Advanced English (LM-16)

Date: February 24th, March 1st

Agenda: Introductions, Exams, English level test, Market Leader (Intermediate), Sample of listening task in the exam, Chapter 1 – Branding and Business Meetings,

Group Discussion Questions:

**Branding**

1. Do you/Would you buy any of the following brands? Why/Why Not?

Coca-cola, IBM, Toyota, McDonald’s, Ikea, General Electric, Google, Mercedes-Benz, Microsoft, Virgin, Intel, Disney, Tesco, Nokia, Samsung, Marlboro, Chanel, Kellogg’s, Ford, China Mobile

1. Pick some of the brands above which interest you. What image and qualities does each one have? Use these words and phrases to help you.

value for money, durable, fashionable, upmarket, inexpensive, sexy, timeless, cool, sophisticated, well-made, reliable, fun, classic, stylish

**Business Meetings**

1. Why are business meetings important?
2. How do you conduct effective business meetings as a chair?
3. Why are business meetings ineffective?

Videos and other materials:

**Personal Branding to Get Hired: How to Sell Yourself in a Resume and Interviews:** <https://www.youtube.com/watch?v=Wy3cNmP67Rs>

10, 15,

# Shopify is cancelling meetings, but does that make staff any happier or more productive? Experts are divided on the new policy

<https://fortune.com/2023/01/10/shopify-canceling-meetings-does-that-make-staff-happier-productive-experts-divided/>