

Step up your game

- 1 Match the words/phrases in A with the appropriate words/phrases in B to make meaningful collocations. Then compare your results with your partner. Sometimes there is more than one possibility.

VocabBooster

	A	B
to make assumptions about	1	<input type="checkbox"/> advertising campaigns
to know	2	<input type="checkbox"/> a market gap
to run targeted	3	<input type="checkbox"/> product from others
to fill	4	<input type="checkbox"/> loyalty
to have	5	<input type="checkbox"/> market shares
to distinguish so.'s	6	<input type="checkbox"/> your target customer
to build	7	<input type="checkbox"/> in-store promotion
to increase	8	<input type="checkbox"/> about your clientele
to have	9	<input type="checkbox"/> a positive effect on

- 2 Have a look at the schedule for tomorrow and complete it with your own ideas. Then get into pairs and ask your partner questions about his/her schedule using either future tense continuous or future perfect tense simple. An example has been given. Take turns.

8:05 am			arrive at office
	–		meeting with ...
10:45 am	–	11:15 am	
	–		
12:15 pm	–	1:45 pm	lunch with ...
	–		monthly presentation at boss's office
	–		
4:00 pm	–	4:45 pm	performance review of last quarter
	–		
6:00 pm			leave office

A: *Will you have arrived at the office by 8 am?*

B: *By 8 am I will not have arrived at the office.*



- 3 You are doing an internship at *MKM Financial Services Austria*. The CEO has decided to create job opportunities for refugees. As they will start working next month, you have been asked to give a presentation about diversity at the company's monthly meeting.

In your presentation you should

- explain what diversity and inclusion mean
- point out the advantages of diversity in the workplace
- suggest ideas for diversity and inclusion projects.



Get into pairs and give your presentations. Talk for about four minutes. Take turns.



Your school magazine's next issue is about starting a business. You have been asked to write an article about crowdfunding. Do some research on the Internet and write an article.

In your article you should

- describe what crowdfunding is
- point out advantages and disadvantages of crowdfunding
- give examples of successful crowdfunding.

Write about 250 words.

(► Best Shots 3 – modular. HAK, Writing reference, p. 197)