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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*