

Conference rooms

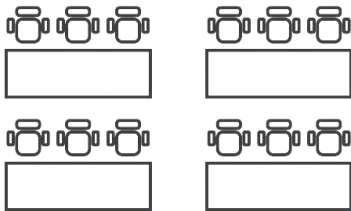
Meeting Room Setup

When your customers choose a meeting room for an event, there are many things to consider. How tables and chairs should be arranged in a meeting room depends on how the content of the meeting will be delivered to participants. Different set-ups allow for different types of learning and audience participation or interaction. Your customer should choose a room that will help him/her to achieve their objectives for the event.

The following is a description of various set up options.

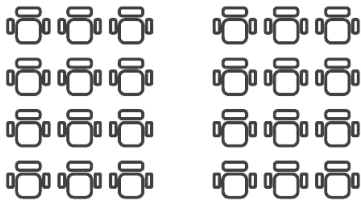


CLASSROOM STYLE



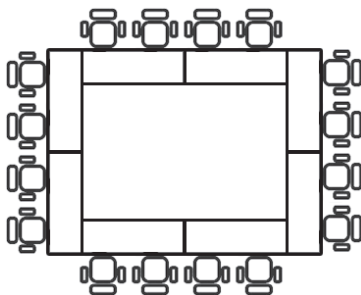
Rows of tables with 2 or 3 chairs at each one, with tables arranged to face the front of the room. Appropriate when the conference is an informational type presentation. The presenters are providing the information, with some dialogue with the audience.

THEATRE STYLE



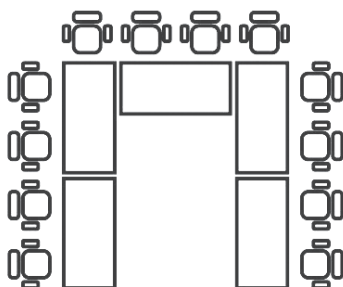
Rows of chairs facing the front of the room, usually divided by centre and/or side aisles. Maximizes meeting room space utilization. Theatre works well when the audience needs to take minimal notes and/or the presentation is 2 hours or less in length.

CONFERENCE STYLE



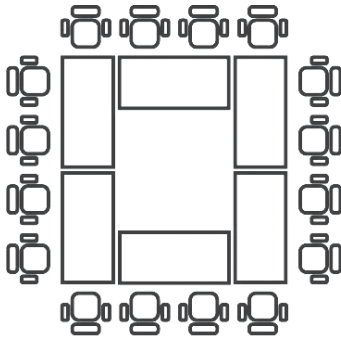
Six-foot or eight-foot conference tables clustered in the centre of the room to form one solid surface. Chairs are placed around the perimeter of the tables. It works well with small “brainstorming” sessions when the group does not have a designated presenter/leader. It provides plenty of workspace for each person and good communication/visual lines for each participant.

U-SHAPE STYLE



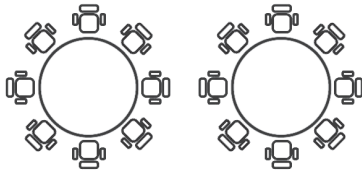
Six- or eight-foot conference tables placed end to end in the room to form the shape of a U. Chairs are placed around the outside of the U. Appropriate for small groups that require conversations between the presenter and audience, as well as conversations between the participants.

HOLLOW SQUARE



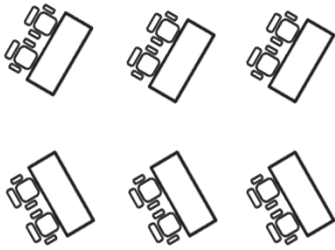
Six- or eight-foot conference tables placed in a rectangular outline with open space in the middle. Chairs are placed around the perimeter of the square. Good for small “brainstorming” sessions when the group does not have a designated presenter/leader. It provides plenty of workspace for each person and good communication/visual lines for each participant.

CLUSTER STYLE



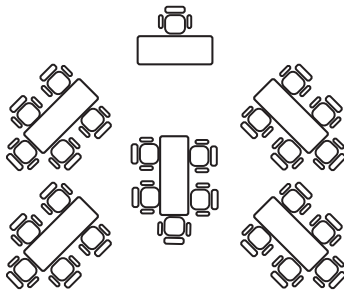
Used for food functions, standard round tables of about 1.5/2 m in diameter are used to seat 8 to 12 people.

CHEVRON OR PHOENIX SHAPE



The chevron arrangement allows discussion among small groups of participants during or immediately after a larger group activity. Chevron creates a more enclosed type of feel for the presenter and audience.

HERRINGBONE



Appropriate when the meeting is an informational type presentation. The presenter is providing the information, with some dialogue with the audience. Herringbone creates a more enclosed type of feel for the presenter and audience.





1 Match the situation to the right meeting setup.

hollow square ■ chevron or phoenix shape ■ classroom style ■ theatre style ■ cluster style

1. A sales force of about 50 people needs to have a group activity regarding their new marketing strategy and then discuss this in smaller groups of 4 people. The company wants to make sure both the Marketing Manager who is doing the presentation and the salesmen feel involved and can actively participate.
2. A company needs to conduct a training session on new equipment. A formal presentation will be staged and the attendees need to have a table in front of them where they will have some equipment/models to look at and try in small groups. The audience will ask questions and interact with the presenter.
3. A company wants to thank its General Manager and all its employees for the past year's good results. They want to deliver a short speech and then entertain the guests with a good dinner and a short comedy show.
4. The marketing department of a big company wants to have a meeting in which the new launch strategy of a product can be set. Marketing managers from different countries will come and provide their contribution. No official presentation, but just a contribution from every participant. They all need to have a good workspace to take notes and be able to listen and see the other participants all the time.
5. A school is holding its first meeting of the year, which involves about 100 teachers. The headmaster is going to deliver a speech about 2 hours long, providing information on tasks, activities and changes. The deputy headmaster is going to give some practical details for about half an hour.



2 Write an email to your boss asking for the permission to hire a room at a nearby conference centre. Include as much information as you can and explain why you have selected that particular shape of room.



3 Have a look at the different types of rooms and discuss with your classmate what the best solution is for these situations.

1. Sales force of about 100 people, full dinner. Before dinner a one-hour presentation, aperitif and speech.
2. A group of about 20 people, with banking training and some questions at the end.
3. About 20 people who need to get together to think of the next advertising campaign for a beauty product to be launched in different regions. There is no leader, just an informal conversation among colleagues.
4. Colleagues from 4 different areas, with 4 managers, each with about 4/5 account managers. They will need to discuss a general strategy and how to apply it to their territory.



4 Translate these sentences.

1. Potete farmi sapere quale tipo di sistemazione è disponibile per la sala conferenze?
2. Ogni fila di sedie fronteggerà lo schermo principale.
3. Questo tipo di sistemazione è ideale per gruppi numerosi.
4. Potete riconfermare il nome della sala che useremo e la sua capienza, per favore?
5. Siamo lieti di informarvi che la sala White Cloud è disponibile per la data del 3.
6. Desidereremmo ricevere i nostri ospiti in una sala separata per un aperitivo e quindi fare pranzo in una sala organizzata con tavoli rotondi da 12 posti.