

# How to organize professional games?

WORKBOOK



# CONTENTS

I)	Let's read! .....	03
II)	Comprehension exercises .....	06
III)	Some useful vocabulary .....	10
IV)	It's time to play! .....	11



# Let's read!

A game is not only two teams playing against each other on a basketball court. It's also a lot of up-front work, whether it is for the ticketing, communications, marketing or accounts departments. Around ten people work behind the scene in order to make everything as perfect as possible for the audience on game day.

## The Ticketing Department

Before a game, the executive of this department creates all the rates depending on the level of the game and the person (adult, student, unemployed, basketball member, kid). She also takes the supply and demand into account: if a game doesn't seem to be really attractive or if the club doesn't sell a lot of tickets, the rates go down.

People who work for this department sell tickets about a week before the game takes place and they keep selling tickets until the last minute. They try to fulfill the best they can for the fans: some people want to be next to a group of friends that bought tickets two days ago, others don't want to be sit on the top, neither on the bottom of the bleachers, others ask for places close to the players' bench... Demands are numerous and varied!



## The accounting department:

Before the games, the accountant takes care of the refreshment areas. She orders drinks and sandwiches in order to satisfy everybody. She has to reckon the numbers of sandwiches and drinks that she has to buy: indeed, there must be the least leftovers possible but we must not run out of supplies either.

## The Communications/Event department:

The club communicates before, during and after a game. However, the fans are not the only target: the partners and the journalists are also taken into account.

Before the game, posters and banners are made to inform the audience. Journalists also take contact with the club to interview a player. During the game, social networks (Facebook, Twitter) are updated for people who can't attend to the match; thus they are aware of the game proceedings. Eventually, after the game, a press conference takes place: the coaches of both team and a player are interviewed by journalists. This is a capital stage in order to make an official report of the game to the fans. Moreover, the website is updated: youth team and professional team results, pictures, videos and sum up of the game.



## The Marketing Department:

People in charge of the marketing handle Elan partners during a VIP reception.

A week before the game, they must prepare everything and try to forget nothing! First of all, there are several orders to place: dishes, food (that comes from a caretaker partner) and drinks (wines, fruit juices and sodas). Then, they have to prepare the VIP bracelets which have a different color according to the services chosen by the partners and a list for the parking which is booked for some partners only. Eventually, they have to hire receptionists who greet the VIPs before the game and serve them during the reception.

The day before the game, the sales representatives install the VIP rooms (where the VIP reception takes place) with the pupils of the schooling center.

On D-day, during the receptions, the sales representatives work a lot their relationships with the partners: they spend time with them to know their companies' news and last events.



# Comprehension exercises

## Exercise One:

Answer the questions below to know if you understand the texts correctly:

- A) How many departments work in the shadow to prepare a game?
- B) When does the ticketing department start selling tickets for a game?
- C) Why are press conferences important?
- D) Where do the VIP receptions take place?
- E) Who is in charge of the refreshment area?



## Exercise Two:

Choose the right answer:

- 1) Approximately, how many people work to prepare the game?
  - I) 4
  - C) 10
  - S) 2
  
- 2) What does the ticketing executive take into account when she creates rates?
  - L) Supply and demand
  - T) Where people want to be sit
  - A) Nothing, it's always the same price
  
- 3) Who serve the VIPs?
  - E) The sales representatives
  - I) The receptionists
  - R) The caretaker
  
- 4) Who come to the press conference?
  - E) The home coach and one of his players
  - A) The away and the home coaches
  - N) Both coaches and one player
  
- 5) What is not updated on the website just after the game?
  - D) Scores
  - N) Pictures
  - T) Partners' news

Put the letters all together to find the name of a player:

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### Exercise Three:

True or False? Pick the right answer. If it's wrong, correct the sentence.

The ticketing department:

	TRUE	FALSE	CORRECTION
Rates are the same for everyone.			
You can buy tickets until the last moment.			
Everybody wants to be sit at the same place.			

The accounting department:

	TRUE	FALSE	CORRECTION
The accountant always order the same number of sandwiches.			
The accountant doesn't order drinks.			
It's important to have a lot of leftovers after the game.			





### The Communications Department:

	TRUE	FALSE	CORRECTION
The communications has four targets.			
Elan Chalon is on two social networks.			
A press conference is held before and after the game.			

### The Marketing Department:

	TRUE	FALSE	CORRECTION
The bracelet colors depend on the services chosen by the VIPs.			
The sale representatives install the VIP rooms alone.			
VIPs eat sandwiches and drink Coca Cola during the VIP reception.			

### Essay:

If you could work in one of these departments, which one would you choose and why?



# Some useful vocabulary

Ground = terrain

Up-front = en amont

Ticketing = billetterie

Accounts = comptabilité

Around = About = Approximately = à peu près

Audience = public

Executive = responsable

Rate = prix

Supply and demand = l'offre et la demande

To sell (sold-sold) = vendre

To fulfill = satisfaire

To buy (bought-bought) = vendre

Bleacher = tribune

Bench = banc

Target = cible

Poster = affiche

Social network = réseau social

To update = metre à jour

To be aware = être au courant

Proceedings = déroulement

Stage = étape

Sum up = résumé

To handle = s'occuper

Dishes = vaisselle

Caretaker = traiteur

To book = réserver

To hire = embaucher

To greet = accueillir

To reckon = calculer

Leftovers = reste

To run (ran-run) out of = manquer de



# It's time to play!

Find the most words you can with these letters:

**BROCKMAN**

3 pts:

Part of your body, from your shoulder to your wrist: \_ \_ \_

An adult male person: \_ \_ \_

A synonym for an automobile: \_ \_ \_

4 pts:

You cook this yellow cereal when you want popcorn: \_ \_ \_ \_

An item you use when you want to arrange your hair: \_ \_ \_ \_

\_ \_ \_ \_ 'n Roll!

5 pts:

The inhabitants of the capital of Italy: \_ \_ \_ \_ \_

A member of nobility: \_ \_ \_ \_ \_

You slice thin and fry this part of pork food: \_ \_ \_ \_ \_

A very dangerous snake: \_ \_ \_ \_ \_



Your Total Of Points : /42

# Criss Cross

## DOWN

- 1 My job consists in interviewing coaches and players after the game
- 2 A famous social network
- 3 A synonym for price
- 4 You can buy this food made of bread and ham at the refreshment area.
- 5 The department in charge of partners.

## ACROSS

- i A person who goes to a special reception after the game.
- ii The name of the reception after the game
- iii The department that sells the tickets of the game
- iv An alcoholic drink which is famous in Burgundy
- v The person in charge of the refreshment area

The crossword puzzle grid is shown with the following numbers and letters:

- Down 1:** A vertical column of 10 squares starting with '1' at the top.
- Down 2:** A vertical column of 6 squares starting with '2' at the top.
- Down 3:** A vertical column of 4 squares starting with '3' at the top.
- Across i:** A horizontal row of 6 squares starting with 'i' on the left.
- Across ii:** A horizontal row of 3 squares starting with 'ii' on the left.
- Across iii:** A horizontal row of 8 squares starting with 'iii' on the left.
- Down 4:** A vertical column of 4 squares starting with '4' at the top.
- Across iv:** A horizontal row of 4 squares starting with 'iv' on the left.
- Across v:** A horizontal row of 10 squares starting with 'v' on the left.
- Down 5:** A vertical column of 8 squares starting with '5' at the top.



## Word Search

Déroulement  
Tribune  
Supporter  
Etudiant  
Satisfaire

Mettre à jour  
Résumer  
Photo  
Traiteur  
boisson

F	A	N	A	N	H	Y	E	T	A	D	P	U
A	S	G	F	Y	W	V	B	U	I	L	D	F
P	E	R	U	T	C	I	P	S	Q	F	R	R
R	D	F	S	Y	T	D	P	U	F	G	I	Y
O	E	R	Q	T	H	N	T	U	S	D	N	H
C	E	E	F	Y	U	B	U	J	M	V	K	Y
E	G	K	G	W	E	D	J	K	T	U	L	R
E	Y	A	S	D	E	O	E	L	F	A	S	E
D	H	T	X	O	R	I	T	N	E	E	K	C
I	U	E	A	L	A	S	G	O	T	T	J	I
N	P	R	U	B	L	E	A	C	H	E	R	S
G	L	A	O	J	Y	L	H	M	I	Y	U	O
S	J	C	O	K	U	F	U	L	F	I	L	L

