

## Lesson 58: Promotional Events

By Xandra

### 1. Dialogue

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

Takeshi is in charge of the promotional event for Hair Max, a product that helps hair to regrow. Takeshi is talking to his boss about his ideas for the event.

Takeshi: Sir, what do you think of a parade for the Hair Max promotion?

Mr. Barton: It's not a bad idea, but parades **interfere with** the flow of traffic. We don't want to create that kind of trouble.

Takeshi: You're right. I think it's best to hold promotional events in a shopping mall.

Mr. Barton: I agree. Do you have any more fresh ideas?

Takeshi: What about free hair salon services? It's easy to set up a mini salon in the mall.

Mr. Barton: That's a wonderful idea. We could offer free haircuts to the shoppers.

Takeshi: So, what would we need for this kind of promotional event?

Mr. Barton: We'd need hair stylists and makeup artists.

Takeshi: Chairs, mirrors and hair styling tools as well.

Mr. Barton: While the shopper is seated on the chair for their hair service, our stylists could give them more information about Hair Max.

### 2. Today's Phrase

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

1. Mr. Lee's resignation undoubtedly **interfered with** the company's daily operations.
2. The police told the onlookers to step back and stop **interfering with** the crime scene.
3. My mother said I can get a part-time job as long as it doesn't **interfere with** my studies.

\* **interfere with ~ / ~を邪魔する、妨げる**

### 3. Your Task

You are in charge of a promotional event for a food product called Zero-Calorie Miso Soup. These are your ideas:

- 1) a cooking show, 2) a miso soup eating contest, 3) a dance contest for the elderly, 4) a parade. Tell your boss (=your tutor) about what you've come up with. Ask him what he thinks is best for the promotional event. You will agree with him and tell him why you like it too.

### 4. Let's Talk

What kind of promotional events do you like attending?

Do you think promotional events for products are important?

Why do you say so?

What are the important things to remember when organizing a promotional event?

### 5. Today's photo

Describe the photo in your words as precisely as possible.



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