

English for trade fairs – Lesson plan

- Time:** 90 minutes
Level: B1+ and above
Objective: a) To discuss your company, industry and position
b) To describe your company's products and services by defining features and benefits.
Materials: One copy per participant of pages 1-2,

Procedure:

A. Introduction: learners discuss the questions in pairs or small groups. This part of the lesson will help participants conduct small talk at a trade fair and inform potential new customers about the background to their company and industry.

B. What you sell: learners discuss the meaning of the vocabulary in the bullet points. Be prepared to offer support. Once learners are clear on what the language means, ask them to work in small groups to prepare information about each point. Then work together in larger groups or as a whole class to produce concise and informative responses, were a customer to ask about those points.

C. Features and benefits: participants discuss the questions a-c. Suggested answers:

a: Difference between a feature and a benefit:

Features are what your product can do, a function or a property of the product/service.

Benefits are the outcomes your customers get, the positive results of the feature.

b: Research suggests that although customers use features to compare the products and services, the benefits are what helps them choose which one to buy, as that's more helpful and important to them.

c: Examples of the features and benefits of a mobile phone

Feature	Benefit
GPS navigation	No need for extra satnav device
Vibration tone	Don't need to switch phone off in meetings
Memo recording	Able to make yourself notes
Video calling	More authentic, face-to-face contact
Long battery life	Use phone for longer period without charging
Large display	Read newspapers and books, stream films

D: Working in groups, half the participants choose one product or service (per group) which their company offers. If there are a variety of products/services to choose from then choose several. They spend ten minutes preparing a mini presentation which they then give to the rest of the class. The other half prepares questions which a trade fair visitor would ask about the product or service. Be prepared to offer support, as technical, company-specific language may not be known by the learners.

E: Once stage D is complete the 2 groups continue to assume their role – trade fair visitors and company representatives. Match a representative with a visitor and have them conduct the role-play. Make sure you observe their use of language and follow up with feedback on their performance.

F: Learners discuss the debrief questions – note which areas they would like to work on more and consider how to integrate this into future training.

English for trade fairs



A: Introduction – you and your company

Discuss the following questions in pairs or small groups

1. What is the name of your company? Where is your Head Office?
2. What is the size of your company? In which countries do you operate?
3. What are your main products/services?
4. Who are your most important markets?
5. Who are your main competitors?
6. What is your position in the company?
7. What are your main responsibilities?
8. Are you/is your department/is your company currently working on any special projects?

B: What you sell

Think about your most important product or service. What information can you give a potential customer? In pairs or small groups:

A: discuss the meaning of the points below, then

B: discuss your product /service:

- Target audience
- Use
- Size/dimensions
- Price
- Materials and components
- Delivery
- Customisation

C: Features and benefits

- What is the different between a feature of a product/service and a benefit?
- Why do you need to explain both to a potential customer?
- Think of your mobile phone. What are the features of the phone and why are those features helpful?

Make a list below - try and use this language:

Features:

It is fitted with...
It includes...
It comes with ...
It features...
It is available in ...
It saves time/money...

Benefits:

This gives the customer...
The advantage is...
It enables you to...
It offers you ...
This means you can...
This helps you...

D: Features and benefits of your product or service

Work in 2 teams.

One team should use the phrases from exercise C to describe one of your products or services. The other team should make a list of at least 5 questions a customer may ask about your product/services.

E: Trade fair practice

Role-play: You are going to practice speaking to a customer at a trade fair.

Person A - you represent your company. Be prepared to:

- answer the visitor's questions, and try and explain what your organization does
- sell a product or service by explaining the features and benefits to the visitor

Person B - you are at a visitor at the trade fair. Ask questions about:

- what the company does and what they sell
- one specific product or service you are interested in and the benefits if you buy it

F: Debrief

With a new partner, discuss these questions:

- How successful was your conversation? Why/why not?
- Is there anything you could or should have done differently?
- How do you think today's lesson will help you at work?
- Which part of today's lesson would you like to learn more about?