

Business Basic

Lesson 08: Meeting

Practice 1 | Formal and Informal Expressions

Directions: Listen and repeat.

There are certain phrases used in business conversations.

Check them with your teacher.

Formal	Informal
I will now read the minutes from the last meeting.	I will tell you what happened in the last meeting.
The purpose of today's meeting is...	Today we will talk about...
Please take a look at the graph.	Look at the graph, please
The research has shown that...	We found out that ... during the research...
For the next meeting I would like you to...	Your homework is...

Practice 2 | Reading Sentences

Directions: Read the sentences aloud with your teacher.

Here is an example of a short meeting speech. Read it with your teacher.

Hello, my co-workers! Thank you for coming here today. Please, make yourselves comfortable. Since we are all here, this meeting is opened. The purpose of today's meeting is to generate new ideas for our products' marketing, so we would stay at the top of sales.

Mark, I would like you to write the minutes of this meeting. Please, take a look at the graph of our sales records from 2009. As you can see, until the autumn of 2013 they were gradually rising. However, from the autumn of 2013 our sales have been decreasing little by little. Since our products are really worth their price, I would suggest rethinking our marketing strategy. Our research has shown that our brand is still very famous, but people do not pay much attention to our advertisements nowadays. We need to attract them in a new way.

We will now discuss what can be done to improve the situation.

(After 30 minutes)

Thank you all for coming today. For the next meeting I would like you all to choose an example of how to improve our marketing system and make an analysis of it. Have a great day!

Questions:

1. Why was the meeting conducted?
2. Why did the speaker suggest changing the strategy?
3. What did the speaker ask other attendees to do for the next meeting?

Practice 3 | Studying the Manual

Directions: Study the manual with your teacher.

To write a good speech for a meeting you need to know what to include in it. Study these points with your teacher.

A good meeting speech should have:

- A presented purpose of the meeting.
- Good timing (Before the meeting decide how much time are you planning to talk; it should be neither too short nor too long)
- A requirement for the audience to join the discussion (ask questions, ask to write the minutes, ask to comment on the graph)
- Some statistics and/or examples.
- Visual information is valuable (example: pictures, graphs, etc.)

Practice: Have a role play with your teacher. You are working in a furniture design company and you should conduct a meeting in order to brainstorm ideas for the new office chair that your company plans to launch. Open the meeting, state the purpose and invite your team members to join the discussion.

Practice 4 | Situation Questions

Directions: Answer these situation questions.

1. You are late for a meeting that you have to conduct. What do you do?
2. You did not bring the statistics that you wanted to show. What can you do instead?
3. It is Monday morning and in the middle of the meeting people seem sleepy and passive. What can you do to improve the situation?