

English for Event Sales Pitches

A training course for event sales managers

Final artifact: 4-minute event proposal pitch to an international client

Level: B1 Business Operational | Format: 8 sessions × 60 min, online | Group: 3–5 learners

Task family: Pitch / proposal — selling a venue and service package

The task

An event sales manager presents a 4-minute pitch to an international client who has sent a brief for a corporate event or high-end wedding. The client uses the pitch to decide whether to proceed to a site visit, request a written proposal, or remove Park Hyatt Jeddah from the shortlist.

Audience: international client decision-makers — corporate events leads, executive assistants, brides' families, festival organisers. Time-poor. Comparing two or three properties.

Success: the client agrees to the next named step — a site visit, a draft proposal by a specific date, or a deposit window — within the same call. Park Hyatt is positioned as the obvious choice without the pitch sounding scripted.

Language outcomes

Event sales managers who complete this course will be able to:

- Open a pitch with a one-line confirmation of the client's brief — no preamble, no over-introducing the property
- Mirror back the client's vision in concrete, sensory language before describing the property — feeling + scale + signature touch
- Propose specific spaces and named signature services that map directly to the captured vision, never relying on generic luxury-hotel language
- Frame pricing and inclusions with confidence — package + named inclusions + value-add — without softening or hedging
- Close with a specific, named next step the client can act on the same day — site visit, draft proposal, or deposit window

Structure

Beat	Purpose	Time
Opening & relationship	Confirm the brief and position the property in one sentence	~25 sec
Vision capture	Mirror back the client's vision before proposing anything	~50 sec
Venue & service proposal	Specific spaces and named services that match the vision	~75 sec

Beat	Purpose	Time
Pricing & inclusions	Package, what's included, signature value-add	~60 sec
Close & next step	Specific named next action — site visit, proposal, or deposit	~30 sec

8-session schedule

#	Session	Artifact
1	Orientation & Baseline	Unassisted 4-min recording + L1 score
2	Structure & core language	60-sec fragment: opening + vision capture
3	Partial simulation	75-sec walkthrough of venue & service proposal beat
4	Full simulation — Round 1	Full 4-min recording + diagnostic notes
5	Repair & upgrade	Re-recorded segment on main breakdown
6	Pressure variation	3-min walk-and-talk pitch under tighter time
7	Final simulation	Unassisted 4-min recording + L7 score
8	Evaluation & Capstone	L1/L7 reveal + capstone on real pipeline brief + personal grade report

What each learner receives

- Personal portfolio of 8 recordings across the course
- Per-criterion scores at L1 and L7 (5 criteria, 0/1/2 each, /10 total)
- Individual grade band: Distinction / Pass with merit / Pass / Not yet passing
- Pass certificate on either performance ($L7 \geq 6/10$) or improvement ($L7 - L1 \geq 2$ points)

Portfolio

Save each recording to a shared folder. One folder per learner.

File naming: **PHJ_[Department]_[LearnerID]_EventSales_L[#]_YYYY-MM-DD**

Three rules for the trainer

- Follow the lesson order. The sessions build on each other. Don't skip, don't swap.
- Score the artifact at L1 and L7 using the full scorecard. Other lessons need only a brief observation note. The L1 and L7 scores produce each learner's grade.
- No language help and no language bank during L1 or L7. These are the before-and-after measures. Hide all references. Observe and record only.