

TASK 1
HOW TO ORGANISE AN EVENT

ANSWER BOX

PARAGRAPH	0	1	2	3	4	5	6	7	8	9
ANSWER	D	K	M	E	J	A	G	I	F	H

TEXT

Organising an event can seem like an incredibly overwhelming task. There are speakers to hire, venues to rent, guests to invite, and food to supply. While getting all of this done can seem impossible, if you start organising yourself right away and delegate tasks to a competent team, you can make your event run smoothly and tackle anything the day might throw at you.

D. DECIDE ON THE TYPE OF EVENT

0. Events can come in a few different formats: formal dinners, casual auctions, potluck parties, or even virtual meetings. Depending on what kind of event you're holding, one format may work better than the others.

K. SETTING YOUR GOALS

1. Having a sentence or two in your head will help you lead the event in the right direction. Are you planning it to educate your community? Persuade potential donors for funds? Celebrate a specific individual or group of individuals?

M. THE IDEAL VENUE

2. Once you figure out when you'd like to hold your event, think about the best place for everyone to gather. This could be a community center, an outdoor area, your office, or even someone's home. Once you know where you'd like to go, contact the owner of the space to get permission to host your gathering there.

E. EVERYONE CAN LEND A HAND

3. Talk to people in your community who know and love the cause you're trying to support. Ask them to give up a few hours of their time before, during, and after the event to help you make it happen. Be sure to tell them everything they'll be expected to do so they know what they're getting into.

J. RECORD YOUR EVENT FOR FUTURE REPEATS

4. You can post photos on your website or social media pages later on. Take note of the sponsor banners, your banner, the entrance, the reception area, and the guests. If the photos look good, you can use them to advertise your event next year!

A. ALWAYS KNOW WHERE THE MONEY GOES

5. All possible expenses, incomes, sponsors, and contingent expenses should be included. If you don't budget, you'll end up with a wad of receipts, an empty pocketbook, and no idea what the heck just happened. Be realistic from day one so no surprises are seen on the day!

G. INDICATE WHERE THINGS ARE HAPPENING

6. Make sure everything is accounted for. Do you need balloons on the mailbox? A poster board on the corner? What about on the doors and through the hallway? If your guests have to wander through a veritable labyrinth, the more signs, the better.

I. ORGANIZE REFRESHMENTS

7. Some events don't need to provide food and drinks, but it's nice to provide your guests with dinner in the evening time or snacks during the day. If you do decide to provide food, hire a catering company once you have your venue nailed down and talk to them about the menu, the setup, and how early the need to be there the day of.

F. GET LOCAL COMPANIES TO SPONSOR YOU

8. Hosting an auction is a great way to raise money for a non-profit during you event. If you'll be hosting a silent auction at your event, reach out to local businesses to see if they'd be willing to donate some of their products for your cause.

H. LET EVERYONE KNOW IN ADVANCE

9. If your company or group has a social media page, advertise your events a few months ahead of time so people can start marking their calendars. As the date gets closer and closer, post reminders for people so they can sign up or buy tickets if they need to.

(Adapted from: [wikihow.com/Organise-an-Event](https://www.wikihow.com/Organise-an-Event), 5/12/2020, 550 words)

TASK 2 HOW PUBS HAVE CHANGED

ANSWER BOX

QUESTION	0	10	11	12	13	14	15	16
ANSWER	C	C	C	B	C	C	C	B

TEXT

The landscape of British pubs and beer has undoubtedly seen a dramatic change. **In response to an increase in pub closures over recent years, pubs have found innovative ways to ensure the market remains current and attractive to consumers (0).**

Great pub food is just one of the ways in which pubs are appealing to customers. Offering food has become increasingly important as a driver to attract more customers, with research demonstrating that consumers are increasingly expecting a wider range of food choices. Research has demonstrated that increasingly consumers are merging social occasions, with pubs more frequently now used for both food and drink-led events.

Demands for more unusual pub foods are on the rise too. **Whilst traditional pub food would include light lunches or Sunday roasts, today consumers expect to see more variety of foods, with research demonstrating that an increasing number of consumers look for street food pop ups in pubs, along with a wider range of international cuisines (10).**

Pubs have also begun to invest in the coffee industry. Today, pubs throughout the UK are recognising the value of the coffee industry to drive profits even during traditionally quieter times. **Many pubs have begun investing in good quality coffee to appeal to new demographics of consumers (11).**

Other changes in consumer habits have also contributed to a change in the ways pubs operate today. **Demand for a wider variety of drinks has led to pubs offering a much wider variety of beers and other drinks available (12).** Whilst the number of pubs in the UK has decreased in recent years, the number of breweries has seen a sharp rise, in part due to the demand for a wider variety of more local beers.

In recent years, craft beers have become a vital part of the pub sector, with many calling recent years of the beer industry a 'revolution'. Consumers, who are increasingly attracted to local, natural and unusual beers, searching for beers of different origins, styles and tastes, have continued to drive up the sale of craft beers.

Changes in consumer habits can also be attributed to a drive towards healthier living. Consumers often demand healthier beer options. As a result, low and non-alcoholic beers are increasingly available on the UK market, along with gluten free options (13).

So why all this change in consumer habit? A number of different reasons are attributed to the change in the beer and pub sector. Significantly, there has been a shift in attitude towards alcohol consumption. In the period of 2004-2016 alone, alcohol consumption fell by 17%. **These statistics undoubtedly have influenced the growing trend of low-alcoholic products (14).**

Many attribute the smoking ban to causing the biggest shift in pub culture. Not only is it argued that the ban resulted in a significant fall in the number of overall British pubs, but **the ban also resulted in a shift in the type of pub customer (15)**. Today, the pub sector has shifted, with research suggesting that pubs have shifted towards more family-friendly atmospheres which appeal to families.

In addition, the price of a pint in a pub is significantly higher than alcohol in supermarkets. In particular, the recession hit the pub sector disproportionately hard. As a result, pubs have had to adjust to ensure that they offer an experience which consumers could not get at home, **hence the transition towards more food-led establishments, and the growing trend to create a space which is not just for drinking alcohol, but for a variety of occasions for a variety of consumers (16).**

(Adapted from: beerandpub.com/passions/how-pubs-have-changed, 5/12/2020, 587 words)

TASK 3 THE BENEFITS OF STAYING AT A BED AND BREAKFAST

ANSWER BOX

EXTRACT	0	17	18	19	20	21	22	23	24	25
ANSWER	L	F	K	C	E	J	G	A	H	I

TEXT

Despite bed and breakfasts being smaller than the usual hotels, they are often unique and make you feel more like you're at home. Most bed and breakfast accommodations are operated by ordinary local people whose objective is **to preserve an old residence (0)**. They are very amiable and will be there to greet you at the door upon your arrival.

Bed and breakfast accommodation is comfortable and cosy as the rooms are set up just like a room in your own house. If you are planning a trip, **either with friends or family (17)**, take note of these benefits of staying at a bed and breakfast and perhaps in the future you'll choose them over more expensive hotel accommodation.

Breakfast is normally homemade and delicious – **something that isn't guaranteed when (18)** staying at a hotel. Most breakfast meals include bread and butter, coffee, tea or hot chocolate, donuts and eggs. What makes it even better is that you won't have to pay for the mouth-watering breakfast **because it is already included (19)** in the nightly rate. The more you enjoy, the more you save!

Owned by local proprietors, hosts at bed and breakfasts are more hands-on and keep an eye on their guests so as to ensure their safety, convenience and comfort. Hotel staff can sometimes **be inattentive**

and are less concerned (20) about your needs and service satisfaction because they are not the owners of the business.

Another advantage of staying in a B&B is that you are likely to be nearer to the tourist spots as most bed and breakfasts are **situated in local residential areas (21)**. Surrounding the bed and breakfast you can often take good photographs of local life – scenery that doesn't normally surround traditional hotels.

Staying in a B&B will most likely lead you to meeting other travellers who, also like you, are **keen to explore the local area (22)**. Since the environment at a bed and breakfast is homelike, people feel comfortable and you'll often chat to other guests over breakfast and perhaps even end up exploring together.

Staying in a hotel often means sharing **a building with a lot of other people (23)** and hotels can often have many function rooms in use for different events. There might be bars, business conference rooms, celebrations and **many other occasions allowing (24)** different people to come in and out of the hotel. It can sometimes be difficult to get a little peace and quiet.

With a bed and breakfast, you can enjoy your privacy because you will **not just have a room for yourself (25)** alone but often a living room, a sun room and a dining room. This makes staying in a bed and breakfast more convenient and advantageous.

(Adapted from: double-barrelledtravel.com/benefits-staying-bed-and-breakfast, 5/12/2020, 452 words)