



Budi Susanto  
I Putu Budiarta  
Ida Ayu Ketut Sumawidari

# Buku Ajar ENGLISH FOR EVENTS



# Biografi Penulis



**Budi Susanto**

Lahir 25 September 1960, alumni Fakultas Sastra Universitas Jember (S1) dan Kajian Pariwisata Universitas Udayana (S2). Berpengalaman mengajar bahasa Inggris sejak 1987 di Politeknik Negeri Bali dan beberapa sekolah swasta lainnya. Di lain kesempatan juga mengajar bahasa Indonesia untuk para expatriat yang ada di Bali. Pengalaman industri sebagai pendiri Bafa Tour and Transport dan menangani seminar, pelatihan dan juga tour di Jawa dan Bali. Juga mengelola pemasaran beberapa restoran di Bali. Situsnya bisa diakses di [www.paket2wisata.com](http://www.paket2wisata.com) dan [www.jimbarancafe.net](http://www.jimbarancafe.net). Saat ini sedang mengembangkan Rumah Anggur di Blitar, Jawa Timur, sebagai rintisan desa wisata yang berbasis pada berbagai varietas anggur impor.



**I Putu Budiarta**

Lahir 22 Desember 1963, alumni Fakultas Keguruan dan Ilmu Pendidikan Universitas Udayana (S1) dan Kajian Pariwisata Universitas Udayana (S2). Sejak tahun 1990 mengajar Pengetahuan Produk Pariwisata Nusantara, Pengetahuan Produk Pariwisata Internasional serta Teknik Memandu Wisata di Politeknik Negeri Bali. Pengalaman industri sebagai Asesor bidang Kepemanduan Wisata. Saat ini sedang mengembangkan Agro wisata yang berbasis pada berbagai tanaman lokal di Kabupaten Buleleng, Bali.



**Ida Ayu Ketut Sumawidari**

Lahir di Kerambitan Tabanan tanggal 7 Mei 1972 Menamatkan S2 tahun 2013 di Universitas Udayana Jurusan Manajemen Agribisnis, sedangkan S1 nya di ekonomi Jurusan Manajemen pada Universitas yang sama tahun 2000. Penulis aktif mengajar dan melakukan penelitian sebagai dosen di Politeknik Negeri Bali dari tahun 2005 sampai sekarang mengampu mata kuliah Customer Relation Sales, Operasional Hotel dan Restoran, juga sebelumnya pernah mengampu mata kuliah Hygiene Sanitasi, Tata Hidangan 1, 2, dan 3, Service Restoran serta Room Service dan Banquet.

## Buku Ajar ENGLISH FOR EVENTS

This book will cover technical terms related to events, making an advertisement, responding inquiry, a guideline of making a proposal for an event, handling site inspection for a meeting, conducting games, exhibition and competition, making advertorial news, explaining cultural events, handling MC and finally it will discuss writing press releases which usually must be shared to journalists.



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**PENERBIT CV.EUREKA MEDIA AKSARA**

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ENGLISH FOR EVENTS**

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Ida Ayu Ketut Sumawidari

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## KATA PENGANTAR

Puji syukur penulis panjatkan pada kehadiran Tuhan Yang Maha Esa yang telah melimpahkan rahmatnya sehingga penulis dapat menyelesaikan penyusunan buku ajar yang berjudul *English For Events*.

Buku ini sebagai panduan dosen dan mahasiswa Manajemen Bisnis Pariwisata, Politeknik Negeri Bali semester 5, yang mengikuti perkuliahan *English For Events*. Buku ini mencakup pengertian *events*, pembuatan iklan, pembuatan proposal event, pelaksanaan event, baik itu menyangkut pameran, seminar, kompetisi, *outbond* dan lain-lain.

Buku ini disusun oleh dosen yang memiliki latar belakang berbeda tetapi terkait dengan *events* tersebut. Ada yang berlatar belakang bahasa Inggris dengan pengalaman langsung di industri *events*, dosen *product knowledge* dan juga dosen *food production*.

Meskipun naskah buku ajar ini masih memiliki banyaknya kekurangan, bagaimanapun penulis berharap buku ini dapat bermanfaat bagi pembacanya baik bagi mahasiswa maupun dosen tidak saja di Politeknik Negeri Bali tetapi juga mereka yang ada di seluruh Indonesia.

Penulis juga mengucapkan banyak berterima kasih atas dukungan dan partisipasinya teman-teman di Politeknik Negeri Bali atas tersusunnya buku ajar ini.

Denpasar, 19 November 2021

Penulis

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**BUKU AJAR  
ENGLISH FOR EVENTS**





TOPIC

1

# UNDERSTANDING SPECIAL TERMS USED IN EVENTS

## A. OBJECTIVE

*By the end of the meeting, students are to be able to understand and explain general terms related to or used by events*

## B. EVENT IS

1. Occurrence happening at a determinable time and place, with or without the participation of human agents. It may be a part of a chain of occurrences as an effect of a preceding occurrence and as the cause of a succeeding occurrence.
2. Arrival of a significant point in time. In project management, an event marks the point in time when a task is completed

## C. SOME OTHER DEFINITIONS

1. IAPCO (the International Association of Professional Congress Organizers) publishes a book called "Meetings Industry Terminology" which functions as a dictionary for the meetings industry. These are the definitions as put out by IAPCO:
  2. Meeting  
A general term indicates the coming together of several people in one place, to confer or carry out a particular activity. Frequency: This can be on an ad hoc basis or according to a set pattern, for instance, annual general meetings, committee meetings, etc.

# ADVERTISING INCENTIVE PROGRAM

## A. OBJECTIVE

*By the end of the meeting, students are to be able to make advertisements and can identify good advertisements.*

## B. TEN STEPS TO CREATE EFFECTIVE ADS

**There are no rules to creating outstanding advertising but there are some steps that seem to work.**

1. Make your ads easily recognizable.

Make your ads distinctively different in appearance from those of your competitors. Keep your ads' appearance is consistent.

2. Use a simple layout.

The layout should carry the reader's eye through the ad message easily from the headline, to illustration, explanatory copy, to price, to the store's name.

3. Use a dominant element.

A large picture or headline ensures quick visibility – photos of people win more visibility.

4. Use a prominent benefit headline.

The first question a reader has is, "What's in it for me?" Make sure you tell them.

5. Let white space work for the ad.

White space focuses the reader's attention on the ad and will make the headline and illustration stands out.

6. Make copy complete.

The copy should be enthusiastic and sincere.

TOPIC

# 3

## RESPONDING CLIENTS' INQUIRIES.

### A. OBJECTIVE

*By the end of the meeting students are to be able to respond a telephone call and are able to identify the caller's requests.*

### B. STEPS OF RESPONDING TELEPHONE CALL

**OUTBOUND TOUR**  
Including

1. Pick up /return Transportation Bedugul
2. Free Making Tenda
3. Games
4. Coffee break
5. Lunch
6. Games Property
7. Instruktur Games
8. Motivator (on request)
9. Mineral Water
10. Souvenir
11. Insurance

OLX.co.id

Happy Outbound Tour present camping and team building Package that could give you refreshment after your boring and crowded activity.

WRITING AN  
INCENTIVE  
PROPOSAL**A. OBJECTIVE**

*By the end of the meeting students are to be able to respond a telephone call and are able to identify the caller's requests.*

Business proposal letters are written as a cover letter to accompany an actual business proposal. Such letters serve as an introduction to the actual proposal. Business proposal letters should be strongly written since this is an indicator of the overall quality of your pitch. As other business letters there are some parts which must be available when you are writing a proposal.

- 1. The Heading (The Return Address) or Letterhead** - Companies usually use printed paper where heading or letterhead is specially designed at the top of the sheet. It bears all the necessary information about the organization's identity.
- 2. Date** - Date of writing. The month should be fully spelled out and the year written with all four digits October 12, 2005 (12 October 2005 - UK style). The date is aligned with the return address. The number of the date is pronounced as an ordinal figure, though the endings **st**, **nd**, **rd**, **th**, are often omitted in writing. The article before the number of the day is pronounced but not written. In the body of the letter, however, the article is written when the name of the month is not mentioned with the day.
- 3. The Inside Address** - In a business or formal letter you should give the address of the recipient after your own address. Include the recipient's name, company, address

TOPIC

5

# HANDLING SITE INSPECTION

## A. OBJECTIVE

*By the end of the meeting students are to be able to MICE's facilities when an agent come to have site inspection..*

### Hotel Facilities

Generally hotel has many facilities to accommodate its customer.

The facilities among others are:

- » 24-Hour Reception / Front Desk
- » Baby Chairs at the Restaurant
- » Beach Towels
- » Boat Trips
- » Concierge
- » Fax & Photocopy Service
- » Hammam
- » Laundry & Ironing Service
- » Lobby Lounge
- » Outdoor Playground
- » Pool Snack Bar
- » Pool Towels
- » Room Service
- » Satellite TV
- » Snack Bar
- » Swimming pool
- » Swimming Pool for children
- » Wi-Fi Internet Access
- » Airport / Port Transfer Service
- » Bar
- » Bicycle rental
- » Car & Motorbike Rental
- » Doctor (upon request)
- » Gym
- » Internet Corner
- » Library
- » Massage
- » Parking Area
- » Pool Sunbeds & Umbrellas
- » Restaurant
- » Safe Deposit Box
- » Shower & Changing Room
- » Spa
- » Swimming Pool (Fresh Water)
- » Travel Desk

Cafés

Gift Shops

Business Centers

Tennis Courts

Children's Programs

Saunas Steam Rooms

Conference Rooms

Squash Courts

Putting/chipping greens

TOPIC

6

# HANDLING GAMES

## A. OBJECTIVE

*By the end of the meeting students are to be able to handle games and take responsibility as an instructor.*

## B. GAMES

**Here are some games which can be presented during the incentive tour package. Communication and Icebreakers**

### 1. Two Truths and a Lie

Time Required: 15-30 minutes

Start out by having every team member secretly write down two truths about themselves and one lie on a small piece of paper – Do not reveal to anyone what you wrote down! Once each person has completed this step, allow 10-15 minutes for open conversation – much like a cocktail party – where everyone quizzes each other on their three questions. The idea is to convince others that your lie is actually a truth, while on the other hand, you try to guess other people’s truths/lies by asking them questions. Don’t reveal your truths or lie to anyone – even if the majority of the office already has it figured out! After the conversational period, gather in a circle and one by one repeat each one of your three statements and have the group vote on which one they think is the lie. You can play this game competitively and award points for each lie you guess or for stumping other players on your own lie. This game helps to encourage better communication in the

TOPIC

7

# WRITING ADVERTORIAL NEWS

## A. OBJECTIVE

*By the end of the meeting students are to be able to write advertorial news.*

## B. ADVERTORIAL

An **advertorial** is an advertisement in the form of editorial content. The term "advertorial" is a blend of the words "advertisement" and "editorial." In printed publications, the advertisement is usually written in the form of an objective article and designed to look like a legitimate and independent news story. In television, the advertisement is similar to a short infomercial presentation of products or services.

These can either be in the form of a television commercial or as a segment on a talk show or variety show. In radio, these can take the form of a radio commercial or a discussion between the announcer and representative.

Advertorials differ from traditional advertisements in that they are designed to look like the articles that appear in the publication. Most publications will not accept advertisements that look exactly like stories from the newspaper or magazine they are appearing in. The differences may be subtle, and disclaimers—such as the word "advertisement"—may or may not appear. Sometimes terms describing the advertorial such as a "special promotional feature" or "special advertising section" are used. The tone of the advertorials is usually closer to that of a press release than of an objective news story.

TOPIC

8

# WRITING LETTER OF INVITATION

## A. OBJECTIVE

*By the end of the meeting students are to be able to write an invitation letter.*

## B. HOW TO WRITE AN INVITATION LETTER

An invitation letter serves the purpose of inviting a guest to a party, event or celebration while conveying more information than a traditional invitation card. It serves two purposes; one, to invite the individual to the event and two, to ensure that the person receiving the letter is going to attend.

There are two tenses used within the invitation letter, the present and the future. The present tense conveys information about the event and the future tense ensures the guest is going to attend.

### 1. Business Invitation Letter

An invitation letter is a formal way to invite peers and clients to events which are being hosted by the company and are one of the most popular ways of inviting guests to functions. The professional invitation should be written in a formal tone.

The introduction allows the host and sender to introduce themselves, as well as the organization in which they have chosen to represent. A simple background of the individual or company will suffice.



# WRITING AN AGENDA FOR A MEETING

## A. OBJECTIVE

*By the end of the meeting students are to be able to write an agenda for a meeting*

## B. HOW TO WRITE AN AGENDA FOR A MEETING

An organized meeting needs a well-written agenda. Don't let your meeting become the overlong, inefficient slog that so many meetings seem to devolve into. By sticking to a detailed yet flexible agenda, you can keep your meeting streamlined and focused, ensuring that you meet all of your goals for your meeting in the shortest amount of time possible. Whether you're looking to write your own agenda, use a template, or make the most of an agenda you already have, see

## C. PART 1. WRITING AGENDA. STEPS BELOW TO GET STARTED!

**1. Start by giving your agenda a title.** From the most beautiful literature to the driest spreadsheet, almost every important document needs a title, and meeting agendas are no exception. Your title should tell the reader two things: First, that s/he is reading an agenda, and second, what topic the meeting is covering. When you've made a decision, place your title at the top of your blank document. The title doesn't have to flowery or complicated — in a business context, simple and direct titles are usually the best. *Resist the urge to use fancy or large fonts for your title.* In most situations, you'll want to use a

TOPIC

10

## EXPLAINING CULTURAL AND COMMUNITY EVENTS

### A. OBJECTIVE

*By the end of the meeting students are to be able to cultural events especially the ones taking place in Bali.*

### B. CULTURAL AND COMMUNITY EVENTS DEFINITION

Community-based cultural events bring people together in many ways that express their ideas, traditions and values. From age-old ceremonies of commitment such as weddings to contemporary, pride promoting, collaborative, neighborhood murals, art addresses people's need for community. The arts frequently interrelate in these events.

### C. RELATED CONCEPTS

**Ceremonies and Celebrations:** Ceremonies are customary acts or events acknowledging particular special occasions such as weddings, religious rites and graduations. Celebrations are festive, usually commemorative, public occasions, frequently incorporating the arts to praise, honor or mark a special event in the life of a person or group.

**Rituals and Rites of Passage:** Rituals and rites of passage have been sources of many specialized art forms. A ritual is a set form or system of rites, religious or secular. Rites of passage define important moments in universal stages of one's passage through life. Rites include stages of separation, threshold and reincorporation at a new level. The rite symbolizes progress in life defined by culture (i.e. coming of age ceremonies, graduations, birthdays, retirement, etc.) which can be related to art.

# TOPIC 11

# HANDLING MC

## A. OBJECTIVE

*By the end of the meeting students are to be able to handle an MC's work for conference, meeting and others.*

## B. WHAT IS MC?

Master of Ceremonies (MC), pronounced emcee, is the host of a private function, event or performance. Their role is to present speakers, announce speeches, talk to the audience and overall make sure the night runs according to plan.

This important position is generally considered a prestigious role for events such as weddings, corporate functions or performances. But don't worry, the role can be made very easy by considering a few points before the big event. And yes, before we continue any further, it is OK to make a few jokes while talking to break the ice. It not only makes you feel more confident it allows the audience to relax and get involved in the night. Just remember to be clever, not rude or obnoxious.

**There are a few points to consider before, during and right after handling MC's work.**

### 1. Be organized

Don't worry if you are not the organized type. Simply make relevant dot points and sit down with the appropriate people involved in the night to get a clearer idea of how it will all come together. The more you understand about the event, the clearer this will show in your presentation, announcements and speeches. In another word: *Know your*

# TOPIC 12

## HOW TO WRITE A PRESS RELEASE

### A. OBJECTIVE

*By the end of the meeting students are to be able to write and submit press releases*

### B. WHAT IS PRESS RELEASE?

A press release is a written statement to the media. It can announce a range of news items, including scheduled events, personal promotions, awards, new products and services, sales accomplishments, etc. It can also be used to generate a feature story. Reporters are more likely to consider a story idea if they first receive a press release. It is a fundamental tool of PR work, one that anyone who's willing to use the proper format can use. We'll show you how.

### C. A COMPLETE GUIDE TO WRITE AN EFFECTIVE PRESS RELEASE

**There are some clear rules when it comes to writing press releases – covering everything from news angles to structure. Debbie Leven offers a complete guide to writing press releases that get results**

Before you write and issue a press release, ask “Is there news value in this story? And, “Does it warrant a release?” Too often organizations feel obliged to write press releases using material that is not newsworthy. Fact: if the journalist does not consider it newsworthy, it won't get coverage. Your aim is to get coverage and raise awareness among your target audiences. There are key elements that a journalist looks for in a story – and the human interest angle is key. Do you have a human

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## TENTANG PENULIS

### 1. Budi Susanto



Lahir 25 September 1960, alumni Fakultas Sastra Universitas Jember (S1) dan Kajian Pariwisata Universitas Udayana (S2). Berpengalaman mengajar bahasa Inggris sejak 1987 di Politeknik Negeri Bali dan beberapa sekolah swasta lainnya. Di lain kesempatan juga mengajar bahasa Indonesia untuk para expatriat yang ada di Bali. Pengalaman industri sebagai pendiri Bafa Tour and Transport dan menangani seminar, pelatihan dan juga tour di Jawa dan Bali. Juga mengelola pemasaran beberapa restoran di Bali. Situsny bisa diakses di [www.paket2wisata.com](http://www.paket2wisata.com) dan [www.jimbarancafe.net](http://www.jimbarancafe.net). Saat ini sedang mengembangkan Rumah Anggur di Blitar, Jawa Timur, sebagai rintisan desa wisata yang berbasis pada berbagai varitas anggur impor.

### 2. I Putu Budiarta



Lahir 22 Desember 1963, alumni Fakultas Keguruan dan Ilmu Pendidikan Universitas Udayana (S1) dan Kajian Pariwisata Universitas Udayana (S2). Sejak tahun 1990 mengajar Pengetahuan Produk Pariwisata Nusantara, Pengetahuan Produk Pariwisata Internasional serta Teknik Memandu Wisata di Politeknik Negeri Bali. Pengalaman industri sebagai Asesor bidang Kepemanduan Wisata. Saat ini sedang mengembangkan Agro wisata yang berbasis pada berbagai tanaman lokal di Kabupaten Buleleng, Bali.

### 3. Ida Ayu Ketut Sumawidari



Lahir di Kerambitan Tabanan tanggal 7 Mei 1972. Menamatkan S2 tahun 2013 di Universitas Udayana Jurusan Manajemen Agribisnis, sedangkan S1 nya di ekonomi Jurusan Manajemen pada Universitas yang sama tahun 2000.

Penulis aktif mengajar dan melakukan penelitian sebagai dosen di Politeknik Negeri Bali dari tahun 2005 sampai sekarang mengampu mata kuliah

Customer Relation Sales, Operasional Hotel dan Restoran, juga sebelumnya pernah mengampu mata kuliah Hygiene Sanitasi, Tata Hidangan 1, 2, dan 3, Service Restoran serta Room Service dan Banquet