

ENTERTAINING

(Changes in Corporate Hospitality)



OVERVIEW

- **Reading:**
Doing Business and Having Fun
- **Language Work:**
All, Whole, Each, and Every
- **Skills:**
Likes, Preferences, and Interests
- **Writing:**
Understanding the Paragraph

Getting Ready

Before reading, answer these questions.

1. Which one do you prefer; watching sport or playing sport?

2. Which sports do you watch and/or play?

3. Could these sports be used for corporate hospitality events?

Word Power

A Ball games

We play all these sports.



football



rugby



American
football



basketball



badminton



baseball



tennis



volleyball



table tennis

B Other popular sports



swimming



running



sailing



motor racing



horse racing



judo / karate



snowboarding



skiing



kayaking

- We can use **GO** with all the sports listed in B, apart from Judo and Karate.
I go running every day - I went skiing last year with my manager
We use **DO** with Judo and Karate
She does judo to release her stress.
- **PLACE FOR SPORTS**
We use **COURT** for place to play tennis/badminton/volleyball/basketball.
My management team plays basketball on a basketball court every weekend.
We swim in a **swimming pool**.
Many towns have a **sport center** in which we can do lots of sports there.

C. Please look at the sports listed in A and B.

1. Which sports will probably be chosen by you to entertain your clients?
2. Why some sports are not suitable to entertain the clients?
3. Mention some sports which you think are seemingly improper to do client's hospitality?

Reading Passage

Get as much information as possible from the text.

Text 1

Doing Business and Having Fun

By: Roger Bray



Corporate hospitality is evolving. Once is simply meant going to watch horse racing and filling your clients with champagne. Now, more and more, guests prefer entertainment in which they can take an active part. The change is similar to what is happening in the leisure travel market. There is now a desire for more than just going to Mediterranean beaches

for the sunshine, creating demand for what holiday operators like to call 'soft adventure'.

Hosts see it increasingly as a more effective way of building relationships. 'The trend is towards anything from flying light aircraft or off-road driving to shooting and fishing,' says Wayne Moss, vice-chairman of the UK Corporate Hospitality Association.

'Golf is now the number one hospitality sport – but people want to play rather than just watch.' Five years ago, only about 25 percent of entertaining involved some form of active participation. Now, he estimates, the proportion is close to 40 percent. 'Many companies think they can get closer to people by getting them to drive a tank, for example, rather than by just giving them drinks.

'Another big change has been the increasing involvement of women in such activities. It used to be a "boys only club". When I came into this industry in 1990, you hardly ever saw a woman at participation events. Now they probably represent about 20 percent.'

Taken from: The Financial Times – Market Leader

A. Which of these activities are mentioned in the article?

1. Watching horse racing
2. Flying aircraft
3. Driving, but not on normal roads
4. Shooting
5. Playing football
6. Fishing
7. Watching football
8. Playing golf
9. Riding horses
10. Watching golf
11. Driving tanks

B. What do these numbers in the article refer to?

1. One
2. 25 percent
3. 40 percent
4. 1990
5. 20 percent

C. Use the correct form of words from the article to complete the definitions.

1. If something changes and develops, it (paragraph 1)
2. If there is a desire for something, this may create for a product or service, (paragraph 1)
3. If you are invited to an event someone to an event, you are (paragraph 1). If you invite someone to an event, you are the (paragraph 2)
4. If you try to know someone better, obtain their trust, etc., you try to a relationship with them. (paragraph 2)
5. If you try to guess a particular figure, you it. (paragraph 3)
6. If you almost never see something, you see it. (paragraph 4)

D. Look again at the list of activities in Section A. which do you think are the best ones for corporate entertainment? Why?

Text 2

Treat Your Existing Law Firm Clients Like Gold



Most lawyers get the vast majority of their new business from existing and past clients. These clients can be a source of new business both by sending new matters and by sending referrals. Successful rainmakers know this and treat their current and former clients like the crown of jewels of their practices. They recognize that existing clients are the most important people in their marketing mix.

Yet sometimes lawyers focus their marketing efforts on cultivating

new relationships with people they have never done business with before. They ask these 'strangers' to lunch. They invite them to their firm seminars. They call and email. Meanwhile, their most valuable assets, their existing clients, are being neglected. It is easy to take your best clients for granted, just like it is easy to neglect your best friend. I was reminded of this recently while working with a new client. We began our work by looking at her list of clients, past, and present. My client said, "We don't need to focus on this list; my clients are already a steady source of business. I know if they have a matter, they will send it to me."

Nothing could be further from the truth. A study found that the first reason that clients leave their professional service providers is 'perceived indifference'. To avoid the perception of indifference, successful rainmakers nurture their relationships with clients even when they are not doing work for them. Here are some ways to nurture your existing client relationships:

- a. Provide outstanding, not just good, service
- b. Stay in touch on a regular basis.
- c. Ask for feedback about how you are doing and act on the feedback you receive.
- d. Celebrate their success. Send a gift recognizing a promotion. Send a handwritten note with any article that gets written about them. Ask your librarian to keep an eye out for articles about them or their companies. On a personal level, host a wedding or baby shower.
- e. Host a client appreciation event.
- f. Take them out to lunch to thank them for their business.
- g. Make them look good to their bosses or clients.
- h. Be responsive (as they, not you, define responsiveness). Ask them what they would like in terms of your responsiveness.
- i. Listen, really listen, to what they have to say. No multitasking while talking to a client.
- j. Provide advice off the meter.
- k. Learn about their businesses. Read their websites and ask about their companies, their products, and their challenges.
- l. Keep them informed about the status of their matters.
- m. Support their favorite charities with your time or money.
- n. Help them. One of my clients sponsored her clients for an organization that required a referral from an existing member.
- o. If you make a mistake, acknowledge it and make a point of remedying it.

By making your clients the focus of your marketing efforts, instead of devoting most of your time to 'strangers', you will find marketing more

enjoyable and more rewarding. Your clients are the crown jewels of your practice. Schedule time this week to recognize that and treat them accordingly.

Taken from: *practice.com*

E. According to the text and your own understanding, answer these questions. Try to not copy the sentences in the text.

1. Why the client in this text is considered as 'jewel'?

2. What common mistakes do business-maker make regarding their client?

3. Among several ways mentioned in the text, which way is/are not suit to your preference?

F. What do these *italic* words refer to (in the text)?

1. "*These* clients can be a source of new business ..." (par. 1)

2. "... cultivating new relationships with people *they* have never done business with before." (par. 2)

3. "*We* don't need to focus on this list ..." (par. 2)

4. "... even when *they* are not doing work ..." (par. 3)

5. "One of my clients sponsored *her* clients ..." (par. 3)

G. Find the synonyms of the words used in the text.

- | | |
|-----------------------|---|
| 1. Stay in touch | → |
| 2. Current and former | → |
| 3. Keep an eye | → |
| 4. Baby shower | → |
| 5. Accordingly | → |

ALL, WHOLE, EACH, & EVERY

We discuss this since students often get confused of its usage or even do not know how it is used properly in a sentence.

'All (the)' compared with '(a/the) whole'

1. We use *the whole* and *a whole* with singular countable nouns:
*He ate **the whole loaf**.*
*He swallowed **a whole banana**.*
***The whole film** was boring.*
*We do not use *the whole* with plurals or uncountables.
The whole books/bread → X
2. Some nouns combine only with *all*:
*He spent **all the money** – She's 90 and she's still got **all her teeth***
Some nouns combine only with *whole*:
*You must tell me **the whole truth** – I'd like to know **the whole history***
3. We also use *all* and *a/the whole* with time references: *all day, a/the whole night.*
4. *Whole* is stronger than *all* and also combines with words like *hour* and *century*.
a/the whole hour, a/the whole century
(NOT all the hour or all the century)

A. Rewrite these sentences using either *all* or *whole*.

1. I'm losing my hair.

I'm losing all my hair

2. He explained the situation to me.

3. The money was spent.

4. You didn't tell me the truth.

5. I heard the story.

6. It will take a century to clean up the atmosphere.

'All' Compared with 'Everyone/Everybody' and 'Everything'

1. We rarely use **all** on its own to mean 'everyone/everybody':
Everyone/Everybody wanted Maryam's autograph. (NOT All wanted...)
2. **All** means 'everyone/everybody' when we use other words with it:
All of us/We all agreed to sign the contract.
All those who were present were in favour.
3. We often use **all** and **everything** with other words to refer to things: *
All/Everything I have belongs to you.
He taught me all/everything I know.
**He gave me everything (NOT He gave me all)*

B. Use **all**, **everyone**, or **everything** in these sentences.

1. When the famous actress appeared,everyone..... wanted to speak to her.
2. _____ I invited came to my party.
3. I'm not buying anything. _____ is too expensive.
4. _____ those who know me can be sure I'm telling the truth.
5. _____ of use felt that it had been a wonderful experience.
6. _____ stood up when the President came into the room.
7. _____ talked about the elections, but I'm not sure they _____ voted.
8. _____ in the building was destroyed in the fire. Some of the objects were priceless.
9. I wouldn't help you for _____ the tea in China!
10. How much do you want for _____ in the shop?

'Each' and 'Every'

1. We often use **each**, like *both*, to refer to two people or things:
My wife and I, each ordered avocado juice.
2. We can use **each** and **every** to refer to more than two.*
Each child at the party had a piece of cake. (Every is also possible)
Every child in the world loves fairytale. (Each is unlikely)
***Each** suggests 'one by one' or 'separately'
Every suggest 'all together'
3. We must use **every** (**NOT** *each*) after *nearly* and *not*.
Nearly every shop is shut today – Not every train driver is on strike today.
4. We cannot use **of** after **every** and we cannot use *every* at the end of a sentence.
Each of the children received a present.
They received a present each.
5. We can use **every** with a few uncountable nouns.
My mother gave me every encouragement when I was a child.

C. Supply **each** or **every** in the following sentences. Sometimes both are possible.

1. Nearlyevery..... home in the country has television.
2. Here is something for _____ of you.
3. Not _____ student is capable of learning English.
4. Our motoring organization will give you _____ assistance if you break down.
5. The admission ticket cost us Rp. 50.000,- _____
6. They seem to be repairing _____ road in the country.
7. There's a fire extinguisher on _____ floor in the building.
8. You've been given _____ opportunity to do well in this company.
9. I've phoned him twice, but he's been out on _____ occasion.
10. They both did well and they will _____ receive prizes.

Speak Up!

A. You will have a 'role-play' between a/some company officer/s and client/s. Since you learned to do hospitality with your clients in this chapter, you need to know first what their preferences are.

1. Make a group of three or four. If you are in a small class, work in pair.
2. Decide: who will be the company officer or the client/s.

3. Asking and answering preferences related to sports listed in Word Power.

B. You can learn how to ask preferences from the short dialogue above.

Which do you prefer?

In general

A : Which do you prefer, rugby or skiing?

B : I prefer rugby to skiing. It is challenging.

Specific occasion

A : We can go horse-racing or play tennis. Which would you prefer?

B : I'd prefer to play tennis because I dislike doing outdoor activities.

USEFUL LANGUAGE

LIKES, PREFERENCES, AND INTERESTS

People were naturally born with different personalities and it also leads to different preferences. Look at the table below.

Statement	Agree 😊	Disagree ☹️
I love rock music	So do I – Me too	Really? I don't
I like a lot of pop music		
I'm really into dance music	So am I – Me too	Really? I'm not
I don't mind working at night	Neither do I – Me neither	Do you? I hate it
I can't stand playing tennis	Neither can I – Me neither	Really? I love it
I hate/dislike outdoor sports		Oh, but I really like it

Here are some examples you can apply in spoken statements:

- I like boxing and wrestling, but my partner hates **things like that**.
- I play sports a lot and try to eat healthy food such as salad and **stuff like that**.
- I'm **looking forward to** watching rugby with you this weekend (**mean:** excited)

C. Correct the mistakes in these dialogues.

1. A : I love motor racing?

B : Yes, so I do.

2. A : Do you like this?

B : Yes, I like very much.

3. A : Would you like to go out?

B : No, I'd prefer stay here.

4. I'm looking forward to see you next week.

5. A : Do you like doing Judo?
B : Yes, but I prefer coffee than tea.
6. A : Does he like table tennis?
B : No, he's not interesting in sport.
7. A : I don't like his new CD
B : No, so do I.
8. I don't mind to help them.

D. Complete these sentences about yourself. Compare with someone else.

1. I really like _____ and _____ and things like that.
2. I don't mind _____
3. I can't stand _____
4. I prefer _____ to _____
5. I'm interested in _____

Writing

UNDERSTANDING THE PARAGRAPH

- A. Reread the above text, text 1, entitled "Doing Business and Having Fun" by Rober Bay.
- B. After reading a text in this unit, identify the topic and main idea of each paragraph found from the text.
- C. Then try to identify the generic structure and specific features to determine a type of genre. Work on Text Analysis Activity. (part D)
- D. Summarize the text by rewriting it. Use your own words and expressions to state opinions and quote evidence, such as facts, people's opinions, and statistical data to support your summary.

Text Analysis Activity

Generic structure		Lexicogrammatical