, compulsory Chinese lessons (in employees' own time) to start immediately
- All new managerial staff to be obliged to accept 12-month transfer to new subsidiary in Beijing

## 02 Information exchange

### Breaking the bad news (p17, ex1)

#### Speaker B

Proposal: Travel budget

- Board deeply concerned about cost of business travel (nearly \$13m last year)
- Insist on 60% cut in travel budget
- Propose three main courses of action (see below)
- All flights from now on to be economy class or on low-budget carriers (no exceptions) – preferably on cheapest early morning and late night flights
- Motels and two-star hotels for everyone in future – room-sharing wherever possible
- Meal allowance to be reduced to \$20 a day (no alcoholic drinks)



# 02 Information exchange

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# VOCABULARY

- A hostile takeover is one in which the company that is taken over is not happy about the acquisition
- feng shui an ancient Chinese belief that the way your house is built or the way that you arrange objects affects your health, happiness and success
- drift - to move slowly, especially as a result of outside forces, with no control over direction
- a memo - a message or other information in writing sent by one person or department to another in the same business organization



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- Thank you!
- See you next class!

