

WEEK 7: Listening

I. True (T) or false (F)?

1. _____ Christopher is going to the Boston Trade Show.
2. _____ The trade show starts on a Wednesday
3. _____ Christopher will be traveling to the trade show alone.
4. _____ The trade show is located in San Diego.
5. _____ SysNet will be attending the Boston Trade Show.
6. _____ Christopher will receive the trade show manual by email.
7. _____ The main goal for Christopher at the trade show is to sell software packages.
8. _____ Christopher should not give out any business cards.

II. Fill in the gaps.

Gillian: Hello, Christopher. I need to speak to you. You're going to the Boston Trade Show, aren't you?

Christopher: Am I? That's news to me.

Gillian: Oh, I thought you already knew. Steve can't go, his wife is expecting a baby, so it has to be you.

Christopher: My first 1. _____ show, I'm quite excited.

Gillian: There's a lot to plan and think about. Take some notes.

Christopher: Okay, let me get a pen. It's next Thursday, right?

Gillian: Yes, the trade show opens on Thursday 18th and will run for two days. It finishes at 6pm Friday. Now, have a look at this 2. _____ there's the floor plan for the whole thing.

Christopher: Wow, it's big.

Gillian: Yes, it is. Our 3. _____ is number three hundred and twenty one.

Christopher: That's a good position on the corner.

Gillian: Yes, I think we should do very well in this trade show. A lot of the big 4. _____ Google, Microsoft, Amazon will be in that half of the room, so I think we're going to get a lot of passing traffic.

Christopher: Where will our 5. _____ be?

Gillian: Good question. Console Solutions are in 322, almost opposite you, so you'll be able to 6. _____ on them. DMZ are in 124 on the other side of the hall. I'm not sure about SysNet.

Christopher: They didn't go last year, did they?

Gillian: No, I know they're attending Tech Expo in San Diego the following week, so maybe they won't be at this trade show. I hope not! Right, Christopher, all your hotel and flight details have been arranged. I think you'll get an 7. _____ with all of that tonight. You'll be traveling with two others: Graham Nash and Liz Sorel.

Christopher: Alright.

Gillian: Here's what we need you to do before departure. Read the trade show manual, that will help you to understand everything about the show.

Christopher: Where can I find that?

Gillian: I have the PDF on my 8. _____, I'll e-mail it to you. You need to set targets for what you want to do at this trade show.

Christopher: You mean, how many 9. _____ we can sell?

Gillian: Yes, but other things too. How many 10. _____ you can give out, how many journalists you can speak to, how many phone numbers from educational institutions you can collect, that type of thing.