**ПР 21. PRESENTATIONS. ПРЕЗЕНТАЦИИ**

1. **Read the opening sentences of the three presentations and complete the table.**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Presentation 1 | Presentation 2 | Presentation 3 |
| Presenter’s name |  |  |  |
| Presenter’s position/function |  |  |  |
| Topic of presentation |  |  |  |
| Who is the presentation for? |  |  |  |

**Presentation 1**. Good morning, ladies and gentlemen. First of all, let me thank you for being here today. I’m glad that so many of you could come, especially since I know that this time of the year is probably the busiest for you. Let me introduce myself. My name is Don Taylor. I’m the head of logistics here at Air Spares. Logistics is a centre of competency dedicated to providing you with the spare parts you need, precisely when you need them. I’m here today to present our new semi-automatic shelving system. My talk is particularly relevant to those of you who place orders for the different parts we supply.

**Presentation 2**. OK, shall we get started? Hello everyone. For those of you who don’t know me, I’m Charlotte Best from IT. I’m a team leader. I’m happy that so many of you could make it today at such short notice. I know that you’re all extremely busy at the moment, so I’d like to start with my presentation right away. As you can see on the screen, our topic today is project documentation. We’re going to look closely at drafting, storing, archiving as well as accessing documents in our new SAP system. We’ll also examine the much improved handling of all project documentation as well as user rights. This is extremely important for all of us who are directly involved in international project management, right? You don’t need me to spell it out…if it isn’t documented, it doesn’t exist.

**Presentation 3**. Good afternoon. I’m aware that you all have very tight schedules, so I appreciate you taking the time to come here today. As you probably know, my name is Susan Webster. I’m the new human resources manager here at Weston Ltd. What I’d like to present to you today is my department’s new concept for improving our in-company training and qualification programmes. This is based on feedback from your departments. Today’s topic will be very important for you as department heads, since I’ll need your help to evaluate and select candidates for training.

1. **Look through the openings again and complete the sentences.**

**Presentation 1**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, let me thank you all for being here today.
2. Let me \_\_\_\_\_\_\_\_\_\_\_\_\_ myself. Mane name is …
3. I’m here today to \_\_\_\_\_\_\_\_\_\_\_\_ our new semi-automatic shelving system.
4. My talk is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ relevant to those of you who \_\_\_\_\_\_\_\_\_\_\_ for the different parts we supply.

**Presentation 2**

1. I’m happy that so many of you could \_\_\_\_\_\_\_\_\_\_\_\_ today at such short \_\_\_\_\_\_\_\_\_.
2. As you can see on the \_\_\_\_\_\_\_\_\_\_\_\_, our \_\_\_\_\_\_\_\_ today is project documentation.
3. This is extremely \_\_\_\_\_\_\_\_\_\_\_\_ for all of us who are directly \_\_\_\_\_\_\_\_\_\_\_ in international project management.

**Presentation 3**

1. I’m \_\_\_\_\_\_\_\_\_\_ that you all have very tight \_\_\_\_\_\_\_\_\_\_\_\_\_, so I appreciate you taking the time to come here today.
2. As you \_\_\_\_\_\_\_\_\_ know, my name is … . I’m the new \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ here at Weston Ltd.
3. Today’s topic will be very important for you as \_\_\_\_\_\_\_\_\_\_\_\_\_\_, since \_\_\_\_\_\_\_\_ your help to evaluate and select candidates for training.
4. **Put the sentences from above in the correct category (a-d)**

**a** saying what the topic is:

**b** welcoming the audience:

**c** saying who you are

**d** saying why the topic is relevant for the audience:

**Now put a-d in the order you would use to start a presentation.**

1. **Complete the sentences with the words in the box**

|  |
| --- |
| after all areas divided finally start then third |

I’ll be talking to you today about the after-sales service plans we offer. I’ll 1)\_\_\_\_\_\_\_\_\_\_\_\_ by describing the various packages in detail. 2)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ I’ll go on to show some case studies. 3)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, I’ll discuss how you can choose the best plan to meet your customers’ needs.

I’ve 4)\_\_\_\_\_\_\_\_\_ my talk into three main parts. First of 5)\_\_\_\_\_\_\_\_\_, I’ll tell you something about the history of our company. 6)\_\_\_\_\_\_\_\_\_\_\_\_ that I’ll describe how the company is structured and finally, I’ll give you some details about our range of products and service.

I’d like to update you on what we’ve been working on over the last year. I’ll focus on three main 7)\_\_\_\_\_\_\_\_\_\_\_\_\_: first, our joint venture in Asia; second, the new plant in Charleston. And 8)\_\_\_\_\_\_\_\_\_\_\_\_, our redevelopment project.

1. **Complete the sentences with the prepositions in the box.**

|  |
| --- |
| about at for into of on to with |

1. Thank you \_\_\_\_\_\_\_\_\_ coming all this way.
2. I’ve divided my presentation \_\_\_\_\_\_\_\_\_\_ three parts.
3. First of all; I’ll give you an overview\_\_\_\_\_\_\_ our financial situation.
4. First, we’ll be looking \_\_\_\_\_\_\_\_\_ the company’s sales in the last two quarters.
5. In the first part of my presentation I’ll focus \_\_\_\_\_\_\_ the current project status.
6. Point one deals\_\_\_\_\_\_\_\_ APG’s new regulations for internet use.
7. Secondly, I’ll talk \_\_\_\_\_\_\_\_our investment in office technology.
8. After that I’ll move on\_\_\_\_\_\_\_\_\_\_ the next point.
9. **Match the two parts to make typical sentences from the introduction.**

|  |  |
| --- | --- |
| 1. For those of you who don’t know me, | a. to take notes. Everything is on the handout. |
| 1. Feel free to | b. about 10 minutes. |
| 1. This won’t take more | c. I’m Bob Kay in charge of the software division. |
| 1. I’ll be passing out | d. ask questions at any time. |
| 1. This part of the presentation will take | e. for questions after my talk. |
| 1. I’ll start off by giving you | f. an overview of our product range. |
| 1. There is no need | g. handouts in a few minutes. |
| 1. There will be time | h. than 20 minutes of your time. |

1. **The project manager of a construction company is giving a presentation to his colleagues. Put the sentences in the right order.**
2. This morning I’d like to update you on the current status of work at the construction site. The information I give you today should help you with planning your next steps.
3. For those of you who don’t know me, my name is Gordon Selfridge. Let me just write that down for you. OK. I’m the project manager in charge of the Bak Tower building project in Dubai.
4. I’ve divided my presentation into three parts.
5. Hello everyone.
6. Then I’ll move on to the problems we’re facing with our local suppliers.
7. First of all, let me thank you for coming here today. I’m aware that you’re all busy preparing for the annual meeting this week, so I really appreciate you taking the time to be here.
8. I’ll start off by showing you some photos of the building site and discussing the progress we’ve made since January.
9. My talk should take about 3 minutes. Please feel free to interrupt me at any time with questions.
10. I’ll end with some ideas for reducing labour costs that we’ve been looking into.
11. Oh, and don’t worry about taking notes. I’ll be handing out copies of the PowerPoint slides.
12. **Read how the presenters talk about the purpose of their talks.**
13. As you know, I’ve been asked to talk to you about the handbooks for our all-in-one systems for smaller businesses. Peter Collins from customer care has told me that they have been getting a lot of phone calls and emails from users who say that the set-up instructions are extremely complicated and don’t match the sketches. *What I’d like to do today is to make some suggestions on how we can make our handbooks more user-friendly.*
14. I’d like to talk to you today about how globalization has changed the face of the insurance industry. *The purpose of my talk is to provide you with information on the major developments in the insurance market in the last few months.* I’d like to start with ...
15. OK, let’s get started. We’re here to discuss the introduction of short-time work in our company. As you know, our order books are not the fullest at the moment so we have to find ways to get through this crisis and at the same time keep jobs. *What I want to do this morning is to show you how we could reorganize our working hours.* Among other things, I’ll be talking about...
16. As you can see from your handouts, we’ll be looking at some new European transport regulations today. *The objective is to bring you up to date with the latest changes which will be introduced on January 1.* These changes will mainly affect transport companies in the EU but they will also ...
17. **Write sentences which can be used to state the purpose of a presentation. (Put in prepositions where necessary: on, in, for, of, on, in, to)**
18. the purpose of my talk today/to update you/new developments/R&D/is
19. what I want to do/to present alternatives/existing booking procedures/is
20. is/my aim/to show you/how to cut costs/IT support
21. the objective of presentation/to give you overview/is/the British job market
22. our goal/to determine/our sales targets/is/next year
23. I am here today/my company’s investment plans/to report
24. **Complete the sentences with words from the box.**

|  |
| --- |
| back • covered • discussing • inform • leads • main points • sum up • wanted |

* 1. Let me now summarize the \_\_\_\_\_\_\_\_\_
  2. We will be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ our sales targets today.
  3. In my talk I’ll \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ you about new marketing techniques.
  4. Before I move on, let me just \_\_\_\_\_\_\_\_\_\_\_\_ what I’ve said so far.
  5. I think we have \_\_\_\_\_\_\_\_\_\_\_\_ everything for today.
  6. OK, that’s all I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to say about time management.
  7. This \_\_\_\_\_\_\_\_\_\_\_\_\_ directly to my second point.
  8. Let’s go \_\_\_\_\_\_\_\_\_\_\_\_ to what I said at the beginning of my presentation.

1. **Choose the correct verb to fit the sentence.**

1 How are we going to solve/deal/tackle with delivery problems?

2 I don’t think we can cope/tackle/take care with fewer people.

3 We think it’s important to identify/deal/cope the problems now.

4 Who will take care/deal/tackle of our business clients?

5 We have been trying to cope/solve/take care the software problem.

6 Before we go on, let’s identify/clarify/solve this question.

1. **Complete the sentences with the words from the box.**

|  |
| --- |
| according to • apart from • concerns • moreover • regarding • with regard |

1 I’ll give you an overview of some figures \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to car exports.

2 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, I’d like to tell you something about the new software.

3 Let’s now turn to the next question which \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ customer service.

4 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_a few spelling mistakes, the new brochure is very good.

5 Let me give you some details \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ our Chinese factory.

6 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_the handbook, the scanner is user-friendly.

1. **A head of department from a private medical insurance company is telling colleagues from the Italian parent company about fast year’s health spending.**

|  |
| --- |
| account • amount • attention • divided • see • shown • surprised • total |

This pie chart shows our total health spending for the last year and how it is 1)\_\_\_\_\_\_\_\_ among the various health sector areas. Let’s begin with the biggest area, which is 2)\_\_\_\_\_\_\_\_

in green. We can 3)\_\_\_\_\_\_\_\_\_ that 31 % of our total health spending went into hospital care last year. The second biggest area with a 4)\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of 23% is ‘other spending’ — that’s the red segment here. It includes dental services and home health care. I think you’ll be 5)\_\_\_\_\_\_\_\_\_\_ to see that nearly the same 6)\_\_\_\_\_\_\_\_\_\_\_\_\_\_ — that’s 22% — was spent on doctors and clinical services. This was mainly because of the increase in medical technology costs. I’d now like to draw your 7)\_\_\_\_\_\_\_\_\_\_\_ to the prescription drugs which 8)\_\_\_\_\_\_\_\_\_\_\_\_\_ for 10 % of our total costs.

1. **These verbs are used to describe movement or trends. Put them in the correct category: upward, downward or other form of movement.**

climb • decline • decrease • double • drop • expand • fall • fluctuate • go down • go up • grow • hit a low • increase • pick up • plunge • reach a high • recover • remain stable • rise • stabilize • stay the same.

|  |  |  |
| --- | --- | --- |
| Upward | Downward | Other |

1. **Read the following sentences and check whether rise and raise have been used correctly. If not, correct the sentence.**

1 We haven’t raised prices since 1 January 2003.

2 Unemployment raised to a record high at the beginning of this year.

3 Why did they rise their rates last December?

4 Train fares have risen by 5% in the past two years.

5 Interest rates will raise again this year.

6 The company rose the dividends in March.

1. **Rewrite the sentences using an adjective + noun expression and one of the sentence beginnings from the box.**

|  |
| --- |
| There was/has been ... • This was followed by ... • We have seen ... |

1. Turnover has increased slightly since May. - There has been a slight increase in turnover since May.
2. Income fell sharply last year.
3. The number of jobs has declined drastically this year.
4. Hotel rates dropped slightly in Munich.
5. Tourist numbers increased suddenly.
6. Social security costs have grown steadily.
7. **Put the words in the right order to make sentences with expressions from this unit.**

1 chart percentage our of pie share the the market shows

2 travel 2006 according costs since risen the have sharply to study

3 rates 0.5% beginning year the the interest were of raised by at

4 June rise in dramatic 15% in was there costs transport a of

5 low December our in hit a productivity

6 decline by poor situation the economic the was caused

1. **Look at these final statements from different conclusions. Which ones do you find most effective? Work with a partner to rank them (1 = most effective, 8 = least effective).**
2. Thank you very much for your attention.
3. In conclusion, I’d like to highlight our company’s highly innovative products.
4. So, to put it in the words of the famous H. Gordon Selfridge, “The customer is always right.”
5. Well, I don’t know whether this was helpful but I’d like to leave it here.
6. We have all the facts. Let’s get to work now!
7. The one last thing I’d like to say is: it’s your choice.
8. So, that’s all I have to say. I hope you haven’t all fallen asleep!
9. To conclude, I want to come back to that story I told you at the start of my presentation and say one word: apple pie!
10. **Look at these sentences and put them in the correct category in the table.**
11. I’ll just run through the three different options ...
12. We’d suggest ...
13. Now I’ll be happy to answer any questions you may have.
14. We’d therefore recommend that we ...
15. Before I stop, let me go through my main points again.
16. Well, this brings me to the end of my presentation.

**Conclusion of a presentation**

|  |  |  |  |
| --- | --- | --- | --- |
| **Signalling the end of the presentation** | **Summarizing the main point** | **Recommending or suggesting something** | **Inviting questions** |
|  |  |  |  |

1. **Now add these phrases to the table above.**
   1. Thank you all for listening.
   2. In my opinion, we should …
   3. We just have time for a new question.
   4. To sum up, we …
   5. OK, I think that’s everything I wanted to say …
   6. Are there any questions?
   7. I’d like to run through my main points again …
   8. As a final point, I’d like to …
   9. I’m now nearing the end of my talk …
   10. Just to summarize the main points of my talk …
   11. What I’d like to suggest is …
2. **Unscramble the sentences to make typical sentences from a conclusion.**

1 Well,/the end of/today/brings me/to/my talk/that

2 Before l/key issues/go over/the/stop,/let me/again

3 As a/means/let me say/for us/what this/final point,

4 Finally,/like to/issue/highlight/I’d/one/key

5 To sum/looked at/product range/up then,/the new/first/we

6 That/logistics/just about/to say/about/l wanted/everything/covers

1. **Complete the sentences with words from the box.**

|  |
| --- |
| come back • figures we have • final point • briefly summarize • my opinion • now approaching • suggest that • to highlight |

1. If I may \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the pros and cons.
2. Based on the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, it is clear that we must act quickly.
3. Well, I’m \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the end of my talk.
4. Ok, I’d now like \_\_\_\_\_\_\_\_\_\_the key figures.
5. Let me make one \_\_\_\_\_\_\_\_\_\_\_\_\_.
6. In \_\_\_\_\_\_\_\_\_\_\_\_, we need a new sales strategy.
7. Let me \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to the key issue.
8. I \_\_\_\_\_\_\_\_\_\_\_\_\_\_ we work together with our French partners.
9. **Match the two parts to make final statements from conclusions.**

|  |  |
| --- | --- |
| 1. To put it in the words of Albert Einstein, 2. I would like to finish my talk 3. Let me go back to 4. So, now it’s 5. Remember that story I told you 6. As the famous basketball coach Pat Riley said: 7. OK, and now let’s | 1. “Look for your choices, pick the best one, then go with it.” 2. with an important question. 3. about the new branch in Tokyo? 4. get down to work! 5. what I said at the start of this talk. 6. “The important thing is not to stop questioning.” 7. up to you. |

1. **Complete the sentences with prepositions from the box.**

|  |
| --- |
| about • by • for • in • on • out • through • to |

1. Based\_\_\_\_\_\_\_\_\_\_\_\_\_ what we know, we can optimize our procedures.
2. \_\_\_\_\_\_\_\_\_\_\_\_\_ my opinion, we should go ahead with the project.
3. OK, this brings me\_\_\_\_\_\_\_\_\_\_\_\_\_ the end of my talk.
4. What does this mean\_\_\_\_\_\_\_\_\_\_\_\_\_ our business?
5. Let me just go\_\_\_\_\_\_\_\_\_\_\_\_\_ the key issues again.
6. We found\_\_\_\_\_\_\_\_\_\_\_\_\_ that our sales force needs more support.
7. Well, that’s all I wanted to say\_\_\_\_\_\_\_\_\_\_\_\_\_ strategic planning.
8. We saw that the delays were caused\_\_\_\_\_\_\_\_\_\_\_\_\_ technical problems.

**ПР 22. ADVERTISING. РЕКЛАМА.**

**PUBLIC RELATION. СВЯЗИ С ОБЩЕСТВЕННОСТЬЮ.**

1. **Look at the steps involved in organizing an advertising campaign and put them in the correct order.**
2. analyse impact
3. approve design
4. choose the media
5. commission ad agency
6. define target group
7. determine the desired response
8. establish message
9. place ads
10. **Here are some jobs and companies involved in marketing and advertising. Match them to the descriptions.**

|  |
| --- |
| ad agency art director copywriter graphic designer market research firm PR officer |

1. One of this person’s responsibilities is to create logos.
2. This company is responsible for creating advertisements.
3. This company might conduct a survey to find out more about your customer.
4. This person supervises the design staff.
5. This person interacts with the media to communicate important company information to the public.
6. This person writes the text for advertisements.
7. **Joys of Germany is an organization in charge of promoting tourism in Germany. One of their staff is in London to meet Red Arrow, an advertising agency. Read and find out why they want to advertise.**
8. **to introduce a new product**
9. **to promote a special price**
10. **to create or maintain awareness for a product**
11. **to remarket a product**

|  |  |
| --- | --- |
| Tracy  Carsten  Tracy  Carsten  Tracy  Carsten  Tracy  Carsten  Tracy | OK, so tell me what you’re looking for.  Well. We want to do something a bit more interesting than sausages and the Black Forest. Most of our market research shows that Germany still has a boring, traditional image abroad. As we showed during the World Cup, we have the tourist infrastructure and lots of attractions but Italy, for example, still attracts far more foreign tourists than we do.  Maybe because of the weather?  That's one reason, I agree. But that’s why it’s important for us to create a new image. We need to remind people that a holiday doesn't have to be hot to be fun.  Interesting. Tell me more.  Well we'd like to go beyond the stereotypes. Great composers, the Oktoberfest, white wines… The people who are interested in these things are already coming to Germany. We need to attract new visitors who aren’t yet aware of the other side of Germany.  I see. So why do you want to work with us?  We want to work with someone based in the UK. We think that someone from outside will have a fresh perspective and be able to rebrand us better. Every country has its advertising culture and we want to make sure our ads appeal to people in the UK.  OK, I understand what you’re trying to achieve. And if I may say so, I think that you’re right. Advertising norms are different in each country, and you need an insider to design an ad campaign with the maximum appeal. |

**Now answer the questions below.**

1. According to Joys of Germany, what sort of image does Germany have abroad?

2. What do they say are the stereotypes associated with Germany?

3. What kind of visitors does Joys of Germany want to attract to Germany?

4. Why is it important to design advertising which is specific to a certain country?

1. **Complete these sentences from the dialogue with the word• from the box.**

|  |
| --- |
| **achieve appeal appeal campaign create looking outside perspective** |

1. Tell me what you’re \_\_\_\_\_\_\_\_\_\_\_\_\_\_ for.
2. But that’s why it’s important for us to \_\_\_\_\_\_\_\_\_\_\_\_ a new image.
3. We think that someone from \_\_\_\_\_\_\_\_\_\_\_ will have a fresh \_\_\_\_\_\_\_\_\_\_...
4. We want to make sure our ads \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to people in the UK.
5. I understand what you’re trying to \_\_\_\_\_\_\_\_\_\_.
6. You need an insider to design an ad \_\_\_\_\_\_\_\_\_\_ with the maximum \_\_\_\_\_\_\_\_\_\_\_.
7. **Look at what some people have said when discussing their ad campaigns. Match the highlighted words or phrases (1-6) with their synonyms (a-f).**
8. change perceptions d. have a rational appeal
9. generate a buzz e. rebrand
10. have an emotional appeal f. reinforce the existing image
11. White Noise’s portable music players aren’t popular because they’re the cheapest or even the most technologically advanced products out there. Rather, they’re popular because, quite simply, people love them. The new ad campaign should attract people based on how they feel.
12. We want to get people talking about our product.
13. Choritos are currently thought of as a high-fat snack. We need to reinvent our product as healthy and convenient.
14. The ads should transform people’s ideas about Germany.
15. The advertisements should make a logical argument. Viewers should buy our toothpaste because it’s scientifically proven to be the best in the industry.
16. Our minivans already dominate the market, and they’re still in the growth stage of their life cycle. So the ads should simply emphasize what people already think: that they’re both safe and fun to drive.
17. **How do you think advertisements vary between countries? Read the opinions below. Do any of them surprise you?**
18. I can tell the difference between a German ad and a British one immediately. I find German advertising very direct, whereas British advertising tends to be much more subtle. You know, a British ad for a chocolate bar might be all about something that has nothing to do with chocolate, but which somehow manages to evoke the idea of self-indulgence: a woman in a bath, for example. A German ad for a chocolate bar will always have a chocolate bar in it.
19. Henry Ford said that a car can be any colour as long as it’s black, and I feel the same way about advertising. A really good ad campaign will work across cultures and appeal to basic human needs — the only thing you need to change is the language.
20. I was in Japan a few years ago and was shocked to see how many famous Hollywood stars were advertising everyday products like cars and bath soap. They’d never do ads like that in the US because it would harm their reputation here. I’m not sure why it’s OK to do in Asia, though. But a friend from Kyoto visited me recently, and she mentioned that these days, Japanese companies prefer to use Japanese actors in their ads. Apparently the West is losing its appeal!
21. Sure, something like fancy French perfume can be marketed in a similar way around the world: the only thing that changes is how sexy the ad is allowed to be! But the ad campaigns for our wines are completely different in, say, the US and France. Our American ads show a couple drinking wine in a very exclusive restaurant; it’s clearly a special occasion. And our French ads show a group of adults, obviously old friends, having a casual meal at home. The product is the same, but the ’packaging’ is completely different.

**Which opinion refers to:**

1. universal advertising?
2. a change in status of foreign stars?
3. differences in advertising styles?
4. a product that has a different status in different cultures?
5. **Two colleagues at Red Arrow are discussing which advertising channels they should use in the Joys of Germany ad campaign. Read the dialogue and make a list of the channels they mention in the table below.**

|  |  |
| --- | --- |
| Tracy  Justin  Tracy  Justin  Tracy  Justin  Tracy | As far as traditional| channels go, I think they should focus on print media, especially magazines, and possibly the travel sections of some larger newspapers.  That makes sense. Magazines and newspapers often devote an issue to travel, and that would be a good opportunity to highlight Germany. What about TV ads?  I don’t think that's a good idea. Just an ad or two will use up almost the entire budget, and we can't afford the repeat exposure that a good ad campaign would need.  That’s true. Banner ads, on the other hand, would make sense. People often go online to travel portals like Expedia and Hotwire without knowing where they want to travel to. They just want to go somewhere for the weekend. Seeing our ads would encourage them to check out Germany.  Good point. And what about postcards? I can see those being very effective with a campaign like this. We could have different themes for different venues: highlight outdoor activities for postcards distributed in gyms, for example.  Yes, and postcards are popular among the 18-35 group, which Joys of Germany are targeting. We could also do bus ads in major UK cities.  OK, so I think our task is clear. We need eye catching images and a good slogan that we can use in a variety of places. |

|  |  |  |  |
| --- | --- | --- | --- |
| **Print media** | **Online** | **Outdoor** | **Other** |
| *magazines* |  |  |  |
|  |  |  |  |
|  |  |  |  |

1. **Match the two parts of the phrases to make collocations from the dialogue.**

|  |  |
| --- | --- |
| 1. eye-catching 2. to devote 3. good 4. to make 5. print 6. repeat 7. traditional | 1. an issue to something 2. channels 3. exposure 4. images 5. media 6. opportunity 7. sense |

1. **Now use the correct form of the collocations above to complete the sentences.**
2. Our area newspaper often \_\_\_\_\_\_\_\_\_\_\_\_\_ to presenting local businesses, and many of

the shop owners see this as a \_\_\_\_\_\_\_\_\_\_\_\_\_ to advertise.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is essential for getting your message across to customers. If they only see your advertisement once, they won’t remember it.
2. We operate on a very tight budget, so for us it doesn’t \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to advertise on \_\_\_\_\_\_\_\_\_\_\_\_\_ such as radio or television. We focus on online marketing instead.
3. What I like most about our new ad campaign are the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. No one could forget that picture of the penguin and the dog!
4. One of the disadvantages of advertisements in \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is sometimes your advert gets ‘lost’, for example when there are several of them on the same page.
5. **Read the following article from a magazine on public relations. Choose the correct heading for each tip:**
6. Keep it short.
7. Proofread carefully.
8. See the story from the reporter’s point of view.
9. Create a headline that will grab your readers’ attention.
10. Keep things real.

**Writing a killer press release**

You’ve all seen them: the press releases that would put any reader to sleep. You've barely glanced at the title before you're ready to curl up in bed. Campbell Associates is moving into cutting-edge new headquarters! 'But who cares about Campbell Associates? Who are Campbell Associates, anyway?’ you ask yourself.

It takes more than an exclamation mark to catch a reader's attention. So read on for some tips on how to write a press release that will get read - and published!

1. Do not exaggerate when you write. Instead, make sure you deal with the facts. Journalists get dozens of press releases a day, and words like “revolutionary” and “ground-breaking” get old very quickly, especially when these words are describing very ordinary events.
2. Present your news as a story. The focus doesn't have to be on your company. What you want is something that people will want to read about. So focus on the people who use your products and services, and that will make your story come to life.
3. Brainstorm four or five titles for an important press release, and then come back to them the next morning. See which one seems the most interesting to you.
4. A badly-written press release won’t get read. Get help if you need it: there are a number of good, professional PR agencies out there if you’re not able to write perfect copy in English, for example.
5. Ideally, give the press release to someone who doesn’t know anything about the topic, and have them look at it for fifteen seconds. When they give it back to you, can they tell you the most important points? If not, you need to revise what you’ve written.
6. **The first sentence is in the active voice. Choose the most correct way of saying the same thing in the passive voice:**
7. They were interviewing her for the job.

She \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for the job.

1. was being interviewed
2. was interviewed
3. has been interviewed

2. Tom is writing the letter.

The letter \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by Tom.

1. was written
2. is being written
3. has been written

3. Everyone understands English.

English \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by everyone.

1. is understood
2. has been understood
3. was understood

4. The employees brought up this issue during the meeting.

This issue \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by the employees during the meeting.

1. has been brought up
2. is brought up
3. was brought up

5. The professor told him not to talk in class.

He \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by the professor not to talk in class.

1. has been told
2. was told
3. was being told

6. They say that women are smarter than men.

Women \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to be smarter than men.

1. were being said
2. were said
3. are said

7. The fire has destroyed the house.

The house \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by the fire.

1. has been destroyed
2. was being destroyed
3. is destroyed

8. This surprises me.

I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by this.

1. would have been surprised
2. will be surprised
3. am surprised
4. **Put the verb into the correct form (active or passive) to fit the meaning of the sentences**

**The first man-made fibre.**

NYLON 1\_\_\_\_\_\_\_\_\_\_\_(invent) in the early 1930s by an American chemist, Julian Hill. Other scientists 2\_\_\_\_\_\_\_\_\_(work) with his invention and finally on 27 October 1938, Nylon 3 \_\_\_\_\_\_\_\_\_\_\_\_\_(introduce) to the world. It was cheap and strong and immediately 4\_\_\_\_\_\_\_\_\_(become) successful, especially in the making of ladies' stockings. During the Second World War, the best present for many women was a pair of nylon stockings, but more importantly, it 5 \_\_\_\_\_\_\_\_\_\_(use) to make parachutes. Today, nylon 6\_\_\_\_\_\_\_\_\_\_(find) in many things: carpets, ropes, seat belts, furniture, computers. It 7\_\_\_\_\_\_\_\_\_\_\_\_\_(play) an important part in our lives for over 70 years. Next year about 36 million tons of it 8\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(manufacture). was invented worked was introduced became was used is found has been playing will be manufactured.