

Get ready for Saturday!

LEARNING OUTCOME

learn how to prepare publicity for an event

Everyday life

1 Look at the photo and answer the questions.



Where are the people and what are they doing?
What type of interests may they have?

Everyday vocabulary

2 Match the words (1–7) with their definitions (a–g).

- | | |
|----------------|-------|
| 1 poster | |
| 2 flyer | |
| 3 stage | |
| 4 venue | |
| 5 cover charge | |
| 6 quote | |
| 7 font | |
-
- | | |
|---|--|
| a | a set of letters in a particular style |
| b | the entry price |
| c | a large printed notice |
| d | an approximate cost |
| e | the platform where people perform |
| f | a printed advert |
| g | the place where an event occurs |

Dialogue

3 05 Three boys are talking about a gig and what publicity they need to make it a success. Listen to the dialogue. What is happening on Saturday?

.....

4 Listen again and complete the sentences with the correct words. Then listen again and check.

- 1 Yes, but we need to make sure
- 2 We should print some flyers too and
around the campus and the local area.
- 3 'The Shore Boys' and then
on Saturday, 24th May at The Academy Auditorium. Time: 8 pm.'
- 4 Well, I thought £7.
- 5 Yes, and then
the poster we could have words like 'Jazz, Pop, Fun, Energetic'.
- 6 Let's use a fun font

EVERYDAY ENGLISH TOOLKIT: WRITING PUBLICITY FOR A CONCERT

Look at the expressions from the dialogue. Who says each one:
Ross, James or Gregor?

- Let's use a fun font.
- use a slogan to encourage the audience.
- Obviously we need the name of the band.
- We need to include the key details: date, time and venue.
- How about writing something like
- We can use that as the background of the poster.

Over to you!

5 Work in pairs. You are in the band. Design the flyer you will use to inform everyone about the concert. Discuss what information you must include and what else you could add to encourage people to come along. Use the words in exercise 2 and the expressions in the Everyday English Toolkit.