

2 Writing minutes

- Bob:** Thanks for coming everybody . As you all know, the purpose of this meeting is to decide on an effective marketing strategy for the next semester. OK, let's get started then, shall we? The first item on the agenda is advertising. You are all aware that the competition is getting pretty intense, and we really need to stand out more than ever. Helen has some interesting ideas. Helen, would you like to get us off the mark?
- Helen:** Thank you Bobby. My idea is to focus on a street billboard campaign with each poster featuring one of our teachers. After all, it is the teacher, not the school, that the students are ultimately buying, so I think we should have a campaign that strongly reflects this.
- Bob:** I think this is quite an interesting approach. Would anyone like to comment? Lorenzo?
- Lorenzo:** Yes, I'm not too sure about this idea, actually. You know what the market is like. Teachers come and go, and it's risky to invest in an expensive campaign without being able to guarantee potential students that what they see is what they get.
- Helen:** That's true, Lorenzo, but the way I see it, it doesn't really matter. The point of advertising is to create an impact. We need a brand image that people are going to instantly recognise.
- Bob:** Let's get some other ideas. Mark?
- Mark:** I'd like to see us being more directly in touch with potential students. We should be more active in educational trade fairs in different cities and on the Internet. As far as trade fairs are concerned, we need to ...
- Bob:** Let's try not to digress too much. We will come back to that at the next meeting, but what I want to focus on at this meeting is your ideas for advertising.
- Mark:** In that case, I tend to agree with Lorenzo, and I think we should consider the idea that I suggested last semester --- using that image of a man reaching the summit of a mountain to represent achievement and success. I think that would make a strong impact and it would go well with our slogan.
- Bob:** Any thoughts on that?
- Anne:** Well, I agree that it's a pretty eye-catching image. I just don't think it's particularly original. Look at our main competitor, they've launched a similar billboard campaign this semester so I don't think it would help us stand out in the market. Personally, I like Helen's idea.
- Bob:** Ok, we're a bit short on time so let's wrap this up. We'll take a vote on the two propositions. All those in favour of Helen's idea? All those in favour of Mark's? Right, Helen's it is then. Right, now on to the next item on the agenda. We need to discuss ...

6 Role play and writing

- Daniel Goldman:** Good morning all. This is Daniel Goldman. As you all know, we are here to discuss the proposal put forward at the last meeting. So, where do you all stand on this?
- Anthony Smart:** Anthony Smart here. Well, I'm definitely all for it. In the long run, we'll be able to raise the capital that we desperately need to expand the business into new markets.
- Daniel Goldman:** Alex, would you like to share your views?
- Alex Presello:** Yes. I have my reservations. My main concern is that by going public and expanding our business, we will lose our competitiveness.
- Anthony Smart:** What do you mean by that?
- Alex Presello:** Well, we have a reputation for providing great customer service and treating our clients as individuals. Our customers keep coming back because of the human touch.
- Daniel Goldman:** He may have a point there. If we end up going for big profits, we'd have to sacrifice customer service and then we'll be competing directly with the multinationals on their terms.
- Alex Presello:** Not only that, we'd probably lose some of our existing customers. And since the market leaders are better established than we are, it will be tough to compete. We're likely to go out of business.



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