

Lesson 5

WORDS TO LEARN

accommodate
arrangement
association
attend
get in touch
hold
location
overcrowded
register
select
session
take part in

Conferences

Study the following definitions and examples.

1. **accommodate** v., to fit; to provide with something needed
 - a. The meeting room was large enough to accommodate the various needs of the groups using it.
 - b. Because the deadline for reserving rooms was past, the hotel manager could not accommodate our need for more rooms.
2. **arrangement** n., the plan or organization
 - a. The travel arrangements were taken care of by Sara, Mr. Billings's capable assistant.
 - b. The arrangement of speakers was alphabetical to avoid any hurt feelings.
3. **association** n., an organization of persons or groups having a common interest; a relationship or society
 - a. Membership in a trade or professional association provides business contacts and mutual support.
 - b. Local telephone companies formed an association to serve common goals, meet their common needs, and improve efficiency.
4. **attend** v., to go to; to pay attention to
 - a. We expect more than 100 members to attend the annual meeting.
 - b. The hotel manager attended to all our needs promptly.
5. **get in touch** v., to make contact with
 - a. As soon as we arrive at the hotel, we will get in touch with the manager about the unexpected guests.
 - b. The registration desk is a good central location for people to get in touch with each other.
6. **hold** v., to accommodate; to conduct
 - a. This meeting room holds at least 80 people comfortably.
 - b. She holds an annual seminar that is very popular.
7. **location** n., a position or site
 - a. The location of the meeting was changed from the Red Room to the Green Room.
 - b. Disney World was the perfect location for the annual meeting since many members could bring their families.
8. **overcrowded** adj., too crowded
 - a. As soon as the guests entered the dining room for dinner, Sue Lin could see that the room would become overcrowded.
 - b. To avoid being overcrowded, we limited the number of guests that members could bring.
9. **register** n., a record; v., to record
 - a. According to the register, more than 250 people attended the afternoon seminar.
 - b. Hotels ask all guests to register and give a home address.
10. **select** v., to choose from a group; adj., specially chosen
 - a. The conference participant selected the marketing seminar from the various offerings.
 - b. The winners were a select group.
11. **session** n., a meeting
 - a. The morning sessions tend to fill up first, so sign up early.
 - b. Due to the popularity of this course, we will offer two sessions.
12. **take part in** v., to join or participate
 - a. The format for the session is very informal, which makes it easier for people to take part in the discussion.
 - b. We could not get enough people to take part in the meeting, so we canceled it.

WORDS IN CONTEXT

Read the following passage and write the words in the blanks below.

accommodate	attending	location	select
arrangements	get in touch	overcrowded	sessions
associations	hold	register	take part in

Many (1) _____ and organizations hold annual conferences so that their members can (2) _____ with each other and (3) _____ educational programs. When planning a conference, event coordinators try to have a variety of (4) _____ so people (5) _____ can (6) _____ a workshop or meeting that best suits their needs. When making (7) _____ for a conference, they look for a site that will (8) _____ all their needs. The site should be able to (9) _____ the number of people expected to attend, without the meeting rooms being (10) _____. Good event coordinators tour the site before making a final decision because brochures cannot show all the necessary details. Having meetings in a fun (11) _____ can really encourage people to (12) _____ for the meeting.

WORD FAMILIES

verb	accommodate	The hotel staff was able to accommodate our many needs for the conference.
noun	accommodation	The accommodations at the hotel include swimming pool, gym, and restaurant.
adjective	accommodating	The conference center manager was extremely accommodating and tried to make our stay pleasant.

noun	arrangement	Nobody could understand the seating arrangement.
verb	arrange	We will arrange the chairs in a circle.
adjective	arranged	The arranged flowers didn't look like those we chose from the catalog.

noun	association	Any association with the former company will put us in a negative light.
verb	associate	Do you think customers will associate the failed upstart with ours?
adjective	associated	The associated costs will put this project out of our reach.

verb	attend	Gillian attended the reception for visiting ambassadors.
noun	attendee	More than 500 attendees packed the ballroom.
noun	attendance	Attendance was low for this year's annual meeting.

verb	select	Since there are overlapping workshops, participants will have to select which one most appeals to them.
noun	selection	His dinner selection of stuffed quail sounded better on the menu than it looked on the plate.
adjective	selective	The planning committee was very selective about who received invitations.

verb	register	He registered for his classes via the Internet.
noun	register	The hotel's register showed that only half the members had arrived.
noun	registration	Registration is a detail-oriented and crucial part of running any meeting.

WORD PRACTICE

LISTENING COMPREHENSION

Part 1 Photo



Look at the picture and listen to the sentences. Choose the sentence that best describes the picture.

1. (A) (B) (C) (D)



Part 2 Question-Response

Listen to the question and the three responses. Choose the response that best answers the question.

2. (A) (B) (C) 3. (A) (B) (C)

Part 3 Conversation

Listen to the dialogue. Then read each question and choose the best response.

4. Why are they having difficulty arranging a site for the conference?
 (A) It's a busy time of year.
 (B) They procrastinated.
 (C) Their group is large.
 (D) The coordinator has been sick.

5. When will the conference take place?
 (A) At the end of this month.
 (B) Next month.
 (C) At the end of this year.
 (D) Next year.

6. How many people do they expect at the conference?
 (A) Two hundred.
 (B) Four hundred.
 (C) Five hundred.
 (D) Ten hundred.

Part 4 Talk

Listen to the talk. Then read each question and choose the best answer.

7. What is the topic of the talk?
 (A) Accommodating disabled people.
 (B) Legal responsibility for off-site events.
 (C) Arranging conferences.
 (D) Preparing convention catalogs.

8. Where are the speakers?
 (A) In a hospital.
 (B) Off site.
 (C) At a party.
 (D) At a convention center.

9. How should attendees request a special interpreter?
 (A) By asking for one at the time of registration.
 (B) By getting in touch with the head of the facility.
 (C) By registering ahead of the other attendees.
 (D) By requesting one when they arrive at a session.

READING

Part 5 Incomplete Sentences

Choose the word that best completes the sentence.

10. The banquet room could _____ up to 750 for dinner.
 (A) accommodated (C) accommodation
 (B) accommodate (D) accommodating

11. Helen made the final _____ for use of the conference room with the hotel's general manager.
 (A) arranging (C) arrangement
 (B) arrange (D) arranged

12. For most people, Samco is _____ with computer chip production.
 (A) associate (C) associating
 (B) associated (D) association

13. We expect that fewer guests will _____ the evening gala.
 (A) attend (C) attention
 (B) attending (D) attendance

14. The association's members were asked to _____ for the special session well in advance because space in the lecture hall was limited.
 (A) register (C) registering
 (B) registration (D) registrar

15. By adding more class _____, the staff was able to please more members.
 (A) select (C) selecting
 (B) selective (D) selections

Part 6 Text Completion

All members of the Countywide Small Business Owners Association are invited to take part in our annual conference, to be held on March 31 at the Grand Hotel in Marysville.

The conference begins at 8:30 A.M. with an address by this year's guest, Cynthia Quinn, owner of Designs by Cynthia, Inc., and winner of numerous business and community awards. Morning small group sessions begin at 9:30. Attendees can 16 from a variety of session topics including Financing Your New Business; Selecting the Best Location; and Formulas for Success. Lunch will be served at 12:30, followed by afternoon small group sessions at 2:00.

This is the Association's most popular event, so 17 early to assure your place. Fill out the form below and send it to the Association Secretary by March 1. To arrange overnight 18 at the Grand Hotel, get in touch with the hotel

reservations clerk at 498-1231. Mention the conference
 in order to get a special discount price. (B) must register
 (C) registering
 (D) register

16. (A) select
 (B) selection
 (C) selective
 (D) selectively 18. (A) accommodate
 (B) accommodating
 (C) accommodations
 (D) accommodates

17. (A) will register

Part 7 Reading Comprehension*Questions 19–23 refer to the following two e-mails.*

To: Max Sullivan
 From: Martha Reynolds
 Subj: Conference

Max,

I have been working on the arrangements for our upcoming conference. I've looked into the City Convention Center, and I think it is the most convenient location. It is close to public transportation and hotels. The accommodations are also excellent. The rooms are large, and we can reserve up to ten meeting rooms. However, the price is almost 50% more than we agreed we could spend. The other choice is the Mayfield Hotel. Many associations hold their conventions there. It is a nice place, and the price is reasonable. However, it is not close to the subway. Also, it is much smaller than the Convention Center. I think we could only get three meeting rooms. Would that be enough? Please get in touch with me today to let me know what you think. I need to reserve a place soon.

Martha

To: Martha Reynolds
 From: Max Sullivan
 Subj: Re: Conference

Martha,

In regard to selecting a location for the conference, I think the Convention Center is better than the Mayfield Hotel. The hotel is much too small. Remember, we plan to hold at least five sessions at a time. We couldn't do that at the hotel. We expect more people to take part in the convention this year, so it is important to have a space that can accommodate everyone. About the price, I think we can rearrange the budget a bit in order to be able to pay for it. So go ahead and reserve the space at the Convention Center.

Max

19. What are these e-mails about?
 (A) The date of the conference.
 (B) The conference site.
 (C) The topics of the conference sessions.
 (D) The number of conference attendees.

20. How many meeting rooms will they need?
 (A) Only three.
 (B) At least five.
 (C) Up to ten.
 (D) Almost 50.

21. What does Max prefer about the Convention Center?
 (A) The price.
 (B) The location.
 (C) The size.
 (D) The people.

22. The words *get in touch* in line 14 of the first e-mail are closest in meaning to
 (A) offer
 (B) discuss
 (C) provide
 (D) contact

23. The word *selecting* in line 1 of the second e-mail is closest in meaning to
 (A) choosing
 (B) reserving
 (C) comparing
 (D) seeking

Word Review #1**Lessons 1–5 General Business**

Choose the word that best completes the sentence.

- Although negotiating a new contract was complicated, both parties came to an _____ that satisfied them.
 (A) agree
 (B) agreeable
 (C) agreement
 (D) agreeably
- _____ conferences are a good way for employees to get in touch with people in similar organizations.
 (A) Associating
 (B) Associated
 (C) Associations
 (D) Association
- When the family decided to open a restaurant, they had to find a _____ that would attract business.
 (A) locate
 (B) locator
 (C) locating
 (D) location
- A _____ company will honor the terms set forth in its warranty.
 (A) repute
 (B) reputedly
 (C) reputation
 (D) reputable
- The goal of marketing is to _____ customers, to persuade them to buy a product or service.
 (A) attract
 (B) attractive
 (C) attraction
 (D) attractiveness
- Once both parties have agreed to a contract, they have also agreed to abide by every _____.
 (A) specify
 (B) specific
 (C) specification
 (D) specificity
- Good business planning includes developing an overall _____, addressing likely objections, and demonstrating why potential buyers need the product or service.
 (A) strategy
 (B) strategic
 (C) strategically
 (D) strategize
- When you register for out-of-town conferences, make room _____ as soon as you decide to attend.
 (A) accommodate
 (B) accommodations
 (C) accommodating
 (D) accommodated
- Marketers must avoid making promises they can't keep while they _____ the quality of their product or service.
 (A) demonstrate
 (B) demonstration
 (C) demonstrative
 (D) demonstrable
- A consultant must adhere carefully to his contract if he wants to _____ a good business reputation.
 (A) establish
 (B) establishment
 (C) established
 (D) establishing

Choose the one word or phrase that best completes each sentence.

Are you looking for a place 11 your next conference? The Littleton Convention Center offers a convenient location at an affordable price. Whether your event is big or small, our site can accommodate your needs. We offer meeting rooms, several auditoriums, and a large exhibition hall. Catering services are also available. Get 12 touch with us at 555-0964 to make arrangements for your event. We know you'll 13 with our services.

11. (A) hold (B) holding (C) will hold (D) to hold	13. (A) satisfy (B) satisfied (C) be satisfied (D) be satisfying
12. (A) on (B) in (C) at (D) to	

Smart 14 compare prices before they buy. That's why nine out of ten shoppers choose Star Brand household cleaning products. Star Brand products are the most efficient cleaning products around. They are 15 enough to clean up even the toughest stains and dirt. Every Star Brand product comes with the company promise: If you are not 100% satisfied, your money will be returned with no questions asked. Next time you are shopping for cleaning products, 16 Star Brand. We know you'll be happy you did.

14. (A) presurers (B) consumers (C) assumers (D) resumers	16. (A) consideration (B) considering (C) consider (D) considers
15. (A) strong (B) stronger (C) strongly (D) strongest	

When purchasing a new appliance, check to make sure that a warranty is included. This 17 important protection to you, the consumer. If you decide to return a product that is under warranty, you will have 18 that any damage was not caused by misuse or mishandling. Also, make certain that you return a damaged product before the warranty 19. Companies do not have to accept products that are returned after the date stated in the warranty.

17. (A) offer (B) offers (C) are offering (D) have offered	19. (A) respires (B) inspires (C) expires (D) perspires
18. (A) demonstration (B) demonstrative (C) demonstrator (D) to demonstrate	