

# Corporate hospitality

## Level

Intermediate and above

## Tasks

Discussing views on selling tickets for events at a profit  
 Matching titles to the correct paragraphs in an article  
 Reading an article about corporate hospitality  
 Completing words which collocate with the word 'corporate'  
 Planning a corporate hospitality event

## How to use the lesson

- Write 'corporate hospitality' on the board and elicit the meaning. Teach the word 'tout' by giving an example. Hand out the worksheet and ask students to read the sentence and mark their opinion on the line. Elicit reasons for their viewpoints. Encourage students to share their own stories about buying tickets for concerts or sports events: have they ever paid huge prices for an event they really wanted to see?
- Ask students to match the headings to the correct paragraphs by scanning the article.

### Answers

*a - 4      b - 3      c - 1      d - 2*

- Students read the article. Ask follow-up questions e.g. would students like to attend a Live 8 concert or an event like Wimbledon? Ask students to describe corporate events in their country. Deal with any useful vocabulary such as: to impress / to fund.
- Tell students that the words in this exercise are missing vowels and they should complete them as quickly as possible. Ask students to create a few sentences about their own companies using some of the expressions e.g. 'our corporate headquarters in is ...'.

### Answers

*(a) image    (b) identity    (c) strategy    (d) client    (e) events  
 (f) profits    (g) structure    (h) sponsor    (i) entertaining    (j) headquarters*

- Ask students to work in small groups. Explain the word 'itinerary'. If available, hand out an OHT for students to write up their itinerary. After the presentations, hold a vote for the best suggestion. Provide language feedback.

## Related websites

Send your students to these websites, or just take a look yourself.

<http://www.mia-uk.org/htmlPages/research/researchNCHS.htm>

<http://www.watchfromabox.com/default.asp>

<http://www.tate.org.uk/britain/hospitality/>

<http://www.live8live.com/>

[http://www.wimbledon.org/en\\_GB](http://www.wimbledon.org/en_GB)