I. a) Read the text attentively:

Pitfalls of international meetings

More than six years ago the US futurist John Naisbitt wrote: «...the more technology in this society, the more people want to get together». But even he could not have envisaged the dramatic growth in the number of international meetings over the past few years. Unique with all these meetings, which range in size from a few to more than a thousand, is that many of the participants leave their culture to meet in another. Unfortunately, what is not unique is that many of the meetings fail to accomplish their objectives to a very high degree.

The purposes of these meetings are varied, ranging from exchanging information to rewarding performance and creating opportunities for professional development. Often, as in the case of IBM Europe and other companies, the meetings are staged to introduce new products and make a sales pitch to top customers. IBM tries to get its top customers away from their normal business environment and gather them in a location that creates an atmosphere that «puts them in the right frame of mind and then allows us to do some high level selling».

During the past year, I have attended a number of international meetings and witnessed first-hand serious administrative and planning problems, all of which undermined the chances of success.

International meeting organizers are sometimes guilty of different fundamental blunders. For example, at one meeting, pork was the only meat served to the many Moslems attending. At a three-day seminar, staged by an American company, the absence of any scheduled social activities drew complaints from the many European participants.

International meetings can be costly to stage, especially if they are poorly organized and fail to achieve the desired results. To have any chance of success, the foremost issue to consider is the purpose of the meeting. Only when that has been clearly articulated can organizers begin to plan the meeting and determine whether it has been a success.

At international meetings with participants from many different cultures, unique issues are bound to arise. For example, the timing of meals and the selection of the menu, the listing of names and titles, the use and language of business cards, the necessity of interpreters or translators and getting materials through customs are all factors that must be taken into account by the organizers.

Warnings to avoid national stereotypes, condescending attitudes and above all jokes, which are easily misunderstood, are among the tips given to organizers and speakers at international meetings by Dr Ernest Dichter, a motivational psychologist. He suggests that honoured attendees should be welcomed and that, when appropriate, deference should be shown to participants because of their high-ranking positions.

Speakers making presentations in English at an international meeting in a country where it is not the national language should tailor their presentation so that it will be understood by the entire audience. There are important considerations for persons responsible for the introduction of speakers. For example, personal information or the sharing of insights about one's family life, which is common in North America, is not appropriate in Europe or Asia.

Nr.	Items	results	
	I. b) Accomplish the tasks below, using the following instructions: • ***tick the correct variant;*** • ***answer the questions;*** • ***match the words with their definitions;*** • ***find synonyms;*** • ***express your point of view;*** • ***agree or disagree.***		
1.	According to the author, what is unique with all the international meetings? a) They are all of the same size. b) They achieve their aims. c) Their number is decreasing year by year. d) They make many of their participants come to another country.	A 0 1	A 0 1
2.	What are the aims of the meetings that IBM Europe and other companies hold***?*** _____ _____	A 0 2 3	A 0 2 3
3.	Why were the European participants displeased with a three-day seminar organized by an American company***?*** _____ _____	A 0 2 3	A 0 2 3
4.	When can international meetings be costly to stage***?*** _____ _____	A 0 2 4	A 0 2 4
5.	What does “an honoured attendee” mean***?*** _____ _____ _____ _____	A 0 3 5	A 0 3 5
6.	What issues should be taken into account while preparing an international meeting***?*** _____ _____	A 0 3 5	A 0 3 5

	_____ _____		
7.	**Find synonyms for the following words in the text *:*** to let -_____ amount - _____	A 0 1 2	A 0 1 2
8.	***Match the definitions with the words given below:*** a) guilty to organize; b) to stage to extend over something; c) important being to blame for something; of great value;	A 0 2 4 6	A 0 2 4 6
9.	***1.*** Jokes should be avoided at internatioal meetings *True* *False.* Because _____ _____ ***2.*** People introducing speakers at European and Asian presentations should provide some details of the speakers' lives *True* *False.* Because _____ _____	A 0 2 3 4	A 0 2 3 4
10.	What is the importance of international meetings? _____ _____ _____ _____ _____ _____ _____	A 0 3 5 7	A 0 3 5 7

I.	***Letter writing.***	A	A
	Imagine that you are Ann/Nick. You live in Edinet. Write a letter to a friend, describing a piece of literature you have enjoyed reading, pointing out the reasons why you like it so much.	0	0
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II.	***Outline in writing your opinion on the following topic:***	A	A
	How do you see yourself in 10 years?	0	0
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