

Lesson 58: Promotional Events

By Xandra

1. Dialogue

First, repeat after your tutor. Then, practice each role.

Takeshi is in charge of a promotional event at his company. They're promoting the new wasabi-flavored cup noodles. He is talking to his boss about it.

Mr. Barton: Do you have any suggestions for the wasabi noodles promotion?

Takeshi: What about a photo contest?

Mr. Barton: That sounds interesting. Tell me more.

Takeshi: Our consumers have to take a selfie while they're eating wasabi noodles.

Mr. Barton: That's a great idea! People love taking selfies.

Takeshi: Anyone could **take part in** the photo contest, even young students.

2. Today's Phrase

First, repeat after your tutor. Then, make a few sentences using Today's phrase.

1. Would you like to **take part in** a talent show?
2. Our company **took part in** a charity event in Vietnam.
3. Every year, many students **take part in** the city marathon.

* **take part in** ~ / ~に参加する

3. Your Task

You and your boss are thinking of a promotional event for your company's new product. Your boss (=your tutor) has suggested holding a concert. He is thinking of having Lady Gaga or Taylor Swift in the concert. You think that your boss' suggestion will cost a lot of money. You believe it would also be difficult to invite them to Japan. Politely tell your boss about it.

4. Let's Talk

Have you ever taken part in a promotional event for any products? Tell your tutor all about it.

Does your company hold promotional events? Tell your tutor about it.

What kind of promotional events can you think of?

5. Today's photo

Describe the photo in your words as precisely as possible.



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