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Meetings=會議、Round Table=圓桌會議、Convention=大會、Conference=會議、Forum = 論壇、Congress=代表會、Assembly=集會、Colloquium=主題會議/學會、Symposium=專題研討會

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Corporate Meetings=企業會議、Association Meetings=社團會議、Healthcare & Scientific Meetings=醫學暨科技會議、Finance & Insurance Meetings=金融保險會議、Religious & International Fraternal Association Meetings=宗教及國際聯誼協會會議、International Organization Conference=國際組織之會議

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Regular meeting=例行會議、Recurring meeting = 定期會議、Off-site meeting = 場外會議、Synchronous conferencing = 同步會議、Video conferencing = 視訊會議、General session綜合座談會、Briefing session簡報時間、Rump session會後座談會

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Lecture= 演講會、Panel Discussion=座談會、Seminar=討論會、Workshop=講習會、Tutorial=研修議程、Retreat=靜修、Poster Session=海報展示及解說場次、Plenary Session=全體大會、Call for Paper=徵集論文、Proceeding=大會論文集

投影片 7

**會議啟動與終(中)止**

- » Kickoff Meeting
- » Kickoff (N.) Kick Off (Phrasal Verb)
- » Call To Order
- » Come To Order
- » Adjournment
- » Suspension

Kickoff Meeting = 啟動會議、Call To Order = 宣布開會、Come To Order = 會議開始、Adjournment 休會、Suspension 中止 暫停

投影片 8

**會議現場的主要角色(一)**



- » Keynote Speaker
- » Floor speaker (floor language)
- » Invited Speaker/Guest Speaker
- » Panelist

Keynote Speaker 大會主要議題之演講者、Floor speaker=主講者 (floor language 主講者使用的語言)、Invited Speaker/ Guest Speaker=大會邀請的演講貴賓、Panelist=座談會中的與談人

投影片 9

**會議現場的主要角色(二)**

- » OC = Organizing Committee
- » Chair/Chairperson/Chairman
- » Moderator
- » Master of Ceremony
- » Voice of God
- » Screener/Trouble Shooter




Organizing Committee=籌備委員會、Chair/Chairperson/Chairman=會長、理事長、Moderator=引言人、Master of Ceremony/ Emcee=司儀、Voice of God=報幕、Screener/Trouble Shooter=濾網者、問題解決者

投影片 10

**會議現場的主要角色(三)**

- » Participants/Attendees
- » Chief Delegate
- » Council Member
- » Member of Board
- » Member of the Board of Supervisors
- » Ad hoc Committee
- » Technical Committee
- » Liaison Officer
- » Coordinator
- » Principle Sponsor



Participants/Attendees=與會者、Chief Delegate=首席代表、Council Member=諮詢會成員代表、Member of Board = 理事會成員/董事、Member of the Board of Supervisors = 監事、Ad hoc Committee=特別委員會(小組)、Technical Committee=議程委員會、Liaison officer=連絡官或助理、Coordinator=聯絡協調人、Principle sponsor=主要贊助廠商

投影片 11

**會議舉辦前(一)**

- » Theme Setting
- » Announcement (Preliminary announcement)
- » Acknowledgement
- » Bid
- » Publicity
- » Publicity stunt
- » Feasibility Studies
- » Interview
- » Questionnaires
- » Analysis of Previous Meeting Data
- » Computer Searches
- » RFP = Reference for Proposal




Theme Setting=確定主題、Announcement=會議通告書(第一次通告)、Acknowledgement=確認函、Kickoff=會議啟動、Bid=競標、Publicity=宣傳、Publicity stunt = 宣傳噱頭、Feasibility Studies=可行性分析、Interview=意見訪查、Questionnaires=問卷調查、Analysis of Previous Meeting Data=分析前次會展活動資訊、Computer Searches=電腦搜尋、RFP=要標書 (計劃書需求要點/招標規格)

投影片 12

**會議舉辦前(二)**

- » Invitation Letter
- » R. S. V. P.
- » Scheduling Promotion
- » Trade Journal
- » E-Marketing
- » E-Commerce
- » Conference Theme
- » Boosting Attendance
- » Organizing Committee Meeting
- » Risk & Crisis Management



Invitation letter=邀請函、R. S. V. P.=請儘快回覆、Scheduling Promotion=計畫性促銷、Trade Journal=商展雜誌、E-Marketing=電子劃營銷、E-Commerce=電子商務、Conference Theme=大會主題、Boosting Attendance=爭取出席率、Organizing Committee Meeting=籌備工作會議、Risk & Crisis Management=風險與危機管理

投影片 13

**會議準備事務(一)**

- » Early Bird
- » Information Kit = Information Packet = Conference Kit
- » Program Book
- » Press Kit
- » Facility Guide
- » Budgeting
- » Income
- » Expenditure
- » Subsidiary
- » Cost (Direct Cost - Indirect Cost - Variable Cost - Fixed Cost)
- » ROI = Return on Investment
- » Sponsorship
- » Bang for their bucks



Early Bird=提早報名者、Information Kit=大會資料袋、Program Book=大會手冊、Press Kit=記者會資料袋、Facility Guide=會場指南、Budgeting=會議預算、Income=會議收入、Expenditure=會議支出、Subsidiary=補貼、Cost=支出(預算成本)、ROI=投資報酬、Sponsorship=贊助、Bang for their bucks=砸下金錢有迴響

投影片 14

**會議準備事務(二)**

- » Stage Setting / Podium / Platform
- » Banner
- » Cueing
- » Cue sheet
- » Autocue
- » Beat
- » VIP Lounge
- » Dinning Area
- » Reception Area
- » Storage Area



Stage Setting=講台/舞台設計/ Podium=講台 / Platform=舞台、Banner=橫幅、cueing =提示、cue sheet =提示表、autocue =提示板、Beat=記者路線、VIP Lounge=貴賓接待室、Dinning Area=用餐區、Reception Area=報到接待區、Storage Area=倉儲區

投影片 15

**會議準備事務(三)**

- » Meeting satchel
- » Satchel & lanyard
- » Badge (Name Badge)

Meeting satchel = 會議資料袋、Satchel & lanyard = 資料帶與掛繩、Badge=名牌

投影片 16

**會議現場作業**

- » On-Site Registration
- » Advance Registration
- » Master List
- » Registration Fee
- » Preview Room
- » Rehearsal Hours
- » Provisional program



現場報名 (On-Site Registration)、事前報名 (Advance Registration)、報名總表 (Master List)、Registration Fee=註冊(報名)費、Preview Room=視聽試映室、Rehearsal Hours=視聽準備時段(預演時間)、Provisional program=臨時的節目表  
(A) 120.On-site registration是：(A) 現場報名 (B) 事前報名 (C) 事後報名(D) 事前優惠報名

投影片 17

**會議舉辦中(一)**

- » New business
- » Quorum
- » Motion
- » Minutes
- » Memorandum
- » Agenda
- » Run sheet
- » Protocol
- » Agreement
- » Amendment
- » Simultaneous Interpretation (SI)
- » Consecutive Interpretation (CI)
- » Whisper Interpretation (WI)



New Business =本次會議預定討論事項、Quorum = 法定人數、Motion = 動議、Minutes=會議記錄、Memorandum = 備忘錄、Agenda=議程、Run sheet=流程表、Protocol=議定書/協議、Agreement =協議、Amendment=修正案、Simultaneous Interpretation=同步口譯、Consecutive Interpretation=逐步口譯、Whisper Translation=口耳翻譯

投影片 18

**會議舉辦中(二)**

- » Rules of order
- » Staffing
- » News conference
- » Press Conference
- » Joint press conference
- » News release




Rules of order = 議事規則、Staffing=人員配置、News conference=記者會、Press Conference=新聞發佈會、Joint press conference = 聯合記者會招待會、News release = 新聞發布

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會議之場合

- » International Practices
- » International Etiquette
- » Dress Code
- » Formal Tuxedo
- » Business Attire
- » Casual Attire
- » Giveaway
- » Great gift
- » In-kind gifts



International Practices=國際慣例、International Etiquette=國際禮儀、Dress Code=服裝規定、Formal Tuxedo=正式燕尾服、Business Attire=商務服裝、Casual Attire=休閒服裝、Giveaway =贈品、Great gift =精美獎品、In-kind gifts = 非現金禮品

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會議之場合

- » Opening Cocktail Party
- » Welcome Reception
- » Gala Dinner
- » Farewell Dinner / Farewell party
- » Coffee or Tea Break
- » Luncheon
- » Refreshment
- » Committee Lunch/Dinner
- » Fundraising party
- » Housewarming party
- » Special Occasions

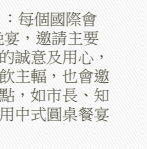


Opening Cocktail Party=開幕酒會、Welcome Reception=接待酒會、Gala Dinner=文化主題饗宴、Farewell Dinner=惜別晚會、Coffee or Tea Break=茶歇時間、Luncheon=午餐演講會、Refreshment=會議茶點(時間)、Committee Lunch/Dinner=執行委員會餐會、Fundraising party =募款餐會、Housewarming party =喬遷餐會、Special Occasions=特殊場合

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會議之宴會

大會晚宴 (Conference banquet)：每個國際會議都會舉辦至少1-2場正式大會晚宴，邀請主要與會貴賓講員，為了突顯主辦地的誠意及用心，通常也是以地主國當地美食為餐飲主軸，也會邀請當地政界領袖或產業大亨為重點，如市長、知名運動名家或學術領袖；我國採用中式圓桌餐宴模式突顯中華文化風味



(D) 179.Conference banquet 一般係指：(A) 接待酒會 (B) 午餐演講會 (C) 接待酒會 (D) 正式大會晚宴

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二、展覽專業英文



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展覽英文字彙

» Vertical Show	» Trade Fair
» Horizontal Show	» Exposition = EXPO
» Vertical Seller / Buyer	» Exhibition
» Horizontal Seller / Buyer	» Display
» Consumer Shows	» Event
» Virtual Tradeshow	» Event Function
» Biennales	» Commodity Outlet
» Peripatetic Exhibition	» Virtual Exhibition




Vertical Show=專業展、Horizontal Show=綜合展、Vertical Seller/ Buyer=專業賣主/買主、Horizontal Seller/ Buyer=綜合賣主/買主、Consumer Shows=消費展、Virtual Tradeshow=虛擬式展覽、Trade Fair=商業集市(商展)、Exposition=博覽會、Exhibition=大型展覽、Display=展示(展覽)、Event=活動、Event Function=大型活動、Biennales =雙年展、Commodity Outlet =買場、Peripatetic Exhibition = 巡迴展覽、Virtual Exhibition = 虛擬展覽

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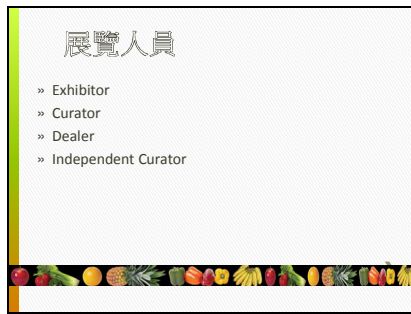
展覽場合

- » Ceremonial Occasion
- » Inauguration
- » Opening Ceremony
- » Closing Ceremony



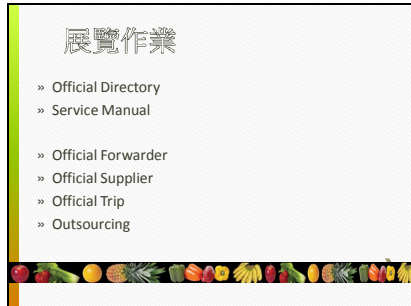
Ceremonial Occasion =典禮場合、Inauguration =開幕、Opening Ceremony =開幕式、Closing Ceremony = 閉幕式

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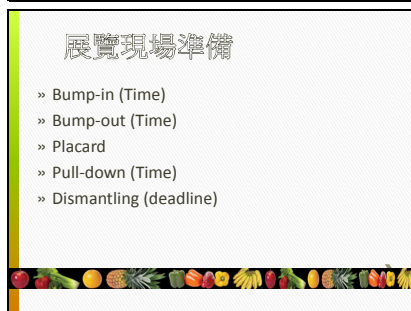
Exhibitor=參展者、Curator=策展人、Dealer=經紀人、Independent Curator=獨立展覽策劃人

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Official Directory = 參展廠商名錄、Service Manual = 參展手冊、Official Forwarder = 指定運輸商、Official Supplier = 指定供應商、Official Trip = 公務旅行、Outsourcing = 外包；委外（轉包）

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Bump-in time = 展出設備卸貨後裝置在展場的時間、Bump-out time = 展出設備拆下後運走的時間、Placard = 海報指引、Pull-down Time = 清理乾淨的時間、Dismantling (deadline) = 拆除/(期限; 限時)

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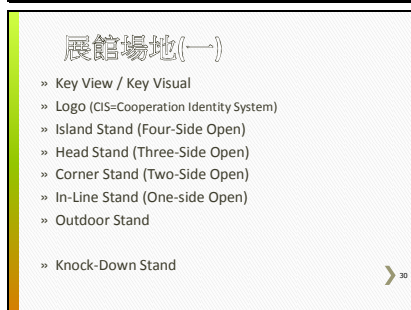
Follow Me=行進指引牌(人員)、Official Directory=展會手冊、Show Review=展後快訊(指前次已發生之內容)、Show Preview=展前快訊、Show Guide=參觀指南、Show Daily=每日展訊、DM/Flyer=宣傳摺頁/文宣函件、Walk Through/Scenario Practice=沙盤推演

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Shell Scheme(英)/Shell Booth(美)=參展攤位、Partition Wall = 攤位分隔牆、Perimeter Booth = 展場周遭攤位、Fascia Board = 招牌板、Spotme = 會展電子資訊交換器、RFID (Radio Frequency Identification) = 無線射頻辨識技術

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Key View/ Key Visual = (展場)主視覺、Logo=展覽標誌(CIS=企業識別系統)、Island Stand=島形攤位、Head Stand=半島形攤位、Corner Stand=兩面面臨走道攤位、In-Line Stand=一面面臨走道攤位、Outdoor Stand=室外攤位、Knock-Down Stand = 組裝式攤位

投影片 31

展館場地(二)

- » Venues
- » Hall
- » Net Exhibition Space
- » Gross Exhibition Space
- » Circulation



Venues=展覽場地、Hall=展廳、Net Exhibition Space=淨展覽面積、Gross Exhibition Space=毛展覽面積、Circulation = 動線

投影片 32

展館場地(三)

- » Down Payment
- » Lessor
- » Lessee
- » Facilitator




Down Payment = 參展訂金、Lessor = 出租人 (主辦單位)、Lessee = 承租人 (要租的人)、Facilitator = 調解人

投影片 33

展

- » Drayage
- » Drayage form
- » Clearance
- » Contactor



Drayage = 託運、Drayage form = 托運單、Clearance = 清倉拍賣、Contactor = 承包商

投影片 34

三、獎勵旅遊專業英文



投影片 35

獎勵旅遊相關組織英文縮寫

- » WTO = World Trade Organization
- » WTO = World Tourism Organization
- » CVB = Convention Bureau / Convention and Visitor Bureau / Civil Visitor Bureau
- » SITE = The Society of Incentive & Travel Executives



WTO=世界貿易組織or世界觀光組織、CVB=會議旅遊局、SITE=國際獎勵旅遊協會

投影片 36

旅展縮寫

- » EIBTM = Exhibition for the Incentive Business Travel and Meetings
- » WTM = World Travel Market
- » ITF = Taipei International Travel Fair
- » IMEX = Worldwide Exhibition for Incentive Travel, Meetings and Events
- » AIME = Asia Pacific Incentives and Meetings Expo
- » IT&CMA = Incentive Travel & Conventions, Meetings, Asia



EIBTM=歐洲獎勵商務旅遊暨會議展、WTM=倫敦世界旅展、ITF=台北國際旅展、IMEX=國際獎勵旅遊與會議展、AIME=亞太地區獎勵旅遊與會議展、IT&CMA=亞洲獎勵旅遊暨會議展

投影片 37

獎勵旅遊周邊服務類(一)

- » Official Hotel
- » Hotels
- » Conference Center
- » Convention Center
- » Resorts
- » Cruise Ships
- » Late Check-Out
- » Room List
- » Deposit
- » Policy of Cancellation
- » Reservation Deadline
- » Hotel Concierge
- » Complimentary Room



Official Hotel=會展指定旅館、Hotels=城市內大型旅館、Conference Center=會議中心、Convention Center=會展中心、Resorts=度假旅館會議中心、Cruise Ships=大型遊輪(會議)、Late Check-Out=延遲退房、Room List=住宿名單、Deposit=押金(訂金)、Policy of Cancellation=取消政策、Reservation Deadline=訂房期限、Hotel Concierge=飯店門房、Complimentary Room=招待房間

投影片 38

獎勵旅遊周邊服務類(二)

- » Amenity / Amenities
- » Hospitality Industry
- » Hospitality Management
- » Hotelier





Amenity = 備品 / 客房備品、Hospitality Industry = 餐旅產業、Hospitality Management = 餐旅管理、Hotelier = 旅館經理

投影片 39

獎勵旅遊周邊服務類(三)

- » Official Carrier
- » LCC = Low Cost Carrier
- » Flag Carrier
- » DMC = Destination Management Company (Travel Agency)
- » Transit Visa Free
- » Visa Upon Arrival
- » Under promise, over delivery

Official Carrier=會展指定航空、LCC=廉價航空、Flag Carrier=國籍航空、DMC (Travel Agency)=目的地管理公司(旅行社)、Transit Visa Free=過境免簽證、Visa Upon Arrival=落地簽證、Under promise, over delivery=答應八分服務十分

投影片 40

會展獎勵旅遊專業英文

- » Technical Visit
- » Pre-Conference Tour
- » Post-Conference Tour
- » Accompanying Tour
- » Spouses Program
- » Familiarization Trip
- » Itinerary
- » Head Count




技術參觀 (Technical Visit)、會前旅遊 (Pre-Conference Tour)、會後旅遊 (Post-Conference Tour)、眷屬旅遊 (Accompanying Tour)、Spouses Program=眷屬旅遊活動、Familiarization Trip=同業旅遊 / 熟悉之旅、Itinerary=旅行計畫、Head Count=實際出席人數  
(C) 34. Post-conference Tour 指的是：(A) 技術參觀 (B) 會前旅遊 (C) 會後旅遊 (D) 眷屬旅遊

投影片 41

獎勵旅遊學術專門字彙

- » Destination Attractiveness
- » Sustainable Development
- » Green Issue
- » Global Warming
- » Accessibility



Destination Attractiveness=目的地吸引力、Sustainable Development=永續經營、Green Issue=綠色議題、Global Warming=地球暖化、Accessibility=方便性或可及性

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四、會展專業英文




投影片  
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**會展議題英文**

- » Convention Industry
- » Driving Industry
- » Infrastructure Development
- » Citizen Pride
- » Urban Governance
- » Glocalization



Convention Industry=會展/會議產業、Driving Industry=驅動產業、Infrastructure Development=城市建設發展、Citizen Pride=城市驕傲、Urban Governance=市民共治、Glocalization=全球文化在地思維

投影片  
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**會展相關專業組織英文**

- » PCO = Professional Convention/Conference/Congress Organizer
- » PEO = Professional Exhibition Organizer
- » Delegate
- » Contractor
- » Secretariat
- » Night Office
- » Outsourcing
- » Event House / Incentive House



PCO=專業會議規劃師、PEO=專業展覽規劃師、Delegate=會展代表、Contractor=合約商、Secretariat=秘書處、Night Office=夜間聯絡室、Outsourcing=外包、Event House/Incentive House=宴會公司

投影片  
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**國際會展組織英文縮寫(一)**

1. CIC = Convention Industry Council 
2. IAPCO = International Association of Professional Congress Organisers 
3. ICCA = International Congress and Convention Association 
4. MPI = Meeting Professionals International 
5. UFI = The Global Association of the Exhibition Industry 
6. UIA = The Union of International Association 

**1.CIC=美國會議行業委員會、2.IAPCO=國際展覽與項目協會、3.ICCA=國際會議協會、4.MPI=國際會議專家組織、5.UFI=國際展覽組織聯盟、6.UIA=國際協會聯盟**

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**國際會展組織英文縮寫(二)**

7. DMAI = Destination Management Association International 
8. EFCT = The Europe Federation of Conference Towns 
9. IAEM/IAEE = International Association for Exhibition Management / International Association of Exhibitions & Events 
10. BIE = Bureau of International Exposition 
11. TAITRA = Taiwan External Trade Development Council 

國際會展組織：  
[http://www.meettaiwan.com/service/international\\_index.action?menuId=5001\\_03\\_07](http://www.meettaiwan.com/service/international_index.action?menuId=5001_03_07)  
MEET TAIWAN台灣會展網/實用資訊/國際會展組織

**7.DMAI=國際目的地行銷協會、8.EFCT=歐洲會展城市聯盟、9.IAEM=/美國展覽經理人協會/IAEE=美國國際展覽與活動協會、10.BIE=國際展覽旅遊局、11.TAITRA=中華民國對外貿易發展協會**

投影片  
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**參考書籍**

◆柯樹人著，《實用會展英語》  
台北市：經濟部商業司編印，2007[民96]



投影片  
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**五、會展英文歷屆試題**





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**97 會展實務：**

46. 以下何者通常是業界或專業領域役者，在會議現場擔任的主要角色是扮演報告者和與會者之間的橋樑，讓雙方之發言有所聚焦，綜合討論之結果，控制時間使會議進行順利。  
(A) Master of Ceremony (B) Moderator (C) Keynote speaker (D) Chairperson

47. Conference banquet 一般係指：  
(A) 開幕酒會 (B) 午餐演講會 (C) 接待酒會 (D) 正式大會晚宴

48. Announcement 是：  
(A) 論文摘要 (B) 論文卷 (C) 大會宣傳資料 (D) 會議通告書

49. post-conference tour 指的是：  
(A) 技術參觀 (B) 會前旅遊 (C) 會後旅遊 (D) 專屬旅遊

50. 何謂 PCO?  
(A) 企業顧問公司 (B) 會議顧問公司 (C) 展覽顧問公司 (D) 公關顧問公司

46. = B  
47. = D  
48. = D  
49. = C  
50. = B

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17. 旅遊業者參與獎勵旅遊事務收穫中，下列何者為非?  
(1) Revenue (2) Reputation (3) Responsiveness (4) Return **[101 會展概論]**

19. 組織藉由對過往高成就者的感念與回憶可以達到強化成員和組織間的團結力，此為6R 中何者的範疇? (1) Record 對高成就者的回憶 (2) Respect 對高成就的敬意 (3) Reward 對高成就的回饋 (4) Recognition 對高成就者的成就認可 **[101 會展概論]**

- (4) 17. 旅遊業者參與獎勵旅遊事務收穫中，下列何者為非?  
(1) Revenue (2) Reputation (3) Responsiveness (4) Return **[101 會展概論]**
- (1) 19. 組織藉由對過往高成就者的感念與回憶可以達到強化成員和組織間的團結力，此為6R 中何者的範疇? (1) Record 對高成就者的回憶 (2) Respect 對高成就的敬意 (3) Reward 對高成就的回饋 (4) Recognition 對高成就者的成就認可 **[101 會展概論]**

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26. 國際社團聯盟(UIA)自1907 年成立於 (1)巴黎 (2)阿姆斯特丹 (3)布魯塞爾 (4)日內瓦。 **[101 會展概論]**

41. 下列那一項獎勵旅遊之展覽定期於德國舉辦? (1)IT&CMA (2)IMEX (3)EIBTM (4)ICCA **[101 會展概論]**

44. 下列那一單位與獎勵旅遊規劃與執行無關? (1)DMC (2)PEO (3)CVB (4)Travel agents **[101 會展概論]**

46. ICCA 為何組織之縮寫? (1)International Congress and Convention Association (2)Intergovernmental Congress and Convention Association (3)Intercontinental Congress and Convention Association (4)Independent Congress and Convention Association. **[101 會展實務]**

- (3) 26. 國際社團聯盟(UIA)自1907 年成立於 (1)巴黎 (2)阿姆斯特丹 (3)布魯塞爾 (4)日內瓦。 **[101 會展概論]**
- (2) 41. 下列那一項獎勵旅遊之展覽定期於德國舉辦? (1)IT&CMA (2)IMEX (3)EIBTM (4)ICCA **[101 會展概論]**
- (2) 44. 下列那一單位與獎勵旅遊規劃與執行無關? (1)DMC (2)PEO (3)CVB (4)Travel agents **[101 會展概論]**
- (1) 46. ICCA 為何組織之縮寫? (1)International Congress and Convention Association (2)Intergovernmental Congress and Convention Association (3)Intercontinental Congress and Convention Association (4)Independent Congress and Convention Association. **[101 會展實務]**

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22. 大會主辦單位為了讓與會者或參展者拿到完整的會展資料，會在報到時發給一個大會資料袋，一般英文用法，我們稱為\_\_\_\_\_，下列何者不對?  
(1) Information Kit (2) Information Bag (3) Information Clipping (4) Information Packet **[101 會展實務]**

23. 近幾年來，有些專家用英文縮寫MICE 來說明會展產業的包含範圍，而其中”I”所指的是(1) Interactive Travel (2) Informative Travel (3) Incentive Travel (4) Interesting Travel **[101 會展實務]**

24. 各個產業經常會發行專業刊物來推廣產品及相關服務，此種專業刊物的英文通常在會展業稱為? (1) Trade Journal (2) Travel Magazine (3) Information Magazine (4) Profession in Travel **[101 會展實務]**

25. 下列何者與搭建一個展覽攤位所需的項目無關?(1) Shell Scheme (2) Standard Razor (3) Loading Dock (4) Booth **[101 會展實務]**

32. Simultaneous Interpretation (SI) 指的是：(1)大會論文收集作業 (2)舞台燈光音響的安排和配置 (3)同步翻譯安排 (4)議程規劃安排 **[101 會展實務]**

- (3) 22. 大會主辦單位為了讓與會者或參展者拿到完整的會展資料，會在報到時發給一個大會資料袋，一般英文用法，我們稱為\_\_\_\_\_，下列何者不對? (1) Information Kit (2) Information Bag(3) Information Clipping → 資料剪報 (4) Information Packet **[101 會展實務]**
- (3) 23. 近幾年來，有些專家用英文縮寫MICE 來說明會展產業的包含範圍，而其中”I”所指的是:(1) Interactive Travel (2) Informative Travel(3) Incentive Travel (4) Interesting Travel**[101 會展實務]**
- (1) 24. 各個產業經常會發行專業刊物來推廣產品及相關服務，此種專業刊物的英文通常在會展業稱為? (1) Trade Journal (2) Travel Magazine(3) Information Magazine (4) Profession in Travel**[101 會展實務]**
- (2) 25. 下列何者與搭建一個展覽攤位所需的項目無關?(1) Shell Scheme (2) Standard Razor → 標準剃刀 (3) Loading Dock → 裝載區 (4) Booth **[101 會展實務]**
- (3) 32. Simultaneous Interpretation (SI) 指的是：(1)大會論文收集作業 (2)舞台燈光音響的安排和配置 (3)同步翻譯安排 (4)議程規劃安排 **[101 會展實務]**

47. Everyone who chairs a meeting should be familiar with basic concepts of \_\_\_\_\_. (1) Parliamentary Rules (2) Conference Bylaws (3) Jefferson's Rules (4) Robert's Rules **[101會展實務]**

48. Which of the following activities is not necessary for a PCO to be able to do? (1)Painting (2)Planning (3) Negotiating (4) Promoting **[101會展實務]**

49. Choose the incorrect answer. A definition of successful incentive travel is: (1)A trip is used as a motivational tool to enhance productivity or achieve business objectives. (2)Participants earn the reward of a trip based on a specific level of achievement set forth by management. (3)Friends of the management are rewarded with a trip. (4) The incentive travel program is designed to recognize earners for their achievements. **[101會展實務]**

50. "Peak season" means the time of year (1) when prices are the lowest (2) when prices are the highest (3) when it is best to visit a country (4) when it is the easiest to find hotel accommodation **[101會展實務]**

(4) 47. Everyone who chairs a meeting should be familiar with basic concepts of \_\_\_\_\_. (1) Parliamentary Rules → 議事規則 (2) Conference Bylaws → 會議細則 (3) Jefferson's Rules (4) Robert's Rules → 羅伯特議事規則 **[101會展實務]**

(1) 48. Which of the following activities is not necessary for a PCO to be able to do? (1)Painting (2)Planning (3) Negotiating (4) Promoting **[101會展實務]**

(3) 49. Choose the incorrect answer. A definition of successful incentive travel is: (1)A trip is used as a motivational tool to enhance productivity or achieve business objectives. (2)Participants earn the reward of a trip based on a specific level of achievement set forth by management. (3)Friends of the management are rewarded with a trip. (4) The incentive travel program is designed to recognize earners for their achievements. **[101會展實務]**

(2) 50. "Peak season" means the time of year (1) when prices are the lowest (2) when prices are the highest (3) when it is best to visit a country (4) when it is the easiest to find hotel accommodation **[101會展實務]**

1. 台灣成為Incentive Destination 的建議，在認知上要有何種概念：(1)本土化Localization (2) 全球化Globalization (3) 在地文化、全球思維Glocalization (4) 以上皆非 **[99會展概論]**

6. 下列那一項展覽不適合進行獎勵旅遊之行銷？(1) EIBTM (2) COMPUTEX (3) IMEX (4) IT&CMA **[99會展概論]**

9. 下列那一項旅遊展覽為目前世界最大規模之旅展？(1) ITB (2) IMEX (3) ITF (4) AIME **[99會展概論]**

(3) 1. 台灣成為Incentive Destination 的建議，在認知上要有何種概念：(1)本土化Localization (2) 全球化Globalization (3) 在地文化、全球思維Glocalization (4) 以上皆非 **[99會展概論]**

(2) 6. 下列那一項展覽不適合進行獎勵旅遊之行銷？(1) EIBTM (2) COMPUTEX (3) IMEX (4) IT&CMA **[99會展概論]**

(1) 9. 下列那一項旅遊展覽為目前世界最大規模之旅展？(1) ITB (2) IMEX (3) ITF (4) AIME **[99會展概論]**

10. 會議餐飲會根據不同場合適當的安排，請問哪一項不是大會的需求？(1) Coffee break (2) Wedding Banquet (3) President's dinner (4) Welcome reception **[99會展實務]**

11. 「Canapas」指的是：(1) 宴會小點心 (2) 主菜 (3) 開胃菜 (4) 甜點 **[99會展實務]**

13. 在國際會議舉辦前，通常會先辦理 "Call for paper" 這個意思是：(1) 辦理文件 (2) 徵集論文 (3) 海報召集 (4) 張貼論文海報 **[99會展實務]**

37. 就會議規模言，下列何種型態會議規模最小？(1) workshop (2) Forum (3) Symposium (4) Seminar **[99會展實務]**

(2) 10. 會議餐飲會根據不同場合適當的安排，請問哪一項不是大會的需求？(1) Coffee break (2) Wedding Banquet (3) President's dinner (4) Welcome reception **[99會展實務]**

• 11. 「Canapas」指的是：(1) 宴會小點心 (2) 主菜 (3) 開胃菜 (4) 甜點 **[99會展實務]**

(2) 13. 在國際會議舉辦前，通常會先辦理 "Call for paper" 這個意思是：(1) 辦理文件 (2) 徵集論文 (3) 海報召集 (4) 張貼論文海報 **[99會展實務]**

(1或4) 37. 就會議規模言，下列何種型態會議規模最小？(1) workshop (2) Forum (3) Symposium (4) Seminar **[99會展實務]**

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43. We have a project "kickoff meeting" this morning. Kickoff 的意思是指：(1) 啟動會議 (2) 閉門會議 (3) 會議開始 (4) 會議結束 **[99會展實務]**

44. 近幾年來，有些專家用英文縮寫MICE來說明會展產業的包含範圍，而其中"I"所指的是：(1) Interactive Travel (2) Informative Travel (3) Incentive Travel (4) Interesting (3) 44. Travel**[99會展實務]**

45. 為了方便會展客人與會參展，我們會安排接駁巴士，接駁巴士指的是：(1) Tour Bus (2) Shuttle Bus (3) Scenic Bus (4) Limousine **[99會展實務]**

46. Technical Visit 是國際會議中相當重要的規畫，此地所指的是：(1) 公式訪問 (2) 正式晉見訪問 (3) 旅遊 (4) 技術參訪 **[99會展實務]**

(1) 43. We have a project "kickoff meeting" this morning. Kickoff 的意思是指：(1) 啟動會議 (2) 閉門會議 (3) 會議開始 (4) 會議結束 **[99會展實務]**

(3) 44.近幾年來，有些專家用英文縮寫MICE來說明會展產業的包含範圍，而其中"I"所指的是：(1) Interactive Travel (2) Informative Travel (3) Incentive Travel (4) Interesting Travel**[99會展實務]**

(2) 45. 為了方便會展客人與會參展，我們會安排接駁巴士，接駁巴士指的是；(1) Tour Bus (2) Shuttle Bus (3) Scenic Bus (4) Limousine **[99會展實務]**

(4) 46. Technical Visit 是國際會議中相當重要的規畫，此地所指的是：(1) 公式訪問 (2) 正式晉見訪問 (3) 旅遊 (4) 技術參訪 **[99會展實務]**

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Which is the best lighting for a presenter who is going to be using a power point presentation?

47. ①Leave the light source directly above the screen or monitor that shows the slides.  
②Darken the entire room so that the slides show up well.  
③Darken the front of the room where the screen is, but provide a light to show the speaker' s face.  
④Keep the lights on so the audience can see the speaker.

A plenary session

48. ①is attended by all conference participants  
②is attended only by the organizing committee  
③is organized by the hotel staff  
④is attended only by those who are interested in the topic of the session.

47. = (3)  
48. = (1)

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Video conference transmissions require a lot more \_\_\_\_\_ than pure audio transmissions but are based on the same standards, making it easy to integrate Video-over-IP into existing networks.

49. ① Bandwidth ②Bank Loan ③ Band Beat ④ Bendit' s Wit

The notice of the meeting should include many items. Which one is not correct?

50. ① The purpose of the meeting ② The topics to be covered  
③ The date, time and place ④ A list of performers

49. = (1)  
50. = (4)

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14. M.I.C.E.中，I.的全文是下列何項？(A) International (B) Individual (C) Incentive (D) Incorporate **[98會展概論]**

15. 劍橋字典對Incentive 一字有著註解，所表達的是下列何者會議接受指令的一方樂於執行指定的事項？(A)命令 (B)懇求 (C)鼓勵 (D)欺騙 **[98會展概論]**

27. 2009 年於高雄市舉辦之世運會及台北市所舉辦之聽障奧運會屬於 (A) Seminar (B) incentive Travel (C) Conference (D) Event. **[98會展概論]**

(C) 14. M.I.C.E.中，I.的全文是下列何項？(A) International (B) Individual (C) Incentive (D) Incorporate **[98會展概論]**

(C) 15. 劍橋字典對Incentive 一字有著註解，所表達的是下列何者會議接受指令的一方樂於執行指定的事項？(A)命令 (B)懇求 (C)鼓勵 (D)欺騙 **[98會展概論]**

(D) 27. 2009 年於高雄市舉辦之世運會及台北市所舉辦之聽障奧運會屬於 (A) Seminar (B) incentive Travel (C) Conference (D) Event. **[98會展概論]**

1. No matter how excellent the congress program or how exotic the destination, without promotion the congress will not succeed. So why promote? Please pick one which is not true: (A) To maximize delegate attendance (B) To maximize the exhibition sales (C) Raise the profile of the Convention (D) To meet Government's regulations and requirement [98會展實務]

22. 國際會議經常需要不同型式的同步翻譯工作，下列何者不是？ (A) Consecutive Interpretation (B) Simultaneous Interpretation (C) Whisper Interpretation (D) Radio Interpretation [98會展實務]

23. "Technical Manual" 通常是參展商重要依據，其上的項目不包括： (A) Where the press office is located (B) Tour Program (C) Location of toilets (D) The color of walls and carpet [98會展實務]

(D) 1. No matter how excellent the congress program or how exotic the destination, without promotion the congress will not succeed. So why promote? Please pick one which is not true: (A) To maximize delegate attendance (B) To maximize the exhibition sales (C) Raise the profile of the Convention (D) To meet Government's regulations and requirement [98會展實務]

(D) 22. 國際會議經常需要不同型式的同步翻譯工作，下列何者不是？ (A) Consecutive Interpretation (B) Simultaneous Interpretation (C) Whisper Interpretation (D) Radio Interpretation [98會展實務]

(B) 23. "Technical Manual" 通常是參展商重要依據，其上的項目不包括： (A) Where the press office is located (B) Tour Program (C) Location of toilets (D) The color of walls and carpet [98會展實務]

24. Which of the following items is not the "fixed expense" of a conference? (A) 場地租金 (B) 布置費用 (C) 大會餐飲費用 (D) 燈光音響 [98會展實務]

25. What is the meaning of "minutes"? (A) 簽到簿 (B) 出席人員名冊 (C) 議事規則 (D) 會議紀錄 [98會展實務]

28. 在飯店接洽中常聽見的字眼「Amenity」指的是：(A) 視聽器材 (B) 客房備品 (C) 客房等級 (D) 服務等級 [98會展實務]

32. 總部位於荷蘭阿姆斯特丹，其會員均以公司組織為單位，為世界最重要會議組織之一：(A) UIA (B) MPI (C) UFI (D) ICCA [98會展實務]

41. 下列何者規模最大：(A) Forum (B) Convention (C) Seminar (D) Workshop [98會展實務]

(B、C) 24. Which of the following items is not the "fixed expense" of a conference? (A) 場地租金 (B) 布置費用 (C) 大會餐飲費用 (D) 燈光音響 [98會展實務]

(D) 25. What is the meaning of "minutes"? (A) 簽到簿 (B) 出席人員名冊 (C) 議事規則 (D) 會議紀錄 [98會展實務]

(B) 28. 在飯店接洽中常聽見的字眼「Amenity」指的是：(A) 視聽器材 (B) 客房備品 (C) 客房等級 (D) 服務等級 [98會展實務]

(D) 32. 總部位於荷蘭阿姆斯特丹，其會員均以公司組織為單位，為世界最重要會議組織之一：(A) UIA (B) MPI (C) UFI (D) ICCA [98會展實務]

(B) 41. 下列何者規模最大：(A) Forum (B) Convention (C) Seminar (D) Workshop [98會展實務]

46. I would like to have my conference fee receipt and ticket for the gala dinner. Which counter should I go to? (A) Information Counter (B) Registration Counter (C) Exhibition Counter (D) Computer Counter [98會展實務]

47. 為了重視地球暖化問題，而且能夠做到節能減碳，環保應用，世界各國都以Green Meeting 為標竿。下列何者並非Green Meeting 的正確作法：(A) Distribution of leftover exhibit materials to charitable organization. (B) Maximize the usage of green light in conference room. (C) Using local food materials for conference banquet. (D) Influence clients to use recycled products and materials. [98會展實務]

48. Typical objectives of an exhibition are as follows, which is not true? (A) Increase a Celebrity's income and fame (B) Open new markets or territories (C) Introduce new products or services (D) Enhance the company image or brand [98會展實務]

(B) 46. I would like to have my conference fee receipt and ticket for the gala dinner. Which counter should I go to? (A) Information Counter (B) Registration Counter (C) Exhibition Counter (D) Computer Counter [98會展實務]

(B) 47. 為了重視地球暖化問題，而且能夠做到節能減碳，環保應用，世界各國都以Green Meeting 為標竿。下列何者並非Green Meeting 的正確作法：(A) Distribution of leftover exhibit materials to charitable organization. (B) Maximize the usage of green light in conference room. (C) Using local food materials for conference banquet. (D) Influence clients to use recycled products and materials. [98會展實務]

(A) 48. Typical objectives of an exhibition are as follows, which is not true? (A) Increase a Celebrity's income and fame (B) Open new markets or territories (C) Introduce new products or services (D) Enhance the company image or brand [98會展實務]