

## 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.