

Lesson 3 — Partial Simulation

Session 3 of 8 | Duration: 60 min | Artifact: 75-sec walkthrough of the venue & service proposal beat

Purpose

Drill the venue & service proposal beat — the language-densest segment, where most B1 speakers default to generic luxury-hotel language.

Phases

Time	Phase	Trainer does
0:00–0:05	Warm-up	Revisit the five-beat structure on screen. Show the language bank from L2.
0:05–0:20	Brief the segment	Hand out the L4 brief (preview below). Today learners do only the venue & service proposal beat — 75 seconds.
0:20–0:35	Planning	Each learner names 2–3 specific spaces and 2 named signature services. Language bank visible. Every space and service must be paired with a reason that maps to the captured vision — never named alone.
0:35–0:55	Performance	Each learner records a 75-sec proposal beat for the same brief.
0:55–1:00	Close	One observation on language: where the space–reason pairing held; where it broke. Save recordings.

Scripted teacher language

“You’re not doing the full pitch today. Only the proposal beat. 75 seconds.”

“Every space gets a reason. Never name a space alone. “We have a beautiful ballroom” is not enough — pair it: “For a 350-cover gala dinner with a Red Sea view, I’d propose the Marsa Ballroom, because the floor-to-ceiling glass anchors the room around the water.””

“Same rule for service. Name the service, then name the outcome for the client.”

Brief preview — venue & service proposal beat only

Client: Aurelis — global all-hands and celebratory dinner

Brief preview. Aurelis is a US-headquartered enterprise software company expanding into Saudi Arabia. They want to host their MENA all-hands at Park Hyatt Jeddah for 350 employees: a 2-day program with plenary, eight breakouts, and a celebratory dinner on night two. Hybrid format — virtual streaming for global colleagues. Decision-maker: Daniel Holt, Regional VP of Operations. Daniel is on his second visit to Saudi and has only seen one other property.

The vision (already captured at the start of the call). “We want it to feel like a confident arrival into the region, not a corporate retreat — modern, energising, with one Saudi signature moment that our global team will talk about for months.”

The segment: Walk through the venue & service proposal beat only. 75 seconds. Name 2–3 specific spaces. Name 2 named signature services. Pair each with a reason that maps to the vision.

Between-session work

No homework. The full L4 brief will be handed out next session for fresh reading.

Artifact

75-sec recording per learner, venue & service proposal beat only. Save as **PHJ_[Department]_[LearnerID]_EventSales_L3_YYYY-MM-DD**.