

The background of the slide is a photograph of a business meeting. Several people are seated around a wooden table, looking at documents and a laptop. A laptop screen in the foreground displays various business charts and graphs. A coffee cup is also visible on the table. A large teal-colored geometric shape, resembling a stylized 'C' or a large bracket, is overlaid on the left side of the image, framing the main title.

# NEW BUSINESS ENGLISH 6

## Lesson 10

### Business Event Program



# LEARNING GOALS

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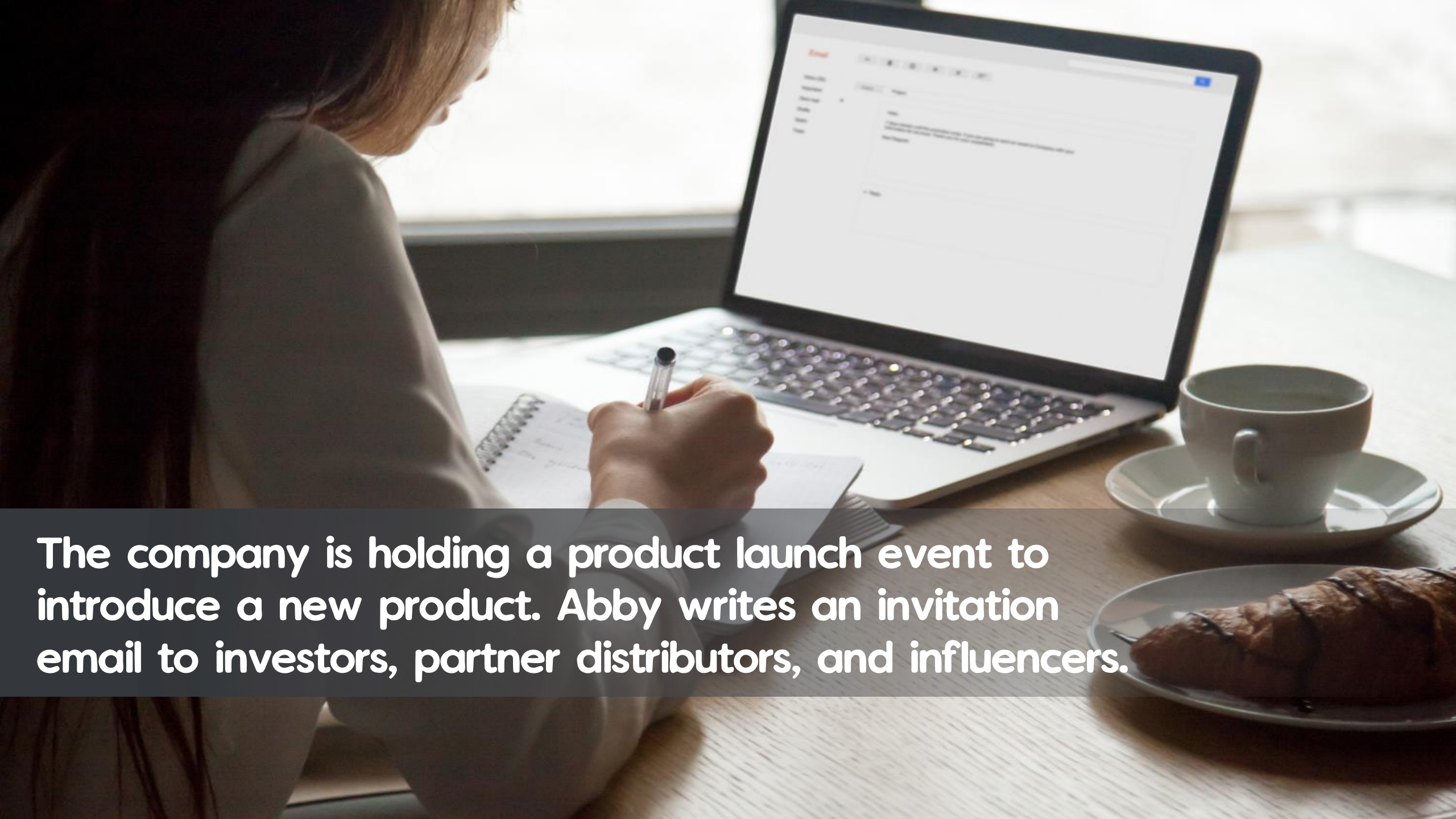
- ◆ Business Event Program
- ◆ Expressing Kindness and Politeness



# Warm-up

- ◆ How often do you attend business events?
- ◆ What are some activities that we can witness in a business event program?





The company is holding a product launch event to introduce a new product. Abby writes an invitation email to investors, partner distributors, and influencers.



To: Venn Scott

Subject: Invitation letter for a product launch event

Dear Mr. Scott,

Good day!

I was hoping you could attend the **launching** of our new product on August 14 at 2 PM, at the Central Park Hotel Conference Center.

A registration form will be provided once you arrive at the venue. The event will kick off at exactly 3:00 PM with an opening speech from our very own CEO. A **promotional** video will be played afterward followed by an introduction of the new product. Shortly after the introduction, there will be an open discussion among the attendees including the company's **stakeholders** and **investors**. The event will last for about 4 hours and will conclude with a formal **reception**.

Could you please reply by 5 PM today so that your attendance can be confirmed and counted?

Best Regards,

Abby Lee



Send

# Email Review

Read the email and answer the questions.

Dear Mr. Scott,

Good day!

I was hoping you could attend the launching of our new product on August 14 at 2:00 PM, at the Central Park Hotel Conference Center.

A registration form will be provided once you arrive at the venue. The event will kick off at exactly 3:00 PM with an opening speech from our very own CEO. A promotional video will be played afterward followed by an introduction of the new product. Shortly after the introduction, there will be an open discussion among the attendees including the company's stakeholders and investors. The event will last for about 4 hours and will conclude with a formal reception.

Could you please reply by 5:00 PM today so that your attendance can be confirmed and counted?

Best Regards,

Abby Lee

# Learning Goal

## ∴ Business Event Program

Activities in a business event depend on the type or purpose of the event. Here are some common activities that occur during business events.



### 1. Event Registration

for recording and validating attendance of guests



### 2. Welcoming Speech

marks the beginning of any event, meeting, celebration, etc.



### 3. Promotional Activities

for sharing information about a particular product or service



### 4. Open Discussion

gives the guests the chance to share ideas opinions about a topic, product, service, etc.



### 5. Entertainment/ Performances

adds a bit of fun, which improves interaction among guests



### 6. Reception & Networking

an after-party that offers guests the chance to build connections

# Learning Goal

## ∴ Expressing Kindness and Politeness

We use **modals** to soften our language to make it sound more kind and polite.

### Instead of...

- Please reply by 5 PM today.
- I need to borrow your pen for a moment.
- Please leave the room.  
I have to take this phone call.

### We can say...

- **Could** you please reply by 5 PM?
- **May** I borrow your pen for a moment?
- **Could** you step out of the room for a moment? I have to take this phone call.



### Let's Practice

1. Buy me a cup of coffee.
2. This report is too short. Check it again.

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# Learning Goal

## .∴ Expressing Kindness and Politeness

We also change the **verb tense** to add softness and be less direct.

Change the **present tense** to the **past tense** or the **progressive tense**.

Do you **have** time to meet tomorrow to discuss this?



I **was wondering** if you **had** time to meet tomorrow.  
I'm **wondering** if you **have** time to meet tomorrow.

**Can** I **ask** a question about the agenda?



I **wanted** to ask a question about the agenda.

I **want** you to attend the launching of our product.



I **was hoping** you could attend the launching of our product.



**Tip:** We do this with verbs such as hope, think, want, and wonder.

# Oral Practice

## Scenario:

The company you work for is hosting an anniversary party soon. Your manager asks you to call and invite one of the company's most valued investors. Briefly inform him about the main activities of the event.



## ∴ Business Event Activities

- *Event Registration*
- *Performances*
- *Welcoming Speech*
- *Reception & Networking*

## Expressing Kindness and Politeness

- *Using modals*
- *Changing the verb tense*

# Overview

## Keywords and expressions:

*launching/ promotional/ open discussion  
stakeholder/ investor/ reception*

### ***Business Meeting Program***

- *Event Registration*
- *Promotional Activities*
- *Entertainment/ Performances*
- *Welcoming Speech*
- *Open Discussion*
- *Reception & Networking*

### ***Expressing Kindness and Politeness***

- *using modals*
- *changing the verb tense*

*Made by Keanu  
Proofread by Garcia*

