

Unit 1 Make an event proposal

Starting up

About the unit

An event proposal is a document giving a comprehensive view of the arrangements and services for a specific event. It is typically created at the early planning stages of an event. Event proposals should be thoroughly researched, discussed and well written, providing necessary and helpful details so that organisers/staff can see what you have in mind. In this unit, by helping the staff featured in the course book to make an event proposal for a skills competition, Ss will develop the skills they need to make this type of document.

Teaching objectives

In working through this unit, students should learn how to:

- identify and utilise relevant information about an event, including the theme, purpose, time, place, possible activities and arrangements (Set the task & Prepare for the task)
- list two to three key points you need to consider when making an event proposal (Develop the strategies)
- make an event proposal (Fulfil the task & To extend)

Teaching suggestions

The T can present this unit in different ways. A product-oriented approach is suggested. With this approach, the T can guide Ss through the output task by showing them how to identify and utilise relevant information about an event and how to make an event proposal.

Motivating: Ask Ss to discuss what information should be included in an event proposal

Enabling:

Scenario

- Introduce the “Scenario” and elicit key information about the task, e.g. who the people are and what their roles are, information about the competition, etc. Ask Ss to tell you what they think “craftsmanship spirit” means.
- Guide Ss to have the discussion in pairs and get them to think about what preparations they would make before submitting the event proposal. Bring the class together and ask Ss to share their ideas.
- Explain the career tip.

Set the task

- Let Ss listen to the conversation to get a clear idea of Li Han's task and specific requirements.
- Listen again and get Ss to complete the exercises in “Understand the text”.
- Explain the vocabulary.
- Check Ss' answers to “Language in focus”.
- Explain the language tip.

Prepare for the task

- The “Reading” task will help Ss to better understand the theme of the competition “craftsmanship spirit”, e.g. its connotations, importance and its connection with the competition.

- Explain the cultural tip if necessary, and ask Ss to share any possible skills competition activities they know.
- In the “Listening” task, ask Ss to note down specific information about the event, e.g. time, place, participants, incentives and activities.
- Enable Ss develop reading and listening skills for key information by supporting them in doing the “Understand the text” exercise.
- Explain vocabulary.
- Check Ss’ answers to “Language in focus”.
- Explain the language tip if necessary, and ask Ss to practice the sentence pattern of “I suggest...” with classmates.

Develop the strategies

- Ask Ss to discuss the purpose, structure and function of an event proposal and how information in an event proposal should be organised.
- Teach Ss how to organise information in an event proposal by referring to the sample.
- Lead Ss to read the strategy for making an event proposal.

Assessing:

Fulfil the task

- Encourage Ss to finish the task by explaining the steps in Student’s Book.
- Ask Ss to make their own event proposal.
- Invite Ss to present their event proposal to the class. Ask Ss to give feedback on each other’s work and give your own comments or feedback.

To extend

- Ask Ss to do the comprehension work in Activity 1 by reading the passage.
- Ask Ss to discuss the questions in Activity 2.

Detailed Procedures & Key

Scenario

Discussion: Work in pairs and discuss the following question. Imagine you are Li Han. What preparations will you make before submitting the event proposal?

Detailed Procedures:

Break up the topic by asking detailed questions, such as:

- What is the purpose of the skills competition?
- When and where could the competition be held?
- Who could be involved in organising the skills competition?
- What is the theme of the competition?
- What activities could be designed for a skills competition under this theme?
- What different parts might an event proposal include?
- How would you organise the different parts of your proposal in a logical order?

Set the task

Script

Li Han: Hey, Janice. I heard you wanted to see me.

Janice: Yes, Han. Here’s the thing. We need to make plans for the upcoming skills competition, and I would like you to make an event proposal for it.

Li Han: OK. I'll get down into it.

Janice: Good. The theme of the competition is craftsmanship spirit.

Li Han: Wow. That's impressive.

Janice: Yes. The company wants to provide a chance for the staff to test themselves, identify their strengths and weaknesses, and learn new things to improve their skills and performance on the job.

Li Han: Sounds like a great idea.

Janice: So you need to brainstorm ideas that are closely related to craftsmanship spirit. And you can design various competition activities accordingly.

Li Han: OK. What about the time of the event?

Janice: Well, we suggest it better be held during the off-season, like always.

Li Han: Got it.

Janice: By the way, you can turn to Natalie for help if necessary. She was in charge of the competition last year.

Li Han: No problem. I'll ask her for some advice.

Janice: Great.

Vocabulary

1. Neon Fashion Ltd is a *garment manufacturer*.

garment /'gɑ:mənt/ *n.* (一件) 衣服

e.g. These garments are designed for professional athletes.

这些服装是为专业运动员设计的。

manufacturer /,mænʃə'fæktʃərə/ *n.* 制造商; 厂商

e.g. Cars with serious faults have been called in by the manufacturers.

有严重缺陷的汽车已被制造商召回。

2. The company will soon hold a skills competition with the theme of *craftsmanship spirit*, so as to encourage workers to develop a passion for skills and *pursuing* excellence.

craftsmanship spirit 工匠精神

e.g. Results show that the craftsmanship spirit is a concept which is rich in meaning.

研究结果表明工匠精神是个具有丰富含义的概念。

pursue /pə'sju:./ *v.* 追求; 继续进行

e.g. He continued to pursue his goal of becoming an actor.

他继续追求他成为演员的目标。

3. Janice Walton, the company's Human Resources Manager, has asked Li Han, the Human Resources Supervisor, to make an *event proposal* for the competition.

event proposal 活动策划案

e.g. We've learned how to write an effective event proposal in English writing course.

我们已经在英语写作课上学习过如何撰写有效的活动策划方案。

4. That's *impressive*.

impressive /ɪm'presɪv/ *adj.* 令人钦佩的; 给人深刻印象的

e.g. The film's special effects are particularly impressive.

那部电影的特效尤其让人印象深刻。

5. Well, we suggest it better be held during the *off-season*, like always.

off-season /'ɒf,si:zən/ *n.* (生意或旅游的) 淡季

e.g. I visited off-season, so the rent was cheap.

我去的时候正是淡季，所以租金不贵。

Key for reference

Understand the text

1. D
2. (1) strengths and weaknesses; improve their skills and performance
(2) brainstorm ideas; various competition activities
(3) the off-season; in charge of the competition last year

Language in focus

- (1) pursuit (2) craftsman (3) garments (4) impressed (5) manufacture (6) propose

Prepare for the task

I. Reading

Vocabulary

1. To better understand the *connotation* of craftsmanship spirit, Li Han has done some research and found a relevant article.

connotation /ˌkɒnə'teɪʃən/ *n.* 隐含意义；联想的含义

e.g. The word “professional” has connotations of skill and excellence.

“professional”这个词有技艺和专长的含义。

2. Craftsmanship spirit refers to the *dedication* that craftspeople give to their work in order to make it as good as possible.

dedication /ˌdedɪ'keɪʃən/ *n.* 奉献；全身心投入

e.g. It is the dedication of the workers that turned the company into a profitable business.

是工人们的敬业精神将这个公司变成了一个盈利的企业。

3. Chinese industries should have more independent *innovation* capability.

innovation /ˌɪnə'veɪʃən/ *n.* 革新；创新

e.g. The country is a world leader in scientific research and technological innovation.

该国在科学研究和技术创新方面一直处于领先地位。

4. Adopting the craftsmanship spirit will help China's *transition* from a big manufacturing country to a powerful manufacturing country

transition /træn'zɪʃən/ *n.* 过渡；转变

e.g. The transition from school to work can be difficult.

从上学到上班，这一转变可真不容易。

5. Many traditional industries are still *pillars* of the national economy

pillar /'pɪlə/ *n.* (信仰或思想的)支柱，核心

e.g. Cooperation between small and medium enterprises has become a pillar of the economic relationship between the two countries.

中小企业间的合作已成为两国经济关系的支柱。

6. A person with the spirit in today's China is defined as one who is *devoted* to making things with *perseverance*, *concentration*, precision, innovation and the pursuit of perfection.

devote /dɪ'vəʊt/ *v.* 致力；献身

e.g. He decided to devote the rest of his life to scientific research.

他决定将自己的余生献给科学研究。

perseverance /ˌpɜːsə'vɪərəns/ *n.* 不屈不挠；坚持不懈

- e.g. Perseverance is the key to success.
坚持不懈是通往成功的钥匙。
- concentration /ˌkɒnsən'treɪʃən/ *n.* 专心；专注
- e.g. I know that concentration is the first requirement of learning.
我知道专心致志是学习的首要条件。
7. Perseverance is the quality of continuing to work towards a particular aim *in spite of* difficulties.
in spite of 尽管；不管
- e.g. In spite of his age, he still leads an active life.
尽管年事已高，他依然过着活力充沛的生活。
8. This process may *inspire* new ideas or changes to the existing product or field.
inspire /ɪn'spaɪə/ *v.* 给（某人）创作灵感
- e.g. The following ideas may inspire you to come up with a few of your own.
以下想法也许可以激发你想出一些你自己的点子。
9. *Octopus* in Jiro's restaurant is required to have 40 to 50 minutes of *massage* before it becomes softer and more *aromatic*.
octopus /'ɒktəpəs/ *n.* 章鱼
- e.g. An octopus is a soft sea creature with eight long arms.
章鱼是一种柔软的海洋生物，有八条长臂。
- massage* /'mæsɑːʒ/ *n.* 按摩；推拿
- e.g. This hotel offers full-body massage to customers only.
这家旅馆仅向房客提供全身按摩服务。
- aromatic* /ˌærə'mætɪk/ *adj.* 芳香的
- e.g. The local food has an special aromatic smell.
这种本地食物有一种特殊的芳香气味。
10. One of Ono Jiro's *apprentices* worked for 10 years before he was *pronounced* able to make the perfect *omelette*.
apprentice /ə'prentɪs/ *n.* 学徒；徒弟
- e.g. When I was a young apprentice, I worked very hard and learned a lot.
我小时候做学徒时，工作非常努力，学到了很多。
- pronounce* /prə'naʊns/ *v.* （正式）宣布，宣告
- e.g. This man has been officially pronounced the world's oldest man.
这名老人被正式宣布为世界上最年长的人。
- omelette* /'ɒmlət/ *n.* 煎蛋（卷）
- e.g. He gave me a special recipe to make the perfect omelette.
他给了我一份特殊的食谱，可以做出完美的煎蛋卷。
11. *On the part of* manufacturers, they should stop being satisfied only with quantity, but strive for quality and excellence.
on the part of 就某人而言
- e.g. Even the slightest mistake on the part of any staff makes the young boss angry.
即便是员工的一点点小错误也会让这位年轻的老板生气。
12. This will give rise to a *virtuous circle* and finally improve the character of society.
virtuous /'vɜːtʃuəs/ *adj.* 有德行的；品行端正的
- e.g. It is believed that a king must be virtuous in order to rule his country.
人们坚信国王必须善良正直才得以治国。

virtuous circle 良性循环

e.g. The company is making some efforts towards the virtuous circle of soft drink advertisement development.

这家公司正在努力促进软饮料广告良性循环发展。

13. Craftsmanship spirit is *embodied* in one's dedication to work, striving hard for excellence, the courage to innovate and willingness to give.

embody /ɪm'bɒdi/ v. 体现, 表现 (思想或品质)

e.g. This car model embodies many new features.

这种车型具有许多新特点。

14. It is also a powerful *spiritual driving force* that inspires the whole country to step forward.

spiritual /'spɪrɪtʃuəl/ adj. 精神的; 心灵的

e.g. The movie follows a spiritual journey from despair to happiness.

这个电影讲述了从绝望到幸福的精神状态变化过程。

driving force 驱动力

e.g. Consumer spending was the driving force behind the economic growth in the summer.

顾客消费是夏季经济增长的强大推动力。

Key for reference

Understand the text

1. (1) D (2) A (3) E (4) C (5) B

2. (1) F (2) F (3) T (4) T (5) F (6) F

3. *Answers may vary.*

Ask Ss to do research before class and get a general idea about the process and workmanship of producing garments.

Inspire Ss by sharing famous fashion/clothes designs from around the world, or by giving examples of garment enterprises that have achieved great success through adopting the spirit of craftsmanship.

Language in focus

1. (1) aromatic (2) virtuous (3) embody (4) pronounce (5) apprentice

(6) pillar (7) spiritual (8) perseverance (9) inspire (10) massage

2. (1) to (2) of (3) for (4) on (5) to (6) in (7) to (8) to

3. (1) transition (2) connotations (3) concentration (4) Innovation

II. Listening

Script

Li Han: Thank you for coming, Natalie.

Natalie: My pleasure. It's about the proposal for the skills competition, right?

Li Han: Yes. I honestly don't have a clue about what to do.

Natalie: Don't worry. Shall we go through it point by point?

Li Han: Sure! The first is about the time of the event. Janice suggested we have it off season, which is from June to August, right?

Natalie: Yes. You could choose one or two days off season, but try to avoid June and July, because we just received a big order last week, and the delivery date is at the end of July.

Li Han: That's very important information. I'll check the company calendar and then set the date.

Natalie: Right. And it's better to choose a weekend instead of weekdays, so that participants won't need to make their work up or change shifts.

Li Han: OK. Next, where do you think is the best place to hold the competition?

Natalie: Last year it was held in the company showroom. You know it's actually a hall, and it is large enough for many participants as well as facilities.

Li Han: Sounds great. Speaking of participants, what was the quota for each department last year?

Natalie: We allocated 10 places for each department. However, based on the feedback last year, I suggest you give more this time.

Li Han: I see.

Natalie: Besides, the company offers generous rewards to the winners. I think this is also part of the motivation for participating.

Li Han: Oh, this brings me to my next point—rewards. We also need to make plans for contest incentives, right?

Natalie: That's it. Come up with something new and attractive. Everybody likes to be rewarded. What's next?

Li Han: Last but not least, the theme of the competition is craftsmanship spirit.

Natalie: Then you can design activities which display not only professional skills but also participants' spirit of craftsmanship.

Li Han: That's easier said than done.

Natalie: No worries. I suggest you design two to three activities based on a specific task or objective.

Li Han: A specific task or objective? Like making a lady's dress?

Natalie: Yes. But we used this one last year, so you need to think of something new.

Li Han: Oh, dear. Then what about designing and making an item of traditional Chinese clothing, like a piece of exquisite *hanfu*?

Natalie: I think that's workable. It can also showcase Chinese culture.

Li Han: Thanks. And I think we should give some specific requirements in terms of different qualities of craftsmanship spirit.

Natalie: Nice idea.

Li Han: Great. Thank you very much.

Vocabulary

1. ..., so that participants won't need to make their work up or change *shifts*.
shift /ʃɪft/ *n.* (工厂、医院等轮班制中的) 当班时间
e.g. All the nurses will have to work night shift in the following 2-3 weeks.
在接下来的两三周内, 所有的护士都必须值夜班。
2. Last year it was held in the company *showroom*.
showroom /'ʃəʊrʊm/ *n.* (商品的) 陈列室
e.g. The company showroom exhibits the latest models of our products.
公司的陈列室里展示着我们最新型号的产品。
3. Speaking of participants, what was the *quota* for each department last year?
quota /'kwɒtə/ *n.* 定额; 指标
e.g. The quota of four tickets per person had been reduced to two.
每人可购买的票的限额已经由四张降至两张。
4. We *allocated* 10 *places* for each department.

allocate /'æləkeɪt/ v. 分配; 配给

e.g. Tickets are limited and will be allocated to those who apply first.

票数有限, 先申请者先得。

place /pleɪs/ n. 机会

e.g. There are very few places left on the course.

这门课程没剩几个名额了。

5. Besides, the company offers *generous* rewards for the winners.

generous /'dʒenərəs/ adj. 大量的; 丰富的

e.g. This restaurant is known for its generous portions.

这家餐馆因其分量十足而出名。

6. I think this is also part of the *motivation* for participating.

motivation /,məʊtə'veɪʃən/ n. 动机; 原因

e.g. With high motivation and enthusiasm, we can keep on learning.

有高度的动力和热情, 我们就能持续学习。

7. We also need to make plans for contest *incentives*, right?

incentive /m'sentrv/ n. 刺激; 动力

e.g. There's no doubt that an incentive discount encourages the buyers and helps expand sellers' business.

毫无疑问, 刺激性的折扣会鼓励买家消费, 帮助卖家扩大业务。

8. Then... what about designing and making an item of traditional Chinese clothing - like a piece of *exquisite hanfu*?

exquisite /ɪk'skwɪzət/ adj. 精美的; 精致的

e.g. I am really amazed at the beautiful artistic design and exquisite carving skills.

我的确对这精美的艺术设计及精湛的雕刻技艺感到惊讶。

9. It's also *showcasing* Chinese culture.

showcase /'ʃəʊkeɪs/ v. 展现; 陈列

e.g. China has showcased its long-awaited new model of car for the first time in public.

期待已久的新车款式首次在中国公开亮相。

Key for reference

Understand the text

1. D

2. (1) F (2) T (3) F (4) T (5) F

3. *Answers may vary.*

E.g. What sections/parts do I need to write in the proposal? What is a basic/general format of a proposal?

Language in Focus

1. (1) exquisitely (2) generosity (3) motivate
(4) incentives (5) Showcasing (6) allocation

2. (1) based (2) terms (3) come up (4) instead

3. (1) Tracey suggested meeting/(that) we meet in the café after work.

(2) If there is a technical problem, we suggest contacting/(that) you contact the manufacturer directly.

(3) The tour guide suggests (that) we visit the local museum first.

(4) I suggest (that) we wait for a while before we make any firm/final decisions.

(5) He suggested several different ways for us to deal with the problem.

Develop the strategies

Discussion: Work in pairs and discuss the following questions.

Suggested answers:

(1) An event proposal is to give a comprehensive plan that covers every single element of the event. It serves as an abstract of what the event is all about, providing a clear roadmap for your readers on what you want to achieve and how you're going to achieve it.

(2) An event proposal often includes:

- a. **a title** to provide the specific name of the event;
- b. **event details** to give specific details about the event, like when, where, who etc.;
- c. **an event description/overview** to briefly introduce the purpose, theme, content and other relevant information of the event. This will guide the readers through the rest of the document. Explaining the purpose of the event may help your readers understand its goals and objectives, and better understand how they can make the plan a reality.
- d. **a detailed agenda/schedule/timeline** to indicate important time nodes, specific arrangements, and details of the team/people in charge.
- e. **notes** to add information or remarks on outstanding matters if there're any.

(3) Details that are essential and helpful for the event should be covered, including but not limited to the date, time, venue, people/organisations involved, detailed instructions, and some other specific requirements.

Vocabulary

1. In order to celebrate the Spring Festival and enhance *employee engagement* and team spirit, the company will hold the 26th New Year's Celebration Gala.

employee engagement 员工敬业度; 员工凝聚力

e.g. "Why is employee engagement important?" is a vital question for company leaders to consider.

“员工凝聚力为什么重要？”是企业领导们需要考虑的一个重要问题。

2. The event aims to provide a happy and warm environment for employees who cannot return to their hometowns due to the *epidemic*.

epidemic /ˌepə'demɪk/ n. 流行病; 传染病

e.g. Epidemic disease is often linked with poor sanitary conditions.

流行病通常和不良的卫生条件有关。

3. Each department will be responsible for a stand, which respectively displays one specific New Year's *ritual* or activity around the world.

ritual /ˈrɪtʃuəl/ n. 仪式; 典礼

e.g. This holiday is a both an ancient ritual and a moment of reunion.

这个节假日既是一个古代的礼仪，又是一个团聚的时候。

4. Chinese *calligraphy*.

calligraphy /kə'lɪgrəfi/ n. 书法; 书法字

e.g. As someone who excelled in traditional culture, he was also good at poetry and calligraphy.

作为传统文化大师，他也擅长诗歌和书法。

5. Lantern *riddles*.

riddle /ˈrɪdl/ *n.* 谜; 谜语

e.g. The key to a riddle may be a single word, a line taken from a poem, the name of a place or an object.

谜语的答案可以是一个字、一句诗、一个地名或物体名称。

6. All employees *draw lots*.

draw lots 抽签

e.g. The company required us to draw lots to determine the interview order.

公司要求用抽签的方式来决定面试顺序。

Key for reference

I.C II. E III.B IV. A V. D

Fulfil the task—sample event proposal

The Proposal for the 16th Neon Fashion Skills Competition

Title of Event: The 16th Neon Fashion Skills Competition

Event details

Date	19 August 2023 (Saturday)
Time	14:00-18:00
Venue	Company showroom (the 2nd floor)
Participants	Contestants from all departments/sections; anyone interested
Proposed by	Li Han, Human Resources Supervisor

Event Description

In order to encourage workers to develop a passion for skills and pursuing excellence, the company will hold the 16th Neon Fashion Skills Competition. The event aims to provide a chance for technical staff to test themselves, identify areas of strength and weakness, and learn new things to improve their skills and performance on the job.

The theme of the competition is craftsmanship spirit. In the competition, contestants' comprehensive abilities in creative design, costume-making and craftsmanship shall be tested and evaluated.

This will be a team competition, requiring contestants from different departments/sections to

cooperate to complete a certain task. The Designing Department and four technical sections in the Production Department will be allocated 4 contestants each respectively. Please finalise the list of participants and submit it to the Human Resources Department by 1 August 2023. The departments/sections also need to make sure that all contestants are clear on the competition rules and code of conduct.

Agenda

Time	Activity	Description	Department
14:00-14:25 (19 August 2023)	Opening ceremony	<ol style="list-style-type: none"> 1. Invite the president of the company to make a speech and announce the opening of the skills competition. 2. Invite the head judge to read the competition rules and code of conduct. 3. Assist the 20 contestants to draw lots and form teams. Ensure that each member of each team is from a different department/section. 	<ol style="list-style-type: none"> 1. President's Office 2. HR Department
14:30-16:30 (19 August 2023)	Themed costume making	<p><u>Theme:</u> Craftsmanship spirit</p> <p><u>Requirements:</u></p> <ol style="list-style-type: none"> 1. This is a teamwork competition. There are 4 teams (5 contestants included) in total. 2. Each team needs to make a traditional Chinese costume—Chinese <i>hanfu</i>. 3. The costume must be finished within 2 hours. 4. Each team has to follow the steps of costume designing, pattern-making, cutting, sewing and finishing. Team members need to fulfil their full potential and work together to complete the costume within the time limit. 5. Please use the tools and clothing materials provided. 6. The panel of judges observes and marks in real time as the teams are working. Communication with the panel of judges is prohibited. 	<ol style="list-style-type: none"> 1. General Affairs Department 2. Designing Department 3. Production Department (Patter-making Section, Cutting Section, Sewing Section, Finishing Section)
16:40-17:40 (19 August 2023)	Themed costume presentation	<ol style="list-style-type: none"> 1. Each team will be given 10 minutes to present and explain their costume work. 2. Each team will be given 2-5 minutes to answer 1-2 questions from the panel. 	The panel of judges

17:45- 18:00 (19 August 2023)	Closing ceremony	1. Announce the results of the competition. 2. Award prizes to the winning teams.	General Affairs Department
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Notes:

1. There are 4 team awards and 5 individual awards in this competition as follows:

Team awards: The First Prize (1 team), The Second Prize (1 team), The Third Prize (2 teams)

Individual awards: The Best Creativity, The Best Pattern-making, The Best Cutting, The Best Sewing, The Best Finishing

2. If you have any questions, please call Li Han, the Human Resources Department on 020-89375612.

To extend

Key for reference

Understand the text

1. (1) D (2) C (3) A

2. *Answers may vary.*