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Presenting your public face



Launch

Company newsletters, home pages, press releases, sponsoring and press conferences are all ways to promote your company. Find an example of each below.

- 1 Vadi Vision is proud to announce that it will be sponsoring a new campaign to promote eye health awareness.

You'll be pleased to hear that in the last year, Vadi Vision has pulled ahead of its main competitor to win the market share in optical sales.

2

- 3 When Mr Vadi started Vadi Vision 21 years ago, he had no idea of what a success it would be.

4

Interested in our new selection of **eye glasses** ?



Click here to find out more

vadi visi+n

Which of the above items are you responsible for writing (in Czech or English)? What other methods (other than advertising) do you use to promote your company?



19

- 1 A marketing consultant is giving a presentation called 'How to make your website into an effective marketing tool'. First look at the features below. Do you think it's a good or bad idea for websites to have them? Now listen to the presentation. Does the consultant agree with you?

	good idea	bad idea		good idea	bad idea
easy navigation	<input type="checkbox"/>	<input type="checkbox"/>	large images	<input type="checkbox"/>	<input type="checkbox"/>
site map	<input type="checkbox"/>	<input type="checkbox"/>	'look inside' option	<input type="checkbox"/>	<input type="checkbox"/>
search function	<input type="checkbox"/>	<input type="checkbox"/>	simple shopping interface	<input type="checkbox"/>	<input type="checkbox"/>
Flash introduction	<input type="checkbox"/>	<input type="checkbox"/>	complicated language	<input type="checkbox"/>	<input type="checkbox"/>
pop-up windows	<input type="checkbox"/>	<input type="checkbox"/>			

VOCABULARY ASSISTANT

breakdown *výpis, výčet*
 to deal with sth *zabývat se čím*
 to pose *představovat*