

No.

Topic: Marketing Meeting

Material: Business English (Meetings)

Objectives:

At the end of the lesson, the students will be able to:

1. Learn useful expressions used in a meeting.
2. Learn to construct grammatically correct sentences.
3. Know how to preside a meeting.

WARM-UP: MATCHING TYPE (Vocabulary)

Directions: Match the words or phrases in column A with their definitions in column B.

A

1. to go over
2. agenda
3. to move on
4. outline
5. to date
6. out of time
7. adjourn

B

- a. list of topics to be discussed
- b. to end to a formal close
- c. with no time remaining to continue
- d. to review
- e. give a summary of
- f. to continue and start a new activity
- g. up to the present time

DIALOGUE: Practice the dialogue between the Chairman and Ryan.

(The teacher and the student may take turns in doing the dialogue).

Chairman: I'd like to open today's meeting. Ryan?

Ryan: First, I'll quickly go over the main points of the last meeting.

Chairman: (finishes), if no one has anything to add, let's move on to today's agenda.

Ryan: I suggest we each give a little background on the suggestions we discussed last week.

Chairman: Could you repeat that, please?

Ryan: Let's start by going over the research you've done on the suggestions.

Chairman: You'll find most of the information outlined in the summary documents in front of you.

Ryan: These figures are interesting. It's clear to me that customer communications are not working as they should.

Chairman: Yes, our marketing efforts really haven't been effective to date.

Ryan: I suggest we break up into groups and discuss how we can improve our message.

Chairman: Unfortunately, we're almost out of time. I suggest you submit your ideas on marketing and we can discuss the best next week. I declare the meeting adjourned.

DIALOGUE COMPREHENSION CHECK

Directions: Fill in the blanks with the correct words.

meeting **start** **research** **out of time** **information**
figures **customer** **marketing** **groups** **adjourned**

1. I would like to open today's _____.
2. Let's _____ by going over the _____.
3. You will find most of the _____ outlined in the summary documents.
4. These _____ are interesting.
5. It is clear to me that _____ communications are not working.
6. Our _____ efforts really have not been effective.
7. I suggest we break into _____.
8. We're almost _____. Meeting is _____.

QUESTION AND ANSWER

1. How important is having a meeting?
2. How do you conduct meetings in your company?