

Corporate hospitality

The world of 'corporate hospitality' often involves paying very high prices for tickets to sporting events or concerts.

1 'It is wrong for touts to sell tickets for sports events and concerts at a huge profit.' Put a cross on the line at the point which shows your opinion. Compare your answer with a partner. Explain your viewpoint.

Agree strongly ←—————→ Disagree strongly

2 Match the headings (a–d) to the paragraphs in the article.

(a) Wimbledon (b) The corporate hospitality market (c) Live 8 (d) Sponsors

The cost of corporate hospitality

(1) At first, it seems like a strange combination – corporate hospitality and a music concert! However, the line-up in Hyde Park, London on July 2 would impress any client: Elton John, Madonna, Pink Floyd, U2. The 15,000 'Gold ticket' holders at Live 8 are certain to have the best view.

(2) This is no ordinary concert, of course, but a charity event, to raise awareness of poverty in Africa. The money raised from these corporate packages will help fund the London concert. While the musicians play for free, the costs of staging simultaneous shows in Paris, Rome, Berlin and Philadelphia are high. The event could not take place without help from sponsors such as Sir Richard Branson, who is providing air travel to shuttle artists between venues. The VIPs include guests of the sponsors, which include companies such as AOL.

(3) Last year, the corporate hospitality market in the UK was valued at just under £1 billion; this year, it is expected to exceed this amount. What are the most popular events to take those special clients to? Without doubt – sport. 85% of money spent on corporate events went on sport: racing, golf, football, rugby and at this time of year, tennis.

(4) Tickets with a face value of £32 for Wimbledon No 1 court have just been sold for over £400 on eBay. Corporate hospitality packages are considerably higher: about £6,000 for lunch and the men's final on Centre Court – but at least this includes the traditional strawberries and cream! Ordinary tennis fans object to the block sale of tickets to companies, as it can result in empty seats. Many object to ticket touts selling sport and concert tickets on eBay for a big profit. Just how much would your company be prepared to pay for tickets – for the right client?

3 Read the article. Would you like to attend a Live 8 concert or an event like Wimbledon? What type of corporate events are organised in your country?

4 Complete the following words, which all form collocations with the word **corporate**. Create sentences about your own company using the collocations.

(a) (b) (c) (d) (e)
 (f) (g) (h) (i) (j)

5 You have been asked to organise a 'special day out' for a group of visiting VIPs. Draw up the day's itinerary. Include an approximate costing of the day. Be ready to present you itinerary to the group. Use any of the ideas below.

A major sporting event	Wining and dining	A music concert (who?)
Hire a luxury yacht	Team building exercise	Book a celebrity
Visit a famous landmark	Theatre / show	Local festival