1 **Read the directions** and look at the map from the exhibition information booklet. Write the correct destination above each set of directions.

OUT AND ABOUT

While you are staying here in Hartmouth Town, why don't you check out the restaurants, shops, galleries and other exciting places we recommend below? Directions are provided.

1. .....

Leave the Exhibition Centre and turn left. Then take the second left. Go straight and cross the junction with Elm Street. Keep going. The park will be on your right. Turn right into Oak Road and you will see it on the other side of the road.

2. .....

When you leave the Exhibition Centre, turn right. Then turn right again at the traffic lights. You'll see a tram stop ahead. Take the number 5 tram three stops to Victoria Street. You'll pass the building on the left just before you get off the tram.

1 **Read the blog post.** Then write T (true) or F (false) next to the sentences.

Jenny's Blog - Business tips and advice

The secret to a good exhibition stand is lots of planning.

1. Firstly, decide how you will display information about your company. Your stand has to look attractive so that it encourages people to come, look at it and talk to someone from your company. Don't have too much text because people won't read it all – just have key words and phrases. Also use large images to make it look more interesting.

2. Your stand should also include something that visitors can actually touch and use to learn about what you sell. For example, you can use tablets that demonstrate the software that you produce, or have virtual-reality headsets to show people what your products can do.

3. When you design your stand, make it appropriate for the industry that you work in and your corporate image. Think about the image you want to present. Do you want to show that you are a modern, exciting business? Or do you want to seem friendly and traditional? Try to do something original so that people notice your stand more than your competitors' stands.

4. Also, you should offer something to attract visitors to your stand. You might give them food and drinks, or maybe free gifts. Don't choose the cheapest option you can find – make sure that the refreshments are fresh and delicious, and that the gifts are of a high quality. This might be a bit more expensive, but it will help to give people a good impression of your company.

5. One final thing is to make sure that all of the promotional materials that you give out are up to date and free from errors. Mistakes in your promotional materials can make customers worry that you will make mistakes when they do business with you.

LIVEWORKSHEETS

..... 1. You should have a lot of written information on your display so that your customers can learn more about your company.

..... 2. It's a good idea to give people a practical demonstration of your product or service.

..... 3. It's a good idea to copy how other companies in your industry design their stands.

..... 4. Giving away gifts that cost very little is a good way of saving money.

..... 5. A customer might form a negative opinion of your company if the information you provide isn't completely correct.

LIVEWORKSHEETS