



## ACTIVITY 1: DIFFERENTIATING



**Discuss these ideas with your team:**

- What's the difference between a normal presentation and a promotional presentation?
- What strategies can be employed to address and overcome common objections or concerns that potential customers might have about joining a tour?

## ACTIVITY 2: READING COMP

Creating an engaging and successful promotional presentation for a tour, especially for other students studying English for Specific Purposes (ESP) in tourism, requires a blend of creativity, clarity, and audience awareness. Here are some tips to consider:

1. **Know Your Audience:** Tailor your presentation to the interests and language proficiency of your audience. Use vocabulary and concepts that they are familiar with, and introduce new terms in context.
2. **Clear Objectives:** Start by outlining the goals of your presentation. Clearly state what the tour offers and the benefits for participants, helping them understand the value proposition.
3. **Engaging Content:** Use a mix of visuals, such as photos and videos, to illustrate key points. This not only makes the presentation more engaging but also helps in explaining complex concepts through visual aids.
4. **Interactive Elements:** Incorporate interactive elements like quizzes or Q&A sessions to keep the audience engaged. This approach can also help reinforce learning and ensure understanding.
5. **Storytelling:** Weave a narrative into your presentation. Share interesting anecdotes or historical facts about the destinations. This can make the content more relatable and memorable.
6. **Highlight Unique Selling Points (USPs):** Clearly identify what makes the tour unique. It could be exclusive experiences, expert guides, or cultural immersion opportunities.
7. **Call to Action:** Conclude with a strong call to action, encouraging students to participate or ask questions. Provide contact information and next steps if they are interested in joining the tour.
8. **Practice and Feedback:** Rehearse your presentation multiple times and, if possible, get feedback from peers or instructors. This will help you refine your delivery and ensure clarity.

## ACTIVITY 2: READING COMP

### True or False Questions

1. Incorporating visuals into your presentation can make complex concepts easier to understand.
2. It's unnecessary to tailor your presentation to the specific language proficiency of your audience.
3. A strong call to action is not important in a promotional presentation.
4. Storytelling can make a promotional presentation more engaging and memorable.
5. It is important to highlight the unique selling points of the tour in your presentation.
6. Interactive elements should be avoided as they can distract from the main content.
7. Practicing your presentation multiple times can help improve your delivery.