

**1 Speaking**

Your teacher will show you some company logos. Discuss the questions with your group.

- What companies are represented by the logos?
- What products and services do you associate with them?
- Are you loyal to any of these brands? Why/Why not?
- What adjectives would you use to describe each brand's image? (e.g. reliable, cool)
- What do you think is each brand's target market segment? (e.g. lifestyle, age)

These brands were some of the World's most valuable in 2015. Which of them do you think were in the top five? Rank them from 1 to 5.

- 1.
- 2.
- 3.
- 4.
- 5.

Compare your answers with the list your teacher shows you.

**2 Listening**

Listen to an informal meeting and answer the following questions.



- What kind of company do the people work for?
- What problem are they currently facing?



Listen again and answer the following questions.

1. What is the focus of Alfa Atlantic's latest campaign?
2. Why are the people at Angel particularly concerned?
3. What do they decide should be the focus of Angel's next campaign?
4. Why does Dave think Exclusive Inc. design consultants would be a good choice?
5. Why does Edwina think the 'sleep kit' is a good idea?
6. What other idea does she have for improving the in-flight sleep experience?
7. How do Dave and Adam plan to ensure variety in in-flight dining?

**3 Speaking**

Discuss these questions with a partner.

- Do you think the campaign they propose would be successful? Why?/Why not?
- Can you think of any other ideas for attracting more first class passengers to Angel Airlines?

**4 Listening**

Listen again to parts of the meeting and fill in the gaps.



1. So \_\_\_\_\_ kick off with a look at the problem with Angel's first class sales.  
Adam \_\_\_\_\_ brief us?
2. \_\_\_\_\_ Edwina. \_\_\_\_\_ First Class passenger numbers are well down thanks to Alpha Atlantic's latest campaign.
3. \_\_\_\_\_ Adam. Our market share has dipped below 30% for the first time in 15 years but \_\_\_\_\_ come up with a copycat strategy.  
\_\_\_\_\_ targeting the in-flight experience we offer passengers?
4. \_\_\_\_\_ Dave – I'm getting a cross between the Orient Express and a luxury vehicle like a Rolls Royce or a Jaguar!

### 5 Language

Write expressions from **4** Language in an appropriate section of the table below.

Agreeing	Suggesting	Asking for opinions
Disagreeing	Summarising	Interrupting

Look at the tapescript and find expressions to add to the table.

Can you think of any other expressions you could include?

### 6 Vocabulary

Match the multi-word verbs (1-7) in the box with their meanings (a-g).

1. kick off (with)

2. stave off

3. win back

4. come up with

5. go with

6. team up with

7. hold on

a. devise

b. evade

c. join

d. regain

e. adopt (an idea)

f. wait

g. begin

**7 Pronunciation**

Listen again to sentences from the meeting. Write down the multi-word verbs you hear and underline parts of the multi-word verbs that are stressed.

Complete the following sentences with one of the multi-word verbs in **6 Vocabulary**. Practise saying the sentences, using correct stress for the multi-word verbs.

1. We won't ever \_\_\_\_\_ our market share if we don't offer people something new.
2. Let's \_\_\_\_\_ something simple and then return to the more complex issues later.
3. It's time to change and \_\_\_\_\_ some new ideas.
4. This new line will enable us to \_\_\_\_\_ competition from rival suppliers.
5. \_\_\_\_\_ a minute. I need to check the latest figures first.
6. I don't think we should \_\_\_\_\_ their proposal until they confirm project costs.
7. The guys in sales want to \_\_\_\_\_ us on this project.

**8 Speaking**

You are going to take part in a meeting. Read the role card your teacher gives you.

Prepare for the meeting in groups by discussing and agreeing on answers to the following questions based on your knowledge of the market and your own ideas.

What is the market share?

Who are their main competitors?

Do they specialise in a particular type of product/service?

What is their target market segment? (gender, lifestyle, age, values, etc.)?

Where are their premises located? (high streets, out-of-town shopping centres, railway stations, etc.)?

What is the state of their brand image?

Do they currently offer any discounts, special offers or other services?

**Work individually to think of three or four ideas for improving sales/market share based on the information your group have agreed on.**

**Hold your meeting. Try to use phrases from the language focus section to help you contribute effectively.**