



# Who will be the sponsor?

## Case briefing

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### Case overview

In this case, three financial companies would like to be the sponsor of the new financial program – “Money Matters”. Anne needs to make a choice among them. As Anne’s secretary, Chen Ming needs to brief her on the three companies by making a comparison report in Unit 1. In Unit 2, Chen Ming should contact the chosen company and create a field trip agenda for Anne.

Ss are to play the part of Chen Ming and complete the tasks in this case.

## Teaching plan

The teaching plan is designed for an eight-period teaching session and is adaptable to a shorter or longer teaching session to suit varied pedagogical situations and needs.

	Before class	In class	After class
Periods 1&2	<ul style="list-style-type: none"> <li>• Previewing the case (Case briefing)</li> <li>• Previewing Taking in (Unit 1)</li> </ul>	<ul style="list-style-type: none"> <li>• Reviewing the case (Case briefing)</li> <li>• Starting up (Unit 1)</li> <li>• Taking in (Unit 1)</li> <li>• Building up (Unit 1)</li> </ul>	<ul style="list-style-type: none"> <li>• Looking beyond (Unit 1)</li> <li>• Carrying out (Unit 1)</li> </ul>
Periods 3&4	<ul style="list-style-type: none"> <li>• Reviewing Taking in (Unit 1)</li> <li>• Reviewing Building up (Unit 1)</li> </ul>	<ul style="list-style-type: none"> <li>• Elaborating on the required structure, skills and strategies</li> <li>• Presenting the biz practice and giving comments</li> </ul>	Reflecting on Unit 1
Periods 5&6	Previewing Taking in (Unit 2)	<ul style="list-style-type: none"> <li>• Starting up (Unit 2)</li> <li>• Taking in (Unit 2)</li> <li>• Building up (Unit 2)</li> </ul>	<ul style="list-style-type: none"> <li>• Looking beyond (Unit 2)</li> <li>• Carrying out (Unit 2)</li> </ul>
Periods 7&8	<ul style="list-style-type: none"> <li>• Reviewing Taking in (Unit 2)</li> <li>• Reviewing Building up (Unit 2)</li> </ul>	<ul style="list-style-type: none"> <li>• Elaborating on the required structure, skills and strategies</li> <li>• Presenting the biz practice and giving comments</li> </ul>	Reflecting on Unit 2 and the case

## Reference answers

**1** 1 F 2 T 3 T 4 F

**2** The following answer is for the T's reference.

C B D A

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## Scripts

*(Chen Ming is busy doing his paperwork. The phone rings.)*

Chen Ming: Hello, this is Chen Ming speaking.

Anne Megan: Hello, Chen Ming. This is Anne calling.

Chen Ming: Oh! Hi, Anne.

Anne Megan: You've been working at the financial program group since last month. And I guess you've become familiar with your work now.

Chen Ming: Yes, I think so.

Anne Megan: Great! We've got a new task now.

Chen Ming: Umm ... what's it about?

Anne Megan: We're going to launch a new financial program – “Money Matters”. It focuses on money management and investment. Three financial companies have applied for being the sponsor of our program. They are Zhijin Finance, a newly-established yet fast-growing company; OutLook Group, a trusted and powerful domestic company; and the big-name – Capitogo. We must get to know the three potential sponsors and choose one company to do a field trip. So I want you to gather more information about them.

Chen Ming: I see. Any requirements?

Anne Megan: Yes. First, we should get a good understanding of what the companies do, their missions, development prospects, sponsorship experience and so on. Keep track of all the information about the three potential sponsors. Then make comparisons between them. Let me see ... on Thursday in a week's time. How does that sound to you?

Chen Ming: That sounds OK! I'll hand it in next Thursday.

Anne Megan: Good. And after we choose one company, you'll need to schedule a field trip.

Chen Ming: So ... I'll first gather information about the three companies: Zhijin Finance, OutLook Group, Capitogo. Then after the decision has been made, I'll schedule a field trip. Is that right?

Anne Megan: That's quite right.

Chen Ming: Anything else?

Anne Megan: Umm ... no. I think that's everything.

Chen Ming: OK. I'll get on with it. Bye.

Anne Megan: OK. Bye.

# Present information about the companies

## Starting up

### About the unit

In this unit, Ss are going to make a comparison report based on the company information sheet made by themselves. So they should get information about the three companies first. Then they need to know how to make a comparison report, the use of transitional words and expressions to make comparison and contrast, and the correct use of different tenses for different information.

The video clip about the development of mobile payment in China in “Looking beyond” echoes the mobile wallet payment services mentioned in “Reading” and helps Ss get a better understanding of this topic.

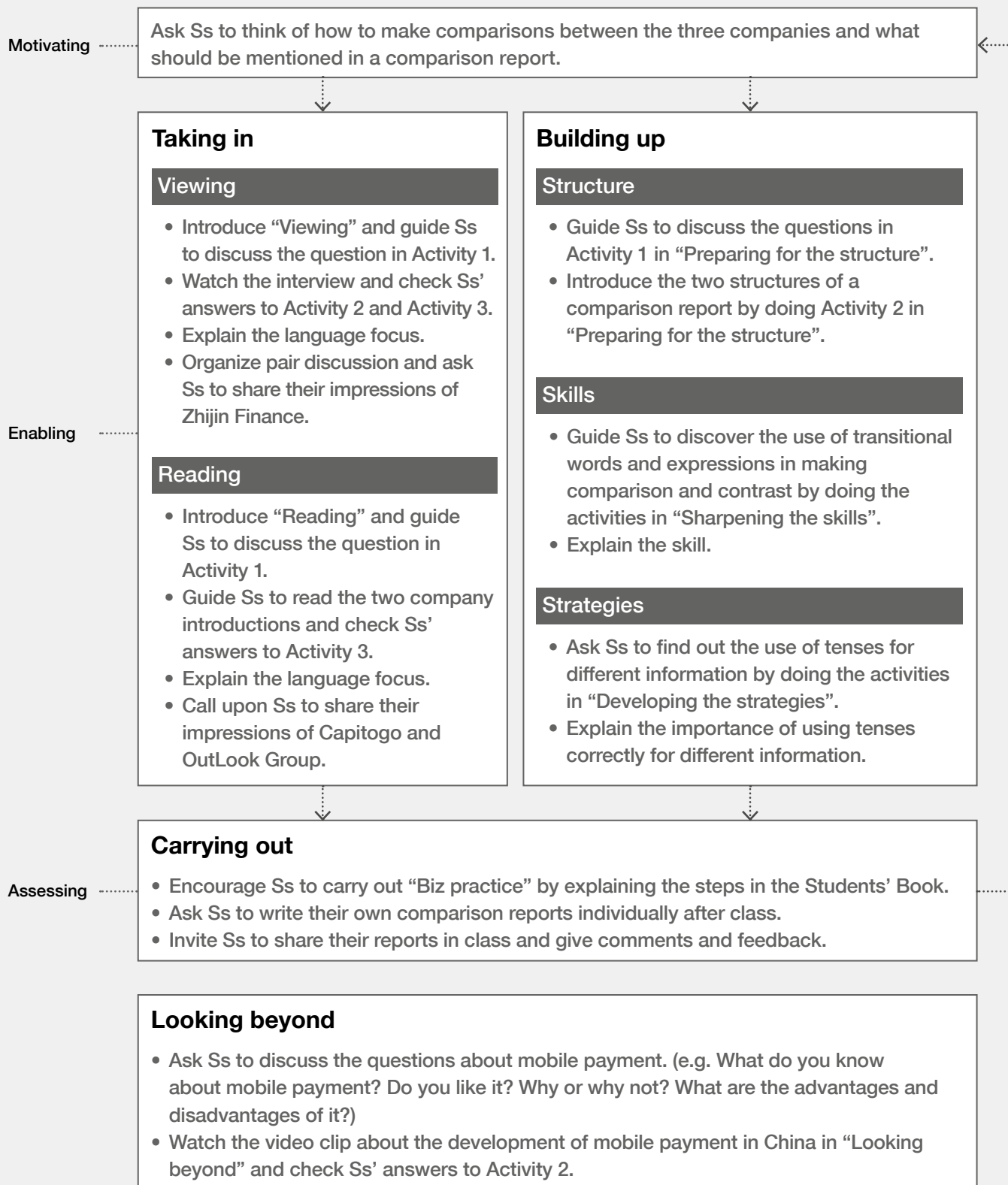
### Teaching objectives

Upon completion of this unit, the T is expected to enable Ss to:

- get the general information about a company from various sources (Viewing&Reading)
- get familiar with the two structures of a comparison report (Preparing for the structure)
- use transitional words and expressions to make comparison and contrast (Sharpening the skills)
- use tenses correctly when presenting different information (Developing the strategies)
- present information about the companies by making comparisons (Biz practice)

## Teaching suggestions

The T can approach this unit in different ways. Here we suggest a production-oriented approach. By adopting this approach, the T can prepare Ss with the output task before learning, so they will have a clear purpose – looking for information and learning skills needed to complete the output task.



## Viewing

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### Language focus

- 1** ... we are dedicated to having the highest level of ethical standards.  
be dedicated to 从事于; 献身于  
*e.g. As a scientist, he was dedicated to seeking the truth.*
  
- 2** We commit ourselves to meeting customers' expectations.  
commit yourself to 使(自己)致力于  
*e.g. He committed himself to working for peace all through his life.*
  
- 3** We offer a wide range of financial products and services in many areas.  
a wide range of 范围广泛的  
*e.g. There is a wide range of office furniture for selling.*
  
- 4** We've been building up the services since 2014.  
build up 建立; 创建  
*e.g. She took 10 years to build up her business and she succeeded.*
  
- 5** And we are now listed on the Hong Kong Stock Exchange.  
list v. 使(公司)上市  
*e.g. A newly-established company is listed on the American Exchange.*

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### Reference answers

- 1** The following answer is for the T's reference.  
Information I would like to get from an interview about a company:
  - Company name
  - Business
  - History
  - Mission
  
- 2** 1, 3, 5
  
- 3** 1) provides financial solutions 2) highest level 3) 2014 4) one-stop solutions

## TIPS FOR LISTENING

### Listening for general information: company introduction

In listening, it is important to form a clear and logical “picture” of the talk or lecture. When you are listening for general information, pay special attention to the topic words. In this interview, for example, you may hear the topic words “officially founded”, “mission” and so on from the interviewee. Then the things around them will be talked about.

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## Scripts

*(Jack Wang, Vice President of Zhijin Finance, gives an interview to Ash Zhang.)*

...

Ash Zhang: So Jack, what exactly does your company do?

Jack Wang: Our company, Zhijin Finance, provides financial solutions to different customer groups in Hong Kong.

Ash Zhang: Tell us more about your company.

Jack Wang: Well, as a strong financial company in the industry, we are dedicated to having the highest level of ethical standards. We commit ourselves to meeting customers' expectations.

Ash Zhang: How do you do that?

Jack Wang: We offer a wide range of financial products and services in many areas.

Ash Zhang: A wide range of financial products and services! That sounds great!

Jack Wang: We've been building up the services since 2014. It's not quite a long time but we still keep working on that.

Ash Zhang: You're doing really a great job! By the way, I heard you were part of EasiPay once for a while, weren't you?

Jack Wang: Actually, our company was officially founded in 2014. It originated from EasiPay which was established in 2004. Our company in Hong Kong has been in operation for several years. And we are now listed on the Hong Kong Stock Exchange.

Ash Zhang: Wow, that's fast!

Jack Wang: We're very proud of our achievements! Because our mission is to provide one-stop solutions to all the financial needs of customers, our highly motivated, professional and efficient team is continuously innovating and keeping up with the changes.

Ash Zhang: A powerful team is always the best guarantee.

Jack Wang: You are right! And we are also trying to satisfy all the investors, customers and regulators we serve. Our goal is to be one of the leading financial companies in the world!

# Reading

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## Language focus

**1** Our mission is to serve as a trusted partner to our clients by responsibly providing financial services that enable growth and economic progress.  
to serve as a trusted partner to our clients 在句中作表语, 是 our mission 的具体内容。by responsibly providing financial services 作状语, 表示手段或方式。that enable growth and economic progress 是定语从句, 修饰 financial services, 表明我们提供的 financial services 带来的效果。

**2** We attach great importance to sponsorship.  
attach importance to sth. 重视某事物; 认为某事物很重要  
*e.g. We will attach importance to the development and management of social organizations.*

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## Reference answers

**1** The following answer is for the T's reference.

Information I expect to get from a company introduction:

- Company name
- Business
- History
- Mission

**2** N/A

**3** 1) A 2) D 3) B 4) C 5) G 6) E 7) F

**4** The following points are for the T's reference.

Points for Capitogo:

- It is one of the most successful financial organizations.
- It provides various financial services ranging from individual to government.
- It attaches great importance to sponsorship.

Points for OutLook Group:

- It is a domestic enterprise and has remained among the Top 500 Enterprises of China for the past 14 years.
- It has constantly moved into new industries and sectors.
- It has clear vision and development prospects.



## TIPS FOR READING

### Reading for key information: company introduction

The two passages in “Reading” are company introductions or company overviews. A company introduction is a professional introduction of the business and aims to inform the audience about its products and services. It usually includes the following aspects: basic company information, development of the company, corporate culture, and the company’s main products and services. So when you are reading for key information, you can consider the related aspects in a company introduction and try to locate the key information by using topic-related words. For example, if you need to find information of the company’s history, try to locate the words connected to this topic like “founded”, “started”, “created”, “traced back” and “past decades”. This will help you to identify the relevant information in the text.

## Preparing for the structure

### Two structures of a comparison report

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#### Structure extension

A comparison report provides a detailed analysis of the similarities and differences between companies, departments, units, etc. A company comparison report will help you see the compared companies logically and clearly, and make decisions according to their different features.

In terms of its structure, both subject-by-subject and point-by-point are acceptable. In subject-by-subject structure, you discuss all points of A, then of B. In point-by-point structure, you alternate points about A with comparable points about B.

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#### Reference answers

**1** The following answers are for the T's reference.

1 Aspects I would like to compare between the three companies:

- Company history
- Mission
- Market recognition
- Vision and development

2 I would be mindful of the purpose, choose related items and analyze the items according to the purpose of the comparison.

**2** B

# Sharpening the skills

## Using transitional words and expressions to make comparison and contrast

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### Skills extension

Transitional words and expressions make a comparison report clear and logical. They provide logical organization and understandability. They can also help you improve the connections and transitions between thoughts.

For your reference, there are more transitional words and expressions you can use when making comparison and contrast.

#### Making comparison

as well as, besides, coupled with, likewise, comparatively, correspondingly, identically, together with, by the same token

#### Making contrast

instead, rather, yet, but, nevertheless

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### Reference answers

#### 1 The following answers are for the T's reference.

- 1 Capitogo was founded on October 9th, 1998. But its history could be traced back as far as to the founding of Capitobank in 1980. Compared with Capitogo, however, Outlook Group was founded in 1992, and it has built its own reputation in China.
- 2 Talking about sponsorship, Capitogo attaches great importance to sponsorship. Outlook Group, conversely, hasn't mentioned its sponsorship experience.
- 3 Though it is new in the financial field, like Capitogo, Outlook Group has also achieved a lot. It has already gained an AAA credit rating by China Chengxin International Credit Rating Co., Ltd.

#### 2 1 Though 2 similarly 3 while

# Developing the strategies

## Using tenses correctly for different information

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### Strategies extension

A company overview is an overview of the most important points about the company – history, present conditions like management team, location, mission, legal structure, and vision and development prospects. So different tenses should be used accordingly.

When you present a company overview, one thing you need to keep in mind is to check it for shifting tenses within the sentences or paragraphs. As a general rule, the verb tense used should be consistent throughout the sentences or paragraphs. For example, the sentence “We had achieved (past perfect tense) this goal, and then we moved on (simple past tense) to another plan.” should be written as “We achieved (simple past tense) this goal, and then we moved on (simple past tense) to another plan.”

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### Reference answers

#### **1** The following answers are for the T’s reference.

- 1 The sentence talks about the history of OutLook Group, so the simple past tense should be appropriate.
- 2 The first part of the sentence talks about the company’s experience of setting up a subsidiary. So the present perfect tense should be appropriate. From the word “now” in the last part of the sentence, it is known clearly that it talks about the general situation of the company. So the present simple tense should be appropriate.
- 3 The sentence talks about the future expectation, so the simple future tense should be appropriate.

#### **2** The following answers are for the T’s reference.

- 1 established   2 provides   3 will have/is going to have   4 is   5 had got/got

## Biz practice

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### Teaching tips

- Ask Ss to list the key points they need to pay special attention to.
- Guide Ss to search for information about the three companies provided in “Taking in”.
- Ask Ss to make an information sheet following the sample sheet in Step 3.
- Remind Ss to choose one structure to organize their comparison reports, point-by-point or subject-by-subject.
- Guide Ss to write the comparison report. Remind them of the use of transitional words and expressions and the tense choice.
- Help Ss to revise their reports by answering the questions listed in Step 6.

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### Suggestions for evaluation

<b>Task fulfillment</b>	<ul style="list-style-type: none"><li>• Does the comparison report include enough information about each compared company?</li><li>• Does the comparison report meet Anne’s requirements?</li></ul>
<b>Organization</b>	Is the comparison report clearly organized?
<b>Language</b>	Are there any transitional words and expressions properly used in the comparison report to express similarities and differences?
<b>Communication strategy</b>	Does the comparison report clearly show the different advantages and disadvantages of the three companies?

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## Sample and comments

We have three potential sponsor companies. They are Capitogo, one of the world's largest financial organizations; Zhijin Finance, a financial company providing financial solutions to different customer groups in Hong Kong; and OutLook Group, once an industrial enterprise and a new-hand company in the financial field.

Among them Capitogo has the longest history, while both Zhijin Finance and OutLook Group have a comparatively short history.

However, they all have gained great market recognition and achieved a lot. As one of the world's largest financial organizations, Capitogo has been enjoying a world-class brand since it was founded. As a strong financial company in the industry, Zhijin Finance has been in operation for several years and is now listed on the Hong Kong Stock Exchange. As one of the Top 500 Enterprises of China for the past 14 years, OutLook Group has gained an AAA credit rating by China Chengxin International Credit Rating Co., Ltd. in the financial area.

In terms of their missions, Capitogo serves as a trusted partner to clients by responsibly providing financial services that enable growth and economic progress. Zhijin Finance provides one-stop solutions to all the financial needs of customers, while Outlook Group aims at building an eco-friendly and sustainable world-class enterprise.

Regarding their vision and development prospects, there's no specific information in the company introduction of Capitogo. But we may infer its thriving growth with its long history. Zhijin Finance is going to be a trusted partner and one of the leading financial companies in the world, and OutLook Group will see new developments in globalization, internetization and industrial and financial integration.

In addition, only Capitogo has sponsorship experiences, whereas the other two companies have not mentioned it.

### COMMENTS

This sample has included abundant information. Three companies are compared from five aspects. Besides basic points, the sponsorship experience is also mentioned, which would be very helpful for GTV to consider when they want to find a proper sponsor.

It has a clearly organized structure. The point-by-point structure has been adopted here, which is effective and proper for comparing three or more subjects. Some transitional words and expressions are used for expressing similarities and differences such as "whereas" and "both ... and". In addition, the tenses are correctly used for different information.

So it is a clear and logical comparison report on the whole.

# Looking beyond

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## Reference answers

**1** The following tip and answer are for the T's reference.

- 1 Ss may consider the advantages and disadvantages of different payment types.
- 2 Mobile payment makes the payment process easier. Now customers can make payment anywhere anytime with their mobile devices connected with the Internet. It allows customers to seamlessly purchase products or services without having to physically pay in cash or swipe a card. Consumers are eager for quick and convenient shopping experiences. In addition, by using mobile payment, consumers no longer have to assume the security risks associated with cash or worry whether they have enough cash in their wallets. Moreover, credit card information is not stored on smartphones directly but in the cloud. So no thief could extract your credit card details just by stealing your phone.

**2** 1 F 2 T 3 T 4 T 5 F 6 T

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## Scripts

Jason Bellini:

Here in Shenzhen, China, a city many refer to as “Silicon Valley East”, cash is quickly becoming a thing of the past. People aren't pulling out the plastic much either. All over China, more and more consumers are going on mobile all the time. And they're not doing this using screen after screen of apps. They are mostly using just two, two mega apps from two Chinese companies that are also collecting almost unfathomable amounts of consumer data. In 2016, Chinese consumers spent nine trillion dollars in mobile payments, dwarfing the 112 billion dollars spent in the US. One thing that's feeding the Chinese appetite for mobile app payments is food. According to mobile payment leader Tencent, in China, three quarters of fast food purchases are made using mobile.

One company is reimagining the grocery store experience. Alibaba's Hema Supermarket harnesses China's QR code's scanning culture. Every product in the store is scannable, even the crabs. Find out where they came from, add them to your favorites, so later from home you can order them for delivery. What do you buy most often? The app knows, allowing it to serve you personalized recommendations, and it's all linked to Alipay. Our colleague Liza Lin visited a Hema in Shanghai first.

Liza Lin:

The significance of Hema is the fact that mobile payments (payment) has given rise to a whole new set of business models or industries in China that would never have been possible in the West.

Jason Bellini:

Hema, which has announced plans to open 2,000 more of these supermarkets, is also an example of how mobile payment platforms in China are creating ecosystems. They're about

much more than just the final transaction. In the early 2000s, Alibaba launched Alipay to facilitate user transactions on Taobao, the Chinese equivalent of eBay. Around the end of the decade, Taobao introduced its mobile wallet features – let Alipay members transfer money to one another, or split bills using QR codes. Good timing. That was right when the number of mobile users in China began to skyrocket.

Liza Lin:

One of the biggest reasons is the fact that smartphones in China are really cheap and that has made the smartphone really affordable for the masses.

Jason Bellini:

And many people began finding themselves in China's supercharged economy with more money in their bank accounts, and began linking those accounts to Alipay. In 2013, Tencent got in on the action, bringing mobile payments to its widely popular WeChat app. In just three years, the newcomer has grabbed up 40% of China's mobile payment transactions.

Here's what intrigued us, the "Made in China" innovations happening on these two platforms. Taobao and WeChat are now platforms in which dozens of app functions are rolled into one.

Liza Lin:

There're so many things you can do with just one app in China, and I guess that's to me what's the most interesting – the fact that they want to have one app to rule them all.



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# UNIT 2 **Make arrangements for the field trip**

## Starting up

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### About the unit

In this unit, Ss are going to make arrangements for the field trip. They need to know both Anne's schedule and the company's reception plan. Then they need to know what an agenda looks like, the required language in an agenda, and some dos and don'ts in creating a business agenda.

The investment story of Warren Buffett in "Looking beyond" expands Ss' knowledge of making investment in an interesting way.

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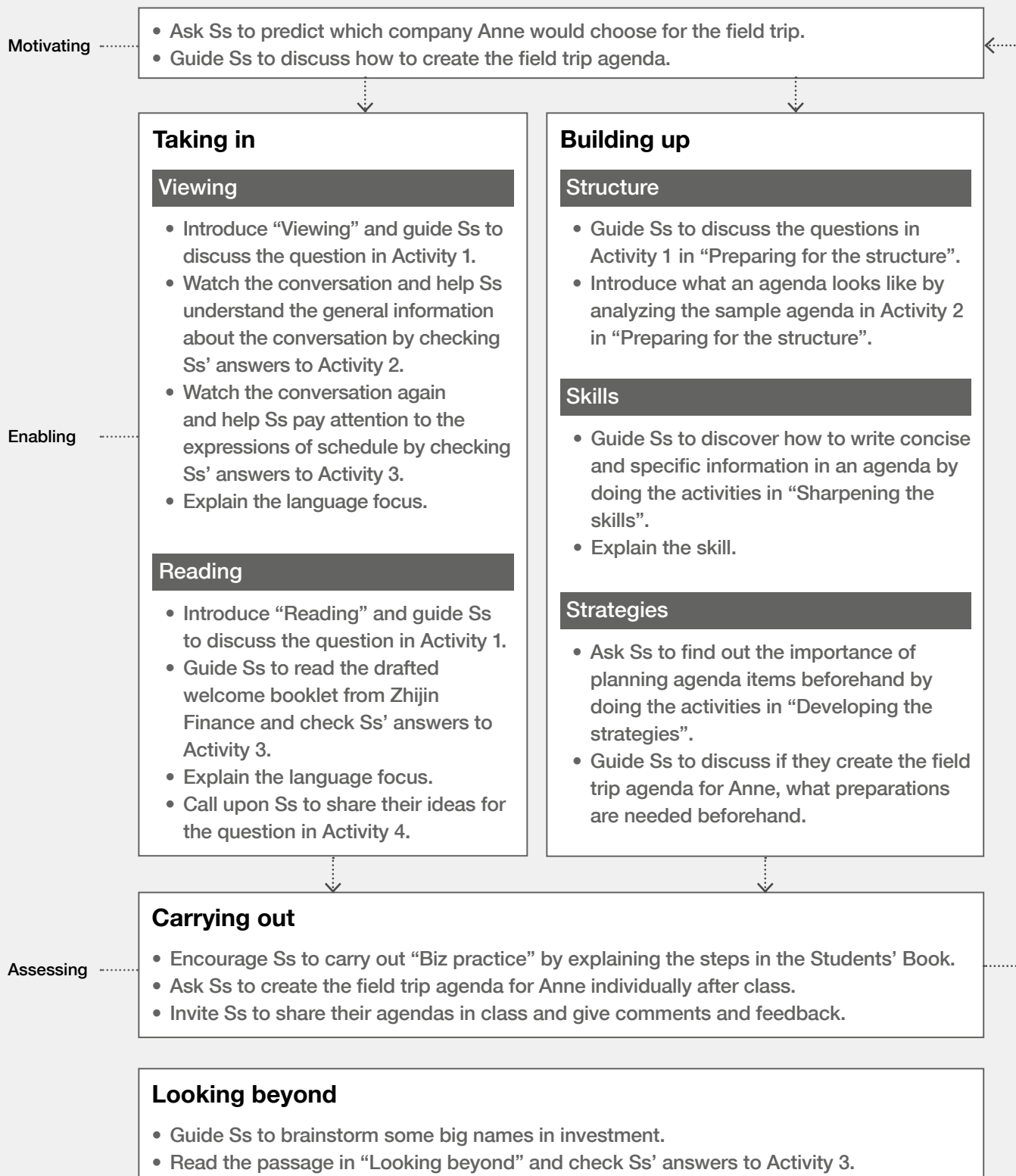
### Teaching objectives

Upon completion of this unit, the T is expected to enable Ss to:

- get specific information like numbers, dates, places and events (Viewing&Reading)
- get familiar with the structure of an agenda (Preparing for the structure)
- write concise and specific information (Sharpening the skills)
- plan agenda items beforehand (Developing the strategies)
- create the field trip agenda (Biz practice)

## Teaching suggestions

The T can approach this unit in different ways. Here we suggest a production-oriented approach. By adopting this approach, the T can prepare Ss with the output task before learning, so they will have a clear purpose – looking for information and learning skills needed to complete the output task.



## Viewing

### Language focus

- 1** Of the three companies, Zhijin Finance seems the most likely to be our sponsor.  
be likely to be 可能; 倾向于  
*e.g. Careless driving is likely to be a cause of the accident.*
- 2** So it's a win-win situation.  
win-win situation 双赢局面  
*e.g. Both the companies can benefit greatly from the cooperation, so it's a win-win situation all around.*
- 3** He's got such keen insights.  
keen *a.* 敏锐的  
*e.g. His start-up is a big success because of his keen mind and good business sense.*
- 4** Tomorrow morning, you'll have a meeting at 10 o'clock with Mr. Smith to deal with an audience complaint.  
audience complaint 观众投诉  
*e.g. The program group needs to deal with the audience complaints about the late broadcast time of the program.*
- 5** Make the arrangements for the field trip to Zhijin Finance.
  - 1) make arrangements 做好安排  
*e.g. You are advised to make arrangements well before a business meeting.*
  - 2) field trip 实地考察  
*e.g. The representatives from different companies make a field trip to a recycling factory.*

### Reference answers

- 1** The following answer is for the T's reference.  
Points I need to pay attention to when I listen to a conversation about schedules:
  - Time
  - Venue
  - Event

- 2** 1 target customers; explore and expand
- 2 audience complaint; press conference
- 3 three days
- 4 rescheduled
- 5 on Wednesday

**3**

	Mon.	Tue.	Wed.	Thur.	Fri.
Morning		Have a meeting at 10 o'clock with Mr. Smith to deal with an audience complaint.	Do a field trip to Zhijin Finance.	Attend an international television conference in Shenzhen.	Attend an international television conference in Shenzhen.
Afternoon	Meet Frank to go over the audience ratings of the last quarter at four o'clock.	Attend a press conference.	Do a field trip to Zhijin Finance.	Attend an international television conference in Shenzhen.	Attend an international television conference in Shenzhen.

**TIPS FOR LISTENING**

**Listening for specific information: schedule**

When you listen for specific information, you need to have some idea of what you're listening for before you listen and while you're listening.

When listening to a schedule, you need to focus on time and events. They are usually detailed information about what happens in a specific time. Draw a timetable to help you lay out the events in time order.

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## Scripts

*(Chen Ming and Anne have a conversation talking about Anne's decision and the field trip.)*

Anne Megan: Of the three companies, Zhijin Finance seems the most likely to be our sponsor.

Chen Ming: But it's not a big name, and it is new in the field.

Anne Megan: Yes. Zhijin Finance is a relatively small brand, but their target customers match perfectly with our audience. Besides, we need to explore and expand our fame in Hong Kong. So it's a win-win situation.

Chen Ming: I see. That sounds great!

Anne Megan: Now I want to schedule a field trip to Zhijin Finance. Could you tell me my schedule for the week, please?

Chen Ming: No problem. This is your schedule for this week. Umm ... today is Monday, and at four o'clock this afternoon you'll meet Frank to go over the audience ratings of the last quarter.

Anne Megan: That'll be interesting. He's got such keen insights.

Chen Ming: Tomorrow morning, you'll have a meeting at 10 o'clock with Mr. Smith to deal with an audience complaint. And ... a press conference tomorrow afternoon.

Anne Megan: Those are both really important.

Chen Ming: As for the day after tomorrow, on Wednesday, there's a meeting with Mr. Liu at three o'clock in the afternoon for a new program discussion.

Anne Megan: Umm ... how about Thursday and Friday?

Chen Ming: Umm ... you'll fly to Shenzhen for an international television conference. The flight is at 7:30 in the morning on Thursday, and you have to spend three days in Shenzhen.

Anne Megan: I think we can schedule a one-day field trip to Zhijin Finance on Wednesday. The sponsorship is much more urgent. Please tell Mr. Liu we will reschedule the appointment when I come back from the international television conference.

Chen Ming: OK.

Anne Megan: Make the arrangements for the field trip to Zhijin Finance. We need to learn more about our sponsor and find out how they do it.

Chen Ming: Sure. I'll contact them to arrange a field trip and create an agenda for you.

Anne Megan: Great! Thank you.

Chen Ming: My pleasure.

# Reading

## Language focus

- 1** On behalf of all the staff at Zhijin Finance, we would like to welcome you to our company.  
on behalf of 代表  
*e.g. He gave a speech on behalf of all the members of the faculty.*
- 2** The issues for discussion are to be confirmed.  
to be confirmed 待确认  
*e.g. How we should conduct the audience feedback interview is to be confirmed.*
- 3** Mrs. Shen and Ms. Li will guide you through an on-site visit to our company.  
on-site visit 现场访问; 实地走访  
*e.g. Some investors may schedule an on-site visit to the start-up.*

## Reference answers

- 1** The following answer is for the T's reference.  
Information I expect to get from the booklet:
  - When and where the company would receive us.
  - What they would like to discuss during the field trip.
  - What information we could get from the field trip.
- 2** N/A
- 3** 1 A 2 A 3 B 4 C 5 B
- 4** The following answer is for the T's reference.  
The planning budget and some unexpected surprises, etc. should be discussed in the business communication section (Part 2).

### TIPS FOR READING

#### Reading for specific information: time and events

When you want to find out time and events, you need to locate them, then read the relevant part carefully to get a full and detailed understanding.

The welcome booklet is written in a clear way. The events and time are expressed directly in the headings. So, if you want to know the arrangements for the on-site visit, for example, you will scan the welcome booklet and focus on the heading of "On-site visit to the company". Then you can get all the relevant information.

## Preparing for the structure

### Structure of an agenda

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#### Structure extension

An agenda literally means a list of things that must be done. Take meeting agenda for example. It may refer to the points to be discussed in a meeting. The objectives of a meeting agenda include:

- to familiarize participants with the topics to be discussed and issues to be raised
- to indicate what prior knowledge would be expected from the participants
- to indicate what outcome the participants may expect from the meeting

Generally speaking, an agenda should be short, simple and clear in structure.

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#### Reference answers

**1** The following answers are for the T's reference.

- 1 Generally speaking, an agenda means a list of items or things to be done. Take meeting agenda for example. It can help organize the process of meetings and keep everything on track.
- 2 The basic elements usually include: basic information (like the location, names of expected participants, date, starting time and ending time), the topic and the person responsible for it, objectives of each item or of the event in general.

**2** The following answer is for the T's reference.

There are three elements in the agenda:

- 1 Location, names of expected participants, date, starting time and ending time: The readers would know clearly about the basic information about the meeting.
- 2 Topic and the person responsible for it: The readers would know clearly what would be discussed in the meeting.
- 3 Objectives of the meeting: The readers would know the aim and purpose of the meeting.

# Sharpening the skills

## Writing concise and specific information

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### Skills extension

Writing concise and specific information is a useful and important business skill. By using this skill, you can create business documents for readers who lack the time or the patience to search for essential information buried in long, rambling emails or reports. To write concise information, you should pay attention to the following principles:

- 1 Cut unnecessary words. Words that don't contribute to the meaning of a sentence don't provide value to the reader.
- 2 Combine related sentences. If a sentence simply adds detail to the previous sentence, they might be better off as a single unit.

The tip for offering specific information is to avoid using vague expressions. Vague or abstract words can create wrong or confusing meanings. So specific information like exact time, place and number can be used to replace the vague or abstract information like "soon", "most" and "other".

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### Reference answers

**1** The following answer is for the T's reference.

2 and 4 (Reason: 2 and 4 give specific information of a meeting or lecture, while the others are vague in some way.)

**2** The following answers are for the T's reference.

- 1 Project financial planning
- 2 Why students should contact us for help with their plans before semester starts.
- 3 The reasons of talking to workers about workplace dangers
- 4 What the island would be like with the possibility of 5% growth by 2022.
- 5 How a graduate can apply knowledge from their courses to their work.



# Developing the strategies

## Planning agenda items beforehand

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### Strategies extension

When talking about planning agenda items beforehand, you should always circulate supporting materials to participants in advance. However, deciding how much information to send out in advance can be a problem. Some people won't look at anything prior to an event and some will conscientiously read all the supporting information they can. Here are some dos and don'ts to consider when deciding what and how much to send out ahead of time:

Dos	Don'ts
1 Do provide enough information before an event so people attend with a general idea of the issues to be discussed.	1 Don't send documents/materials without explanation of how they relate to the agenda.
2 Do extract information in a brief outline or summary whenever possible to make it easy for members to read.	2 Don't send anything that is so complex or technical that it requires someone to interpret it.

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### Reference answers

**1** The following answer is for the T's reference.

Zhijin Finance has contacted related departments to make sure they know their agenda items and have the supporting documents.

**2** 1 E 2 D 3 C 4 B 5 F 6 A 7 G

**3** The following tip is for the T's reference.

Ss may consider the following questions when preparing the field trip agenda for Anne:

- 1) How many people are going to take the field trip?
- 2) How will they get to Zhijin Finance?
- 3) When will be appropriate for them to leave?
- 4) Where will be appropriate for them to assemble?
- 5) What issues Anne would want to discuss with Zhijin Finance?

## Biz practice

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### Teaching tips

- Guide Ss to list the items Anne wants to discuss during the field trip by reviewing Anne's requirements and the items that interest Zhijin Finance from the drafted welcome booklet in "Reading".
- Ask Ss to list the agenda items by adding related information like the starting time, the number of attendees, the venue and the objectives of the meeting.
- Help Ss to create their own field trip agendas individually by referring to "Preparing for the structure".
- Remind Ss to use concise and precise business language.
- Ask Ss to check their field trip agendas by answering the questions listed in Step 4.

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### Suggestions for evaluation

Task fulfillment	Does the field trip agenda meet Anne's requirements?
Organization	Does the agenda include all the required elements?
Language	Is the agenda written in a clear and concise way?
Communication strategy	Does the agenda clearly show the arrangements for the field trip?

## Sample and comments

### Field trip agenda

**Date of the trip:** September 5th

**Time of the trip:** Depart at 7:00 a.m. and return at 8:00 p.m.

**Participants of the trip:** 5 GTV members led by Anne

7:00 a.m.	<b>Departure</b> At the airport	Group assembling at the airport for departure
9:30 a.m. to 10:00 a.m.	<b>Arrival</b> Reception Hall, Main Building, Zhijin Finance	Reception ceremony by Ms. Li, Manager of Marketing Department
10:00 a.m. to 12:00 p.m.	<b>Business communication (Part 1)</b> Conference Center, Main Building, Zhijin Finance	Detailed discussions with Mrs. Shen, Manager of Sponsorship Department and Mr. Chen, Manager of Data Department  Issues for discussion including but not limited to: <ul style="list-style-type: none"><li>• Company advantage analyses and reviews</li><li>• Sponsorship type (around content partnerships)</li><li>• Evaluation and future intentions for cooperation</li></ul>
12:00 p.m. to 1:00 p.m.	<b>Lunch break</b> Dining Hall, Zhijin Finance	
1:30 p.m. to 4:00 p.m.	<b>Business communication (Part 2)</b> Conference Room 301, Main Building, Zhijin Finance	Detailed discussions with Manager of Finance Department  Issues for discussion including but not limited to: <ul style="list-style-type: none"><li>• Planning budget</li><li>• Avoidance of unexpected surprises</li></ul>
4:30 p.m. to 6:00 p.m.	<b>On-site visit to Zhijin Finance</b> Different departments of Zhijin Finance	On-site visit guided by Mrs. Shen and Ms. Li
8:00 p.m.	<b>Return</b>	Group returning together by plane

#### COMMENTS

This is a clear and brief field trip agenda. The purposes of items are logical and explicit. It would be better if the content of the business communication section (Part 2) could be in more detail, and the arrangements between 6:00 p.m. to 8:00 p.m. could be more specified.

# Looking beyond

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## Reference answers

**1** The following answer is for the T's reference.

Known as “the Oracle of Omaha”, Warren Buffett is one of the most successful investors. He runs Berkshire Hathaway, which owns more than 60 companies. He first bought stock at age 11 and first filed taxes at age 13. With his friend Bill Gates, he launched the Giving Pledge in 2010, asking the world's wealthiest individuals and families to dedicate the majority of their wealth to charitable causes.

**2** N/A

**3** 1 B 2 A 3 C