

## Lesson One: The Annual Strategy Meeting

### 學習目標

1. 了解如何撰寫會議通知
2. 學習記載會議紀錄的要點
3. 了解會議進行的流程

1-1.

### 英文內文

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June 3, 2008

### Meeting Announcement

To: All Division Directors  
From: Alan Chen, Director-general of Tourism Bureau  
Subject: Annual Strategy Meeting: Promoting International Travel and Tourism in Taiwan

The time has arrived for our annual management meeting in order to plan this year's strategy to promote tourism in Taiwan. As many of you are aware, previous efforts have not quite garnered the results we had hoped for. We are still chasing our goal of improving Taiwan's image as a top tourist destination. I am aware that everyone has worked very hard, and that it is not for lack of dedication that we have missed our goals. I also believe the time has come for us all to begin to think outside of the box. The previous methods did not work. It is time for some new, fresh and creative ideas.

Not all of the news is bad. A recent survey by the World Economic Forum placed Taiwan fourth in Asia and 30th in the world for tourism competitiveness. These statistics put Taiwan ahead of Malaysia, South Korea, Thailand and China. Data like this gives us a foundation on which to build our new strategy. Clearly, our biggest challenge remains in getting the word out to travel

companies, tour organizers and, ultimately, the individual travelers.

Prior to our meeting, I would like all of you to begin gathering ideas. Remember—think creatively. All reasonable suggestions will be given their due. Also, please don't hesitate to utilize your international contacts. Look to those countries that have attained some degree of success in promoting tourism and learn what you can from them. I expect each director to come to the meeting with at least one good idea. The meeting will be Friday, June 11 at 2 p.m.

*Alan Chen*

Alan Chen  
Director-general

## 第 1 課：年度策略會議

1-1.

內容中譯

中華民國交通部觀光局  
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2008 年 6 月 3 日

## 會 議 通 知

收文者：各組組長

發文者：陳局長

主 旨：年度策略會議：對國際推廣台灣旅遊觀光

召開年度管理會議策劃推展台灣觀光的時刻又到了。相信你們許多人都注意到，之前的努力並未達到預期的效果。我們仍在追求將台灣形象提升成為頂級旅遊勝地的目標。我知道諸位

都很努力，而我們之所以未能達成目標，並非缺乏工作熱誠的緣故。我也相信現在是大家該跳脫窠臼來思考的時候了。以前的方法行不通，我們應該尋求新鮮而有創意的想法。

並非所有消息都是壞消息。世界經濟論壇近期的調查指出，台灣的旅遊觀光競爭力名列亞洲第四、全球第三十名。這些統計數字顯示台灣排名在馬來西亞、南韓、泰國與中國大陸之前。這類的資料可以提供我們建立新策略的基礎。很顯然我們最大的挑戰，仍是對旅行社、旅遊籌組單位，以及最終向遊客宣傳我們的優點。

在開會之前，我希望大家開始收集點子。別忘了——創意思考。所有合理的建議都會被慎重考慮。同時，請盡量利用諸位的國際人脈。以那些宣傳觀光有成的國家為標的，他山之石可以攻錯。我希望每位組長至少帶一個好點子來開會。會議將於6月11日週五下午2點召開。

陳局長

### 重要單字

(1) annual (a.) 年度的

More than a thousand employees attended the company's annual banquet.  
超過一千名員工參加了公司的年度餐會。

(2) strategy (n.) 策略

The generals spent hours planning their strategy.  
將軍們花了好幾小時規劃他們的戰略。

(3) promote (v.) 推廣，宣傳

Michael designed a new ad campaign to promote the product.  
麥可策劃了新的廣告活動來推廣這項產品。

(4) garner (v.) 獲得

Megan garnered the praise of her managers for winning the account.  
梅根因爭取到這個客戶而得到經理的稱許。

(5) competitiveness (n.) 競爭力

The team's competitiveness suffered when several players were injured.  
這支球隊的競爭力由於數名球員受傷而受損。

(6) foundation (n.) 基礎

Tim's success was built on a foundation of hard work.

提姆的成功植基於他的努力。

(7) utilize (v.) 利用

Alice utilized all her skills to complete the project.

艾莉絲利用她所有的技巧完成這個案子。

**重要片語**

(1) to think outside (of) the box 跳脫思維的窠臼

The company created successful new products by thinking outside of the box.

這公司跳脫思維的窠臼，創造出成功的新產品。

(2) to give sb. one's due 給某人應有的評價

I don't like Jeff, but to give him his due, he is a diligent student.

我不喜歡傑夫，但說句公道話，他是個勤奮的學生。

1-2.

英文內文

**Annual Strategy Meeting  
Tourism Bureau  
Management Meeting Minutes**

**Time:** June 11, 2008 2:00 p.m.

**Place:** main meeting room

*Present:* Alan Chen, Victor Wang, Julia Song, Elizabeth Li, Pat Cheng

*Absent:* David Tseng (illness)

*Quorum present?* Yes

**Proceedings:**

- *Meeting called to order* at 2:00 p.m. by Director Alan Chen
- Last month's meeting minutes were amended and approved

**Director-general's Report:**

- Findings of the World Economic Forum survey of tourism competitiveness are presented by Director-general Chen and entered into the record. Relevant findings include Taiwan's placement as the fourth most competitive tourism market in Asia.
- Director-general Chen presents the findings of the annual Tourism Industry Analysis Report. In spite the promising news from the WEF survey, tourism numbers remain below the bureau's annual goals. Elizabeth Li suggests that rising fuel prices may be to blame.

**Bureau Director-general Chen opens meeting to director presentations:**

- Julia Song volunteers to make the first presentation. Song suggests promoting Taiwan as a premier adventure sports destination. The key would be to attract travelers in the lucrative 18- to 35-year-old age bracket by highlighting such activities as river rafting, trekking and mountain biking. Such a promotion could dovetail with promoting local sports gear manufacturers. Song suggests a slogan: "Taiwan: Where Travel Gets Extreme."
- Victor Wang presents his promotion: "Good Food, Good Drink, Good Taiwan." Wang's plan would target promoting the island as a top culinary destination from its top range gourmet restaurants to its street stalls. Tea plantations and breweries would also be highlighted.

- Pat Cheng suggests spotlighting local environmental renewal efforts in his tourism promotion. “Travel Green, Travel Taiwan,” would see the tourism industry working hand-in-hand with environmental groups and government environmental cleanup programs. Cheng points to Costa Rica as an example of where such strategies have worked.
- Elizabeth Li introduces her presentation, which she has titled “Taiwan: The Asian Lap of Luxury.” She suggests that Taiwan seeks to attract high-end travelers looking for the best in relaxation and entertainment. The promotion would focus on luxury goods shopping, spas, golfing and other “premium activities.”
- Director-general Chen thanks the directors for their ideas and efforts in preparing their presentations.  
While their ideas all have merits, individually they may be too narrow. That’s fine, however. The directors’ next task will be to work together to find ways to integrate their ideas into a single plan. He again suggests contacting individuals from the travel industry outside of Taiwan for their input.

*Meeting adjourned at 4:15 p.m.*

*Minutes submitted by Secretary, Wendy Cho*

1-2.

內容中譯

觀光局  
年度策略會議  
管理階層會議紀錄

時間：2008年6月11日下午2時

地點：觀光局大會議室

出席者：陳局長、王維多、茱莉亞、伊莉莎白、程派特

缺席者：曾大衛（病假）

出席已達法定人數

議程：

- 陳局長於下午2點宣布正式開會

- 上個月的會議紀錄已修訂完畢並核可通過

#### 局長報告：

- 陳局長提出世界經濟論壇的觀光競爭力報告並列入紀錄。相關的調查結果包括台灣在亞洲觀光市場的競爭力排名第四。
- 陳局長提出年度觀光產業分析報告的研究結果。儘管世界經濟論壇的報告是正面的，台灣觀光人次仍未達到觀光局的年度目標。伊莉莎白推測原因可歸咎於燃料價格上漲。

#### 陳局長開放各組長發言：

- 茉莉亞自願首先提案。宋組長建議將台灣塑造成冒險運動的首選地點。重點是強調泛舟、健行與登山自行車等活動，吸引具有高消費能力的 18 歲至 35 歲族群。這樣的推廣可配合打響台灣本地運動用品廠商的知名度。宋組長提出的口號是「台灣：極限旅遊的天堂。」
- 王維多的推廣提案是：「頂級飲食，頂級台灣」。王組長擬針對全台的頂級美食餐廳到路邊小吃，將台灣推廣成為美食天堂。茶園與酒廠也將是強調重點。
- 程派特的提案建議將台灣對環保改革的努力列為觀光推廣重點。「綠色環保之旅，遊台灣」將攜手結合觀光業、環保團體與政府的環境整治計畫。程組長指出哥斯大黎加是成功運用這種策略的他山之石。
- 伊莉莎白介紹她的提案標題為「台灣：亞洲奢華聖地」。她建議台灣瞄準尋求頂級休閒娛樂的金字塔頂端遊客。推廣焦點在精品購物、SPA 水療、高爾夫以及其他「優質活動」。
- 陳局長感謝各位組長提出的構想與準備提案的辛勞。儘管各提案均有其優點，然而個別考量均失之狹隘。不過並無大礙。這些組長的下一項任務就是彼此合作，並將個人的構想整合為完整的單一計畫。他再度建議聯繫國外觀光產業從業人員，汲取他們的觀點。

會議於下午 4 點 15 分結束

記錄：秘書周溫蒂

#### 重要單字

(1) minutes (n.) 會議紀錄，備忘錄

You'd better transcribe the meeting minutes when your memory is still fresh.

你最好趁著記憶猶新時謄寫會議紀錄。

(2) quorum (n.) 法定最低人數

There must be 12 staff members at the meeting for a quorum.

這個會議一定要有 12 名員工參加，才能達到法定最低人數。

(3) amend (v.) 修改

James amended the report to include the new data.

詹姆斯將新資料納入，修改了這篇報告。

(4) premier (a.) 首要的

The Philadelphia City government has developed that part of the city as the premier location for business.

費城市政府已經將城市的那個區域開發為首要的商業地區。

(5) lucrative (a.) 賺錢的

John is a sharp businessman who never slips any lucrative opportunity.

約翰是個精明的生意人，從不錯過任何賺錢的機會。

(6) bracket (n.) 階層，同類別

The company will soon start an ad campaign for the 13- to 18-year old age bracket.

這個公司即將針對 13 至 18 歲這個階層推出廣告宣傳活動。

(7) raft (v.) 乘筏

The Hsiukuluan River in Hualien County is a famous location for white water rafting.

花蓮縣的秀姑巒溪是著名的泛舟地點。

(8) trek (v.) (徒步) 旅行，健行

After trekking eight hours, we reached our campsite.

健行了 8 個小時之後，我們抵達了營地。

(9) dovetail (v.) 吻合，密切配合

The school promised all the programs would dovetail with students' needs for university preparation.

校方承諾所有課程都將吻合學生升大學的需求。



(10) gourmet (a.) 供美食家享受的

*Poor Daddy's* gourmet restaurant has been a local favorite of diners for twelve years.

「窮老爹」美食餐廳 12 年來一直是本地饕客的最愛。

(11) stall (n.) 攤位

The town square is full of flower stalls.

小鎮廣場上擺滿了賣花的攤子。

(12) brewery (n.) 啤酒廠，釀造廠

The group gathered in a room to sample beers after a tour of the brewery.

旅行團參觀啤酒廠之後，聚集在一個房間試飲啤酒。

(13) highlight (v.) 強調，使突出

The scholar's speech highlighted the importance of economic reform.

這名學者的演說強調經濟改革的重要性。

(14) spotlight (v.) 使突出醒目

The report spotlighted the difficulties many disabled people faced.

這篇報導凸顯了許多殘疾者面臨的困難。

(15) luxury (n./a.) 奢侈

There are many luxury resorts on the coast of the island.

這個島嶼沿岸有許多提供奢侈享受的渡假勝地。

(16) premium (a.) 高價的，優質的

The company has announced to launch two new premium products.

這個公司已經宣佈二項高價新產品的上市。

(17) relevant (adj.) 有關的，切題的

Tina's question was not relevant to the discussion.

蒂娜的問題與討論主題無關。

(18) integrate (v.) 合併，結合成一體

The final plan integrated input from every department.

最後的計畫整合了來自各部門的意見。

(19) adjourn (v.) 休會，使延期

The board meeting was adjourned because there were not enough members present for a quorum.

董事會由於未達法定出席人數而告休會。

### 重要字詞與片語

(1) work hand-in-hand 合作

The company worked hand-in-hand with several local charities on the fundraiser.

這個公司與當地的幾個慈善團體合作籌辦了這個募款活動。

### 第 1 課 課後練習

#### 第 1 部分：課文理解

1. What is the bureau trying to promote in Taiwan?

(A) Fashion

(B) The tech industry

✓(C) Tourism

(D) Environmentalism

1. 該局試圖推廣台灣的哪方面？

(A) 時尚

(B) 科技業

✓(C) 觀光業

(D) 環保

2. What is the purpose of the meeting?

✓(A) To come up with a new strategy.

(B) To plan the annual party.

(C) To talk about the Tourism Bureau's success.

(D) To plan a trip.

2. 會議目的為何？

✓(A) 想出新的策略。

(B) 規劃年度派對。

(C) 討論觀光局的成就。

(D) 策劃旅遊。

3. What would Victor Wang's "Good Food, Good Drink, Good Taiwan" idea promote?

- (A) Adventure sports
- (B) Luxury travel
- ✓(C) Local food and beverages
- (D) Shopping

3. 維多·王的「頂級飲食，頂級台灣」推廣哪方面？
- (A) 冒險運動
  - (B) 奢華旅遊
  - ✓(C) 地方飲食
  - (D) 購物

### 第 2 部分：字彙題

1. The first violinist in the symphony orchestra garnered many good reviews.  
交響樂團的該名首席小提琴手獲得了許多好評。
2. They couldn't start the meeting because they lacked a quorum.  
因為法定人數不足，他們無法召開會議。
3. Craig's remarks are not really relevant to our discussion.  
克瑞格所言與我們的討論實無關連。

### 第 3 部分：片語題

1. The government \_\_\_\_\_ with some local companies to provide an opportunity for people in surrounding communities to make a change in their lives.
  - (A) adjourned
  - (B) amended
  - ✓(C) worked hand-in-hand
  - (D) utilized
1. 政府與當地一些慈善團體攜手合作，提供鄰近社區的居民改變生活的機會。
  - (A) 休會
  - (B) 修改
  - ✓(C) 攜手合作
  - (D) 利用

### 第 4 部分：寫作練習

Write the minutes of a meeting you attend in English, following the above example. Minutes should contain the following information:

- Time, date and place of meeting
- List of people attending

- List of absent members of the group
- Approval of the previous meeting's minutes, and any matters arising from those minutes
- For each item in the agenda, a record of the principal points discussed and decisions taken
- Time, date and place of next meeting
- Name of person taking the minutes

請參考課文範例，以英文寫出一則會議紀錄。會議紀錄應包括下列訊息：

- 舉行會議的時間、日期與地點
- 出席者列名
- 缺席者列名
- 通過前次會議紀錄，以及是否有任何異議
- 下次會議舉行的時間、日期與地點
- 有關議程進行的每個項目，將討論的主要重點與作成的決定記錄下來
- 會議記錄人

### 寫作範例

## **Employee Recreation Committee Meeting DataSoft Inc.**

Time: May 21, 2008

Place: Staff Meeting Room

#### **Committee Members:**

*Present:* Jason Flynn, Todd Johnson, Ellen Reeves, Susan Smith, Nathan Green

*Absent:* None

*Quorum present?* Yes

#### *Others Present:*

Committee Chair: Shelly Kellerman

#### **Proceedings:**

- *Meeting called to order* at 11 a.m. by Chair, Shelly Kellerman
- Last month's meeting minutes were amended and approved

#### **Chief Executive's Report:**

Committee Chair Shelley Kellerman delivered the results of the recent employee survey. Nearly

90 percent of respondents said they enjoyed the annual company banquet. The food this year rated highly, as well as the choice of venue. A few respondents complained that there were not enough prizes in the drawing.

#### Treasurer's Report:

provided by Treasurer, Todd Johnson:

- The recreation committee currently has a balance of \$2,800 in its account. Along with funds provided by the company, there was a surplus carried over from the banquet of \$800.
- A motion is made to accept the Treasurer's Report, which is seconded by the committee chair.

#### New Business:

- Shelley announces it is time to choose the destination for this year's company trip. She opens the meeting to suggestions.
- Ellen Reeves suggested a trip to a beach resort in Mexico. The lower value of the peso means more value and several resorts offer packages for large groups.
- Susan Smith said she worries that an international trip may not be convenient for everyone. She suggested a trip to a U.S. destination, like Hawaii.
- Nathan Green said that Florida might be better for employees with families, since it offers attractions like Disney World.
- Jason Flynn pointed out that the most democratic way would be to create a questionnaire for the company staff. That way the committee can get a better idea of where everyone wants to go.
- Todd Johnson agreed and offers a motion to create a questionnaire.
- Susan seconded the motion and put it to a vote. The motion carried unanimously.
- Jason volunteered to create the questionnaire and to distribute it to the staff.

#### Other business:

- Todd Johnson reported that some of the electronic items given away at the banquet were defective. He said that he is currently working with the suppliers to replace all defective items and the suppliers have been very cooperative.

#### Assessment of the Meeting:

- Shelly thanked everyone for being on time to the meeting and getting through the agenda in a timely fashion. A follow-up meeting will be scheduled as soon as Jason has the results of the questionnaire.

*Meeting adjourned at 12 p.m.*

*Minutes submitted by Secretary, Susan Smith*

## 資軟公司

### 員工休閒委員會會議

時間：2008年5月21日

地點：員工會議室

#### 委員：

出席者：傑森佛·林、陶德·強森、愛倫·李維、蘇珊·史密斯、奈森·葛林

缺席者：無

出席已達法定有效人數

#### 列席者：

委員會主委：雪莉·凱勒曼

#### 會議記錄：

- 主席雪莉·凱勒曼於上午11時宣布會議開始
- 上個月會議紀錄已修訂完畢並核可通過

#### 主席報告：

主委雪莉·凱勒曼報告最近員工意見調查結果。將近九成受訪者對年度員工餐會感到滿意。今年的菜色受到高度肯定，地點選擇亦佳。數名受訪者對於抽獎獎項過少頗有微辭。

#### 財務組長陶德強森報告：

休閒委員會目前帳戶餘額為2,800元。加上公司所提供之經費，餐會結餘款共有800元。臨時動議提出，建議核可財務組之報告，主席附議。

#### 新增討論事項：

雪莉宣佈應開始挑選今年的公司旅遊地點。她並公開徵求與會者意見。

- 愛倫·李維建議前往墨西哥的海灘度假區。墨西哥貨幣披索的貶值意味旅遊成本較低，而且數處度假區皆提供大型旅遊團套裝行程。
- 蘇珊·史密斯擔心國外旅遊並非對眾人都很方便。她建議選擇美國國內地點，如夏威夷。
- 奈森·葛林指出佛羅里達對於有家眷的員工可能比較理想，因為那裡有迪士尼世界之類的

遊遊勝地。

- 傑森·佛林指出最民主的方式就是針對公司員工編寫一份問卷。如此，委員會對大家的意願才會更了解。
- 陶德·強森同意，並提議編製問卷。
- 蘇珊附議並交付表決。動議無異議通過。
- 傑森自願編製問卷並分發給員工。

#### **其他事項：**

- 陶德·強森報告，餐會中發放的某些電子產品贈品有瑕疵。他說目前正與供應商協調更換所有瑕疵品，而供應商也相當合作。

#### **會議結論：**

雪莉感謝大家準時與會並以高度時效處理各項議程。等傑森獲得問卷結果，將擇期舉行下次會議。

會議於中午 12 時結束

記錄：秘書 蘇珊·史密斯