

“Fit for the Fair”

English Tune-up for Trade Fairs

Workshop overview

This workshop prepares non-native English speakers to represent their company at international trade fairs. It equips them with the language skills they need to be effective in explaining their company’s products and services.



With a combination of input sessions along with practice and feedback, participants create and give introductions about themselves and their companies, along with explanations of the products and services their company supplies. Through this process, participants develop their language, refine their technique and become more comfortable in the delivery.

The workshop also allows participants the opportunity to engage in and practise their small talk skills in preparation for the trade fair.

Target language level

The course is aimed at [CEF B1](#) level and above. A pre-course language assessment is conducted online to ensure participants have the required language competency for the course.

Methods used

The approaches are communicative and task based, ensuring plenty of opportunity for all participants to practice.

Objectives of workshop

At the end of the workshop participants will:

- ✓ be able to introduce themselves confidently, clearly and concisely
- ✓ be able to engage in small talk effectively
- ✓ have the vocabulary to describe all elements of their stand and marketing materials
- ✓ be able to describe their company and highlight what makes their company special
- ✓ be able to explain their company's products & services in a way that is clear and simple while also showing what makes them unique
- ✓ have a detailed communication plan so you meet the targets you have set for the fair

Content covered

- ✓ Your stand – Trade fair vocabulary
- ✓ Introducing yourself
- ✓ Making small talk & transitioning to business
- ✓ Presenting your company
- ✓ Presenting your company's products & services
- ✓ Useful standard phrases

Evaluation

A certificate of attendance is issued after completion of the workshop.

Duration & location

8.5 hour “full day “ workshop

Either internal or external to your company

Bookings & Price

Contact us on:

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