

Lesson 58: Promotional Events

By Xandra

1. Dialogue

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

Takeshi is in charge of creating a promotional event for a product called Diet Ice Cream. He is talking to his boss about his ideas.

Mr. Barton: Takeshi, the company wants to promote a healthy lifestyle to our consumers.

Takeshi: I see. Then the promotional event must be about fitness and diet.

Mr. Barton: That's right. Do you have any ideas?

Takeshi: How about an exercise fest?

Mr. Barton: Great idea!

Takeshi: We can hold exercise programs in the park. The program would **consist of** aerobics, Zumba, and even yoga classes.

Mr. Barton: We could give out free diet ice cream to the participants after each event.

Takeshi: It would be awesome!

2. Today's Phrase

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

1. My vegetarian meal **consists of** salad, tofu and rice.
2. The TOEIC test **consists of** four parts.
3. We need a soccer team **consisting of** skilful and intelligent men.

* **consist of** ~ / ~から成り立つ、~で構成される

3. Your Task

You are a sales manager in your company and you are in a meeting with the advertising team (=your tutor). They are thinking of a promotional event for the company's latest product, Nika running shoes. These are the suggestions for the promotional event: 1) a 20-kilometer fun race, 2) a Nika photo contest, 3) a dance competition. The team is asking you to pick one from the suggestions. Tell them which option you think is best for this promotional event, and then explain why you picked it.

4. Let's Talk

What do you think about when you hear the phrase 'promotional event'?

Why do companies hold promotional events?

What are the do's and don'ts when holding a promotional event?

5. Today's photo

Describe the photo in your words as precisely as possible.



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