



**BETA**  
IATEFL affiliate

# **Creative Business English Tips**

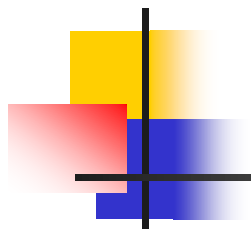
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Is studying Business English always a serious matter? The present workshop aims to demonstrate a variety of enjoyable activities in the Business English classroom. We would like to present brief tasks that can be used either at the beginning of a lesson (as ice-breakers) or at the end (as round-off tasks). We hope to trigger off some more inspiring ideas to boost the atmosphere in our classes.



# 1. LET ME INTRODUCE MYSELF

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You are a Sales Assistant at TradeEl, which produces cash registers and POS systems. You are attending a fair in your country together with the Sales Manager of the same company. You have met a potential partner. Do the following:

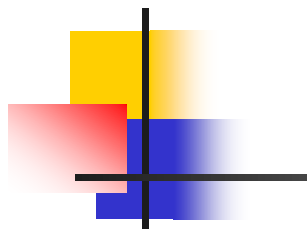
- Greet the person;
- Introduce yourself;
- Respond to his introduction;
- Introduce the Sales Manager;
- Do some small talk before you discuss any details about possible work together;



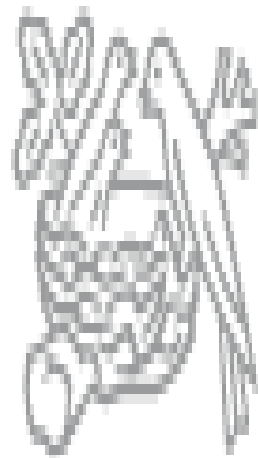
## 2. BRAND ASSOCIATIONS

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*Quickly* brainstorm words, feelings, emotions that you feel are associated with the following brand:



PARKER®



**Nestlé**

Good Food, Good Life





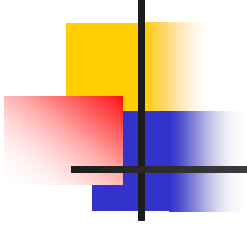
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**BMW България**



**Радостта от  
шофирането**





# CHANEL



## 3. PERSUASION

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You have **30 seconds** to sell this product.

- What is special about it?
- Why is it better than its competitors?
- Why should people buy it?

**1 minute** to think!

# 4. LATE!



*"Sorry, I'm late, but I was up all night."*

I'm SORRY I'm late!



## 5. EXPERTS

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*How do you install a PC?*

*How do you organize a business dinner?*

*How do you organize a business letter?*



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# THANK YOU!

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