

ENGLISH LANGUAGE PAPER 3

PART A

Question-Answer Book

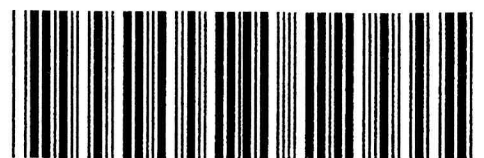
GENERAL INSTRUCTIONS

- (1) There are two parts (A and B) in this paper. All candidates should attempt **ALL** tasks in Part A. In Part B, you should attempt either Part B1 (easier section) **OR** Part B2 (more difficult section). Candidates attempting Parts A and B2 will be able to attain the full range of levels, while Level 4 will be the highest level attainable for candidates attempting Parts A and B1.
- (2) Write your Candidate Number and stick barcode labels in the spaces provided on the appropriate pages of Part A Question-Answer Book and both Part B Question-Answer Books.
- (3) Write your answers clearly and neatly in the spaces provided in the Question-Answer Books. Answers written in the margins will not be marked. You are advised to use a pencil throughout Part A.
- (4) All listening materials will be played **ONCE** only.
- (5) Supplementary answer sheets will be supplied on request. Use separate supplementary answer sheets for Part A and Part B. Write your Candidate Number, mark the question number box and stick a barcode label on each sheet and fasten them with string **INSIDE** the relevant Question-Answer Book.
- (6) The rough-work sheets provided are for you to take notes. They will be collected separately and will not be marked.
- (7) No extra time will be given to candidates for sticking on the barcode labels or filling in the question number boxes after the 'Time is up' announcement.
- (8) The two Question-Answer Books attempted by candidates (one for Part A and one for Part B) will be collected together at the end of the examination. Fasten the two Question-Answer Books together with the green tag provided.
- (9) The other unused Question-Answer Book for Part B will be collected separately at the end of the examination. This will not be marked. Do not write any answers in it.

Please stick the barcode label here.

Candidate Number

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Part A**Situation**

Bonnie, Cherie and Julian are student interns working for a company called Events Horizon, which organises big public events. Their boss Jasmine Ko has asked them to research World Expos for the company.

In Part A, you will have a total of four tasks to do. Follow the instructions in the Question-Answer Book and in the recording to complete the tasks. You will find all the information you need in the Question-Answer Book and the recording. You now have two minutes to familiarise yourself with Tasks 1- 4.

Please stick the barcode label here.

Task 1 (16 marks)

Bonnie, Cherie and Julian are discussing a work schedule to carry out the research on World Expos. Listen to the conversation and complete the notesheet below. The first one has been provided as an example. You now have 30 seconds to study the task. At the end of the task, you will have 30 seconds to tidy up your answers.

Presentation title: An overview of World Expos (example)

Date: (1) _____ Time: (2) _____

Audience: (3) _____

Venue: (4) _____

Length: (5) _____

Areas to be covered

Bonnie: (6) _____ of World Expos

Julian: (7) _____ about World Expos

Cherie: (8) _____ of World Expos

Work Schedule

| Date | Person <i>Bonnie=B Cherie=C Julian =J</i> | What to do |
|------------|--|--|
| (9) _____ | J | (10) _____ |
| August 19 | B | (11) _____ at Hong Kong Metropolitan University |
| (12) _____ | All | Progress Meeting |
| August 23 | (13) _____ | Give Jasmine (14) _____ |
| August 26 | (15) _____ | (16) _____ |

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

END OF TASK 1

Task 2 (15 marks)

You are attending a lecture by Professor Leung, who is going to talk about the history of World Expos. Listen and fill in the missing information in the space below. One has been provided as an example. You now have 30 seconds to study the task. At the end of the task, you will have one minute to tidy up your answers.

Topic: *A History of World Expos*: (17) _____

Definition of World Expos: international exhibitions (example)

Roles of host countries:

(18) _____

(19) _____

Stage 1: Industrial and Technological Inventions **Period: 1851-1938**

London Expo: The Great Exhibition

Number of visitors: (20) _____

Major achievements of this Expo:

(21) _____

(22) _____

Stage 2: (23) _____ **Period:** (24) _____

New York Expo theme: (25) _____

Examples of exhibits: (26) _____

(27) _____

Number of countries which took part: (28) _____

Stage 3: Nation Branding **Period:** (29) _____

Hanover Expo theme: (30) _____

Reason why considered not to be a success:

(31) _____

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

END OF TASK 2

Task 3 (12 marks)

Cherie has just shown Bonnie and Julian a draft of her PowerPoint slides for the presentation. Bonnie and Julian are now giving her some feedback. Listen to the conversation and make notes in the notesheet below. One has been provided as an example. You now have 30 seconds to study the task. At the end of the task, you will have one minute to tidy up your answers.

Suggested additional PowerPoint slides

Downsides of having an Expo

- (32) _____
- (33) _____
- (34) _____

Why countries want to hold an Expo

- To promote (35) _____
- To build up _____ **the national image (example)** _____
- To attract (36) _____

Suggestions for the layout of PowerPoint slides

- (37) _____
- (38) _____
- (39) _____
- (40) _____
- (41) _____
- (42) _____
- (43) _____

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

END OF TASK 3

Task 4 (13 marks)

Julian, Bonnie and Cherie have met up with their friend Leo at a café. They are talking about the group's presentation and World Expos. Listen to the conversation and answer the questions below. Please note that you do not need to answer in complete sentences. One has been provided as an example. You now have 30 seconds to study the task. At the end of the task, you will have three minutes to tidy up your answers.



Ota Benga

What, according to Leo, was the main function of World Expos for ordinary people?

(44)

How many people were exhibited in human zoos in World Expos at the end of the 19th Century and the beginning of the 20th Century?

(45)

Name three activities that people exhibited in human zoos had to do.

lived in traditional houses (example)

(46)

(47)

Why was Ota Benga and his tribespeople chosen by WJ McGee for the St. Louis Expo of 1904?

(48)

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Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

For what purpose did the pygmies think they were in the USA and how did it contrast with the Expo's publicity?

(49) The pygmies thought

(50) but actually

What was Ota Benga's job in the zoo in New York?

(51)

How did the people of New York react?

(52)

Did Ota Benga's story have a happy ending? Why/ Why not?

(53)

What do Bonnie, Cherie and Julian think about including the Ota Benga's story in their presentation? Complete the table below:

| | Should it be included in presentation? | Reason given |
|-------------|--|--------------|
| (54) Bonnie | | |
| (55) Cherie | | |
| (56) Julian | | |

Answers written in the margins will not be marked.

END OF TASK 4

End of Part A

Now go on to Part B

Sources of materials used in this paper will be acknowledged in the *HKDSE Question Papers* booklet published by the Hong Kong Examinations and Assessment Authority at a later stage.

Candidate Number

Please stick the barcode label here.

**HKDSE 2021
ENGLISH LANGUAGE
PAPER 3 PART B1
Question-Answer Book**



Task 5: Special Arrangements Form (17 marks)

Complete the Special Arrangements Form below using information from the B1 Data File and your notes.

Special Arrangements for the Victoria Cup

| | |
|--|---|
| <p>1. Hot Weather Players may suffer from heat exhaustion. Special Arrangements:</p> <ul style="list-style-type: none"> • _____ • _____ • _____ | <p>2. Player Privacy Fans may disturb players in their free time. Special Arrangements:</p> <ul style="list-style-type: none"> • _____ • _____ |
| <p>3. Behaviour of Spectators Spectators may distract players in the game. Special Arrangements:</p> <ul style="list-style-type: none"> • _____ | <p>4. Air Pollution Players may have breathing difficulties. Special Arrangements:</p> <ul style="list-style-type: none"> • If pollution levels are above API _____, |
| <p>5. Food Safety Risk of food poisoning due to kitchen hygiene. Special Arrangements:</p> <ul style="list-style-type: none"> • _____ | <p>6. Security Threat of terrorism at major sporting events. Special Arrangements:</p> <ul style="list-style-type: none"> • _____ • _____ |
| <p>7. Special Dietary Requirements Lara Taranova - _____ Reasons: _____</p> | <p>8. Player Enquiries Telephone: _____</p> |

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

END OF TASK 5



Task 6: Announcement for Tennis Activity Day (18 marks)

Write a short announcement for the Tennis Activity Day for the Events Horizon website using information from the B1 Data File and your notes. Write around 120 words.

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Answers written in the margins will not be marked.

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Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

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END OF TASK 6

Task 7: Letter to the editor of the *Hong Kong Press & Journal* (18 marks)

Write a letter to the editor of the *Hong Kong Press & Journal* using information from the B1 Data File. Write around 150 words.

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Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

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Answers written in the margins will not be marked.

END OF TASK 7
END OF PART B1

HONG KONG EXAMINATIONS AND ASSESSMENT AUTHORITY
HONG KONG DIPLOMA OF SECONDARY EDUCATION EXAMINATION 2021

ENGLISH LANGUAGE PAPER 3

PART B1

DATA FILE

GENERAL INSTRUCTIONS

- (1) Refer to the General Instructions on Page 1 of the Question-Answer Book for Part A.

INSTRUCTIONS FOR PART B1

- (1) The Question-Answer Book for Part B1 is inserted into this Data File.
- (2) For Part B, attempt **EITHER** those tasks in Part B1 (Tasks 5 – 7) **OR** those in Part B2 (Tasks 8 – 10).
- (3) You are advised to use a pen for Part B.
- (4) The Data Files will **NOT** be collected at the end of the examination. Do **NOT** write your answers in the Data Files.
- (5) Hand in only **ONE** Question-Answer Book for Part B, either B1 or B2, and tie it with the Question-Answer Book for Part A.

Not to be taken away before the
end of the examination session

Part B

Situation

You are Nico Lin. You work for Events Horizon, a company which organises large public events. You are part of a committee responsible for organising the Victoria Cup, a professional women's tennis tournament.

In order to promote the Victoria Cup to the public, the head of the Victoria Cup project team, Anthony Au, is keen to ensure that the tournament is a success.

You will listen to a Zoom meeting between a young tennis star called Lara Taranova, her agent Victor Laurent and Anthony Au.

Before the recording is played, you will have five minutes to study the Question-Answer Book and the Data File to familiarise yourself with the situation and the tasks.

Complete the tasks by following the instructions in the Question-Answer Book and on the recording. You will find all the information you need in the Question-Answer Book, the Data File and on the recording. As you listen you can make notes on page 3 of the Data File.

You now have five minutes to familiarise yourself with the Question-Answer Book and the Data File.

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| 4. Minutes of the Victoria Cup Committee meeting | 6 |
| 5. Transcript from Tennis Activity Day 2020 Feedback Interview..... | 7 |
| 6. <i>Hong Kong Press & Journal</i> article 25 April 2021 | 8 |
| 7. WhatsApp message from Dickson Tse to the Events Horizon WhatsApp Group | 8 |
| 8. Events Horizon Blog webpage..... | 9 |
| 9. Job Advert for Green Ambassador..... | 10 |

Listening note-taking sheet for the Zoom meeting

Listen to the recording of the Zoom meeting between Lara Taranova, Victor Laurent and Anthony Au.

Concerns about Tournament and Special Arrangements

-
-
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Tickets









Activity Day

Charities

Advertising

Contact Details

Email from Anthony Au to Nico Lin

| | | | | | | | |
|--|--|---|---|---|--|---|---|
| File | | Message | | | | | |
|  Junk |  Delete |  Reply |  Reply All |  Forward |  Move ▼ |  Mark Unread ▼ |  Follow up ▼ |
| To: Nico Lin From: Anthony Au Subject: The Victoria Cup – Things to do | | | | Sent: April 28 2021 10:18 AM | | | |
| <p>Dear Nico,</p> <p>These are the three things that I'd like you to do in preparation for the Victoria Cup.</p> <p>Special Arrangements Form We need to complete the summary of the special arrangements for this year's Victoria Cup to send to all players and agents. Please complete the attached Special Arrangements Form. Keep it brief.</p> <p>You can look at Dickson Tse's WhatsApp message, the email exchange with Victor Laurent, the minutes from the Victoria Cup Committee meeting as well as your notes from the Zoom meeting.</p> <p>Tennis Activity Day Please write a short announcement about this year's Tennis Activity Day. The announcement will be posted on our website so try to persuade the readers to apply. Please include the following information:</p> <ul style="list-style-type: none">• The purpose of the day• Where and when it will take place• Which tennis star will be there• What the main activities will be• How many participants will be selected• What people need to do to apply <p>You can look at the email exchange with Victor Laurent, the feedback interview, the minutes from the Victoria Cup Committee meeting as well as your notes from the Zoom meeting.</p> <p>Response to the <i>Hong Kong Press & Journal</i> article The <i>Hong Kong Press & Journal</i> has published an article about the Victoria Cup. Please write a letter to the editor explaining how we will try to stop the littering and what TV options are available.</p> <p>You might also look at the job advertisement, our own blog website and the minutes of the committee meeting.</p> <p>Thanks again for your help.</p> <p>Anthony</p> | | | | | | | |

Email exchange between Victor Laurent and Nico Lin

To: Victor Laurent
From: Nico Lin
Subject: Re: Lara Taranova

Sent: Sun 25 April 2021 11:33 AM

Dear Victor,

It will take place on Friday 24th September, three days before the tournament begins. We will send you details of the programme soon. Thank you for your patience.

Nico Lin

To: Nico Lin
From: Victor Laurent
Subject: Re: Lara Taranova

Sent: Fri 23 April 2021 3:34 PM

Dear Nico,

One more thing: I think you mentioned a Tennis Activity Day - please could you let me know when this will take place? V

To: Victor Laurent
From: Nico Lin
Subject: Re: Lara Taranova

Sent: Wed 21 April 2021 2:10 PM

Dear Victor,

Thanks for bringing Lara's special dietary requirements to our attention. Regarding the other matter, don't worry. There may be fans at the airport when you arrive, but you'll be transported in a private car with darkened windows every day. Plus, we promise that the address of your hotel will not be revealed to the press.

Warm regards,
Nico Lin

To: Nico Lin
From: Victor Laurent
Subject: Lara Taranova

Sent: Tues 20 April 2021 10:26 AM

Dear Nico,

You may have seen in Lara's recent interview in *Healthy Living* magazine that she does not eat pork for religious reasons. Please could you make sure that the kitchen staff in the hotel are aware of this? Lara is very keen to get some privacy in Hong Kong. Can you update me on arrangements for this?

Kind regards,
Victor Laurent

Minutes of the Victoria Cup Committee meeting

Date: Monday April 26, 2021

Venue: Meeting Room 4b, Events Horizon

Present:

Anthony Au (AA)

Thomas Chan (TC)

Lawrence Yip (LY)

Sana Javed (SJ)

1. Confirmation of minutes

2. Kitchen environment

SJ confirmed that the kitchen surfaces will be disinfected every two hours.

3. Tennis Activity day

Update from AA and SJ:

- Venue: Ballater Hill Secondary School.
- Selection procedure for family – child of family to submit two sentences explaining why they would like to meet Lara Taranova.
- Changes will be made based on the feedback interview conducted after last year's Activity Day. Their suggestions seem reasonable – we should adopt them all.

4. Anti-terrorism measures

LY has arranged four sets of security checkpoints to be placed at the entrance of the venue to screen ticket-holders for items that could be used as weapons. Baggage scanners have also been arranged.

5. Measures to deal with littering issues

TC confirmed that thirty-five Green Ambassadors would be hired. Advert out this week. He expressed a hope that this would counter negative press from yesterday's *Hong Kong Press & Journal* article. TC also added that we should highlight the duties that the Green Ambassadors will be doing to keep the area clean.

AA informed the committee that further measures would be put in place. Details have been posted on the Events Horizon blog page.

Transcript from Tennis Activity Day 2020 Feedback Interview

Tennis Activity Day was an initiative launched at the 2020 Victoria Cup with an aim to give local families a chance to interact with international tennis stars. Three participants, KK, Connie and Fred, shared their verdicts on the day.

Interviewer: So, did the activity day meet your expectations?

KK: All in all, it was a positive experience, but there were a few things that could have been done better.

Interviewer: Such as?

KK: Well, for example, we felt the court was too crowded with twelve families. There was a lot of waiting around before we got on the court.

Fred: Yes, I think they would be better off letting in just five families in future on the activity days.

Interviewer: Could you tell us what you thought of the activities themselves?

Connie: Yes, the children enjoyed the coaching session and it was really helpful.

Fred: Secondly, we, the parents, got a chance to test our serve against a real tennis pro.

KK: To be honest, this part wasn't popular at all.

Fred: Yes, I wouldn't recommend you do that again.

Connie: We all preferred the autograph signing session.

Fred: Yes, it was wonderful to talk to the player, take photos and get autographs at the end of the day.

KK: Totally agree.

Interviewer: Thank you all very much for sharing your views with us.

Victoria Cup rubbish

The upcoming Victoria Cup tennis tournament is in the firing line again, this time from local residents near Victoria Park, who do not want a repeat of last year. A local resident, surnamed Ho, complained, 'Last year the tennis fans dropped rubbish everywhere. It was a disgrace!' Cel Bautista, a regular park user, added, 'You should have seen all of the plastic bottles and cigarette butts.'

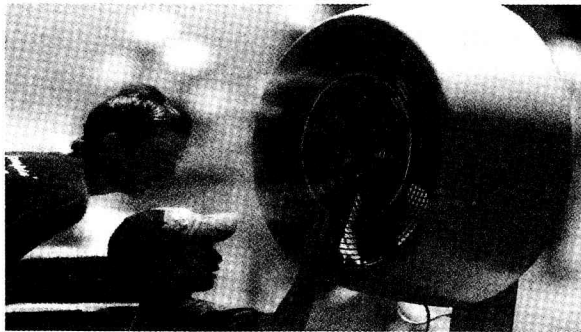
This follows an online storm surrounding the Victoria Cup earlier this week which erupted due to the fact that tennis fans will not be able to watch the Victoria Cup at all

on local TV this year. As Crystal Lee, a lifelong tennis fan, said on a fan forum, 'There's no way I'm going to waste my money paying the annual subscription fee just to watch a cable channel for one week.'

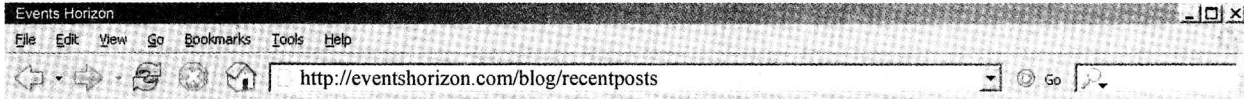
A spokesperson from organisers Events Horizon was not available for comment.

WhatsApp message from Dickson Tse to the Events Horizon WhatsApp Group

3.10 PM ✓✓



We'll order two of these **Outdoor Cooling Fans** and set them up next to the players' seats so that they can use them to cool down during the breaks



Events Horizon

....bringing the big events to Asia.

Archives

- [2020](#)
- [2019](#)
- [2018](#)
- [2017](#)

Recent Posts

The Victoria Cup on TV

April 26 at 10:12 PM

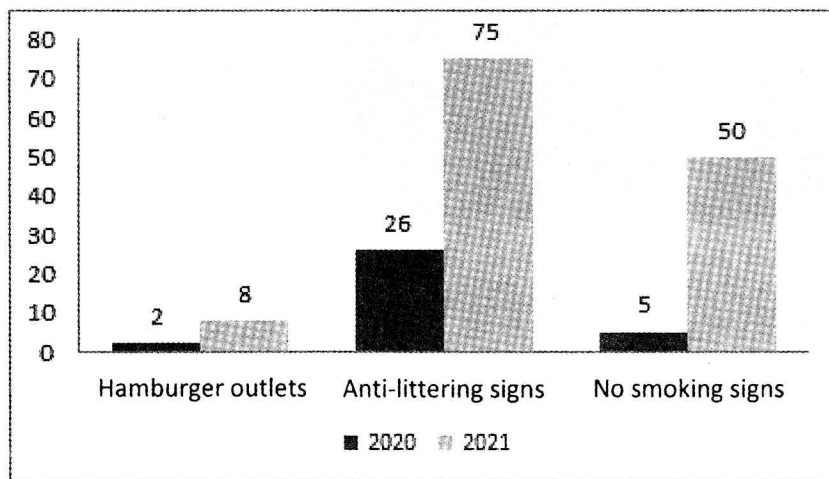
Here are the Victoria Cup TV listings just confirmed with the TV companies:

| Date | Mon 27/9 | Tues 28/9 | Wed 29/9 | Thurs 30/9 | Fri 01/10 | Sat 02/10 | Sun 03/10 |
|-------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------|-----------------|--------------|
| Round | 1 st Round | 1 st Round | 2 nd Round | 2 nd Round | Quarter- Finals | Semi- Finals | Final |
| Cable TV | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Local TV | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ | ✓ |

Like
 Comment
 Share

Lots more at the Victoria Cup for 2021!

April 25 at 3:54 PM



Job Advert for Green Ambassador

Position: Green Ambassador

Employer: Events Horizon

Job Type: Volunteer – paid by the hour

Employment duration: 11 days (23rd September – 3rd October)

Are you environmentally aware?

- Would you be able to remind spectators not to litter?
- Could you tell a spectator to stop smoking?
- Would you be willing to clean up Victoria Park after the event?

If you answered 'yes', then we want you as a Green Ambassador.

Apply Now

THIS IS THE LAST PAGE OF THE PART B1 DATA FILE

Sources of materials used in this paper will be acknowledged in the *HKDSE Question Papers* booklet published by the Hong Kong Examinations and Assessment Authority at a later stage.

Candidate Number

Please stick the barcode label here.

**HKDSE 2021
ENGLISH LANGUAGE
PAPER 3 PART B2
Question-Answer Book**



Task 8: Email to charity about Volunteer Ball Kids (16 marks)

Write an email to Refugee Sanctuary using information from the B2 Data File and your notes. Write around 120 words.

To: **Gilbert Bayo**

Subject:

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Answers written in the margins will not be marked.

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Answers written in the margins will not be marked.

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Answers written in the margins will not be marked.

END OF TASK 8

Please stick the barcode label here.

Task 9: Letter to the editor of the *Hong Kong Press & Journal* (19 marks)

Write a letter to the editor of the *Hong Kong Press & Journal* using information from the B2 Data File and your notes. You do not need to write an address or date. Write around 180 words.

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|----|--|
| 55 | |
| 60 | |
| 65 | |
| 70 | |
| 75 | |
| 80 | |

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

END OF TASK 9

Task 10: Email to PR Department (18 marks)

Write an email to Alfred Roi at the PR Department using information from the B2 Data File and your notes. Write around 150 words.

| | |
|-----------------|----------------------|
| To: | Mr. Alfred Roi |
| Subject: | <input type="text"/> |

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Answers written in the margins will not be marked.

END OF TASK 10

END OF PART B2

HONG KONG EXAMINATIONS AND ASSESSMENT AUTHORITY
HONG KONG DIPLOMA OF SECONDARY EDUCATION EXAMINATION 2021

ENGLISH LANGUAGE PAPER 3

PART B2

DATA FILE

GENERAL INSTRUCTIONS

- (1) Refer to the General Instructions on Page 1 of the Question-Answer Book for Part A.

INSTRUCTIONS FOR PART B2

- (1) The Question-Answer Book for Part B2 is inserted into this Data File.
- (2) For Part B, attempt **EITHER** those tasks in Part B1 (Tasks 5 – 7) **OR** those in Part B2 (Tasks 8 – 10).
- (3) You are advised to use a pen for Part B.
- (4) The Data Files will **NOT** be collected at the end of the examination. Do **NOT** write your answers in the Data Files.
- (5) Hand in only **ONE** Question-Answer Book for Part B, either B1 or B2, and tie it with the Question-Answer Book for Part A.

Not to be taken away before the
end of the examination session

Part B

Situation

You are Nico Lin. You work for Events Horizon, a company which organises large public events. You are part of a committee responsible for organising the Victoria Cup, a professional women's tennis tournament.

In order to promote the Victoria Cup to the public, the head of the Victoria Cup project team, Anthony Au, is keen to ensure that the tournament is a success.

You will listen to a Zoom meeting between a young tennis star called Lara Taranova, her agent Victor Laurent and Anthony Au.

Before the recording is played, you will have five minutes to study the Question-Answer Book and the Data File to familiarise yourself with the situation and the tasks.

Complete the tasks by following the instructions in the Question-Answer Book and on the recording. You will find all the information you need in the Question-Answer Book, the Data File and on the recording. As you listen you can make notes on page 3 of the Data File.

You now have five minutes to familiarise yourself with the Question-Answer Book and the Data File.

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| 6. Letter to the Editor of the <i>Hong Kong Press & Journal</i> from Ms. Geeta Singh | 7 |
| 7. Transcript of phone conversation between Sana Javed and Leon Barnes | 8 |
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Listening note-taking sheet for the Zoom meeting

Listen to the recording of the Zoom meeting between Lara Taranova, Victor Laurent and Anthony Au.

Concerns about Tournament and Special Arrangements

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-
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Tickets









Activity Day

Charities

Advertising

Contact Details

Email from Anthony Au to Nico Lin

| | | | | | | | |
|--|--|---|---|---|--|---|---|
| File | | Message | | | | | |
|  Junk |  Delete |  Reply |  Reply All |  Forward |  Move ▼ |  Mark Unread ▼ |  Follow up ▼ |
| To: Nico Lin From: Anthony Au Subject: The Victoria Cup – Things to do | | | | Sent: April 28 2021 10:18 AM | | | |

Dear Nico,

These are the three things that I'd like you to do in preparation for the Victoria Cup.

Volunteer Ball Kids
We have decided to choose Changing Young Lives to provide the volunteer ball kids for the Victoria Cup. You need to write an email to Gilbert at Refugee Sanctuary explaining:

- Why we didn't choose them i.e. which job requirements they don't meet
- Ways that we can contribute to their charity and what Lara has offered to do.

You may want to start by looking at the notice we sent to the charities.

Letter to the Editor from Ms. Singh
You may have seen the letter to the editor in the *Hong Kong Press & Journal* from a Ms. Geeta Singh complaining about various issues. Please write a letter to the editor in response to Ms. Singh's letter reminding the readers of Ms Singh's complaints and stating our responses to them. You may have to look at the transcript that Sana made of her conversation with Mr Barnes.

Email to PR Department about Promotional Poster
Our promotional poster for the Victoria Cup has received criticism. Please send an email to Alfred Roi at the PR department making sure that he understands exactly why the poster has to be redesigned.

You can start by looking at the *Bon Accord News* article.

Thanks again for your help.

Anthony Au
Project Leader
Events Horizon

Volunteer opportunities notice sent to Hong Kong charities

Events Horizon announce the following volunteer opportunity for charities in Hong Kong:

Ball Kids – Victoria Cup (Period September 27- October 3 2021)

Job description:

The main job of the ball kids is to retrieve tennis balls when they are out of play and to supply players with a towel and refreshments. They must perform these duties so that players and officials can concentrate without being distracted.

Requirements:

We are seeking a dynamic team of 100 ball boys and/or ball girls for the Victoria Cup. Both spoken English and Cantonese required.

Deadline to express an interest: 25 April 2021

If your charity would like to express an interest in taking part in the above, complete the Google Form on the Events Horizon website (www.events.horizon.com.hk).

Hong Kong Charity Google Forms

Name of Charity: Refugee Sanctuary
Area of Hong Kong: Tsim Sha Tsui, Hong Kong
Number of children: 200
Number of staff: 15 full time staff and 35 volunteers
Contact person: Gilbert Bayo

Organisation Description (100 words max.) R.S. is a Hong Kong-based trust that looks after forced migrant children mainly from Africa and South East Asia. We provide a safe and supportive living environment for these vulnerable members of society who have fled dangerous and life-threatening situations, often becoming orphaned in the process. Some of our children speak English but very few of them can speak Cantonese so we help them to learn the basics of the language and integrate into Hong Kong society. The refugee children stay in our centre up until the age of 10, after which they go on to one of our partner charities.

Name of Charity: Changing Young Lives
Area of Hong Kong: Shek Kip Mei, Hong Kong
Number of children: 500
Number of staff: 50
Contact person: Emily Chan

Organisation Description (100 words max.) The Changing Young Lives Foundation is committed to identifying talented underprivileged youngsters in Hong Kong and changing their lives for the better. We operate a coeducational learning institute in Shek Kip Mei where the brightest young people between the ages of 11 and 21 who would otherwise not be able to afford adequate schooling can come free of charge. Our children develop all the essential academic and social skills, becoming proficient in both English and Cantonese, and often going on to study at prestigious universities.

Minutes of the Victoria Cup Committee meeting

Date and time: Monday April 26th, 2021 at 2.00 pm

Venue: Meeting Room 3b, Events Horizon Main Office

Present:

Tina Tong (TT)
Sana Javed (SJ)
Anthony Au (AA)
Samuel Lo (SL)

1. Confirmation of minutes

2. Charity donations

TT gave a brief presentation outlining the characteristics of the two charities Refugee Sanctuary and Changing Young Lives. A lengthy discussion ensued regarding the relative merits of both.

SJ proposed we give both of them 50 complimentary tickets. She commented that it would show goodwill. All agreed that this would be a nice gesture.

3. Volunteer Ball Kids

SJ informed the committee that having reflected on the safety issues and possible PR ramifications, the volunteer ball kids should be at least 11 years old. The committee agreed.

4. Corporate sponsor tickets

SL brought to our attention public discontent with the number of corporate tickets last year for our sponsors and suggested restricting the number of such tickets this year.

AA opined that this would be very difficult to do because tickets had already been issued. He also pointed out that only 12% of tickets went to corporate sponsors.

SJ proposed a condition of punctuality. He specified that corporate sponsor ticketholders should lose their ticket if they had not arrived within 60 minutes of the start of play.

All agreed that this measure would be harsh but fair.

5. Fanzone

SJ provided an update on the Fanzone preparations. She reported that she had contacted the All England Lawn Tennis Club regarding their use of the Fanzone and ticket system there. SJ proposed adopting the same system at the 2021 Victoria Cup so that even more real fans can attend. The meeting unanimously accepted the proposal.

Next meeting to be held on Fri. 14 May at 2.00 pm.

A. O. B.

There being no other business, the meeting finished at 4.25 pm.

Letter to the Editor of the *Hong Kong Press & Journal* from Ms. Geeta Singh

24th April, 2021

Dear Sir/Madam,

I am writing in regard to your article about the 2021 Victoria Cup which appeared in your newspaper on 21 April as I am keen for the organisers to avoid the mistakes they made last year regarding ticketing. First of all, last year, I was annoyed to find that the majority of the seats were reserved for corporate sponsors and their guests. As well as being unfair, I can also testify that a good number of these corporate sponsor seats are invariably left empty because they don't show up.

Another issue last year was that us real fans could not get a hold of tickets whilst the people who actually got the tickets weren't even real tennis fans. Ironically, it is exactly these people who end up talking through the matches and putting players off. I would like to know what Events Horizon intends to do about this type of spectator this year. We can't go on like previous years when the stewards have been too scared to say anything.

For the benefit of the Hong Kong public and for the health of the sport in general, I urge Events Horizon to address these issues.

Yours faithfully,

Geeta Singh

Transcript of phone conversation between Sana Javed and Leon Barnes

Date: Mon. April 12, 2021

Leon: Hello. This is Leon Barnes from the All England Lawn Tennis Club at Wimbledon.

Sana: Hi Leon, this is Sana Javed from Events Horizon. We're organising the Victoria Cup.

Leon: Oh yes, hi. I was expecting your call.

Sana: Just so you know, I'm recording the call so that I can transcribe it to share the information with my colleagues. Is that ok?

Leon: Yes, no problem.

Sana: Ok, so, I'm calling to pick your brains about on-the-day ticketing. I wonder how you handle the demand from the public for the biggest matches at Wimbledon. In Hong Kong we have a Fanzone in Victoria Park, where fans can catch the action on the large screen, but to be honest it hasn't been a success. Last year there were really barely any fans there.

Leon: Right, well, at Wimbledon, we've found that the trick is to, you know, assure the fans that if they turn up on the day, they'll have a chance to get a seat. You'd be surprised how many no-shows we get. Honestly, especially from the corporate sponsors. There's no reason to waste a good seat, that's what we say. So we give those tickets away to fans.

Sana: Wow. That sounds very good and everything but surely it causes a stampede!

Leon: Not quite! I mean, as the fans enter, I suppose you could say what is the equivalent of your "Fanzone" at Wimbledon, they're given a ticket number as they come in. Our staff keep track of any seats that are not claimed and release them to the fans that have the lowest ticket numbers once it's confirmed that the seats won't be occupied.

Sana: Right, well thanks for the info. The use of the Fanzone's an agenda item at our next committee meeting, so what you've just told will be useful for our discussion. I'm sure it'll help.

Leon: No problem. Good luck and do let me know how it goes.

Exclusive: Sponsor Joins Chorus of Criticism of Victoria Cup Advertising Campaign

Our reporter understands that Sportrite are considering withdrawing their corporate sponsorship of the Victoria Cup following a controversial poster campaign promoting the event. The poster in question featured an image of Suzie Gilmour, ranked number 80 in the world, posing according to one insider, “like an amateur model”. A spokesman for the company, Tim Lewis, revealed that the sponsors had made their expectations very clear to organisers Events Horizon:

“We have made it clear to Events Horizon that this was certainly not who we expected to be on the poster. We expected the highest-ranking player.” Mr Lewis added, “We requested a photo of the player in action on the tennis court, not posing like some sort of high fashion supermodel. At present we certainly don’t think the poster is aligned with our company’s aim and vision.”

Online poll result

Is the poster appropriate?

Yes 12%

No 88%



Suzie Gilmour in the poster

Mr Lewis went on to explain that Events Horizon were in breach of contract for not including the Sportrite company logo or their slogan “follow your sporting dreams”.

We tried to contact Lara Taranova through her agent Victor Laurent but she was unavailable for comment.

Comments

Dan123 - There’s nothing wrong with using natural female beauty and elegance to attract fans to the event. Those who are criticising this poster are probably jealous that they will never be as beautiful or successful as this woman.

MarkW - @Dan123 you are in the minority with your views on this. I doubt that you’re a real tennis fan. If they want to really create a genuine interest in women’s tennis as a sport, they should be using the player’s sporting talents and achievements, not their appearance, to promote their event to the public.

Eekamouse – Right on. Good to see some famous celebs saying the same. Check out this interview with [Summer Li in Sonic Attack](#).

Interview with singer Summer Li from *Sonic Attack* online magazine

Sonic Attack Reporter: Summer, you have been known in the past for speaking up against what upsets you from the things you see. What's upset you recently?

Summer: A good question. Lots of things. Oh I know, a poster I just saw for the Victoria Cup.

Sonic Attack Reporter: Really? I think I know which one you mean. What upset you most about it?

Summer: What upset me even more than the image on the poster was the slogan.

Sonic Attack Reporter: What was the slogan again? Something like "look like a woman, play like a man"?

Summer: Yes. I can barely repeat it. It makes me so angry.

Sonic Attack Reporter: Why? Why does it annoy you so much?

Summer: Well first of all, women shouldn't feel that they have to look a certain way.

Sonic Attack Reporter: Yeah, totally.

Summer: I mean, to fit this narrow mainstream perception of beauty. You know the usual one we're bombarded with. Plus, there's no reason in the world why women tennis players should aspire to play like men.

Sonic Attack Reporter: Yeah I know, that's such a lame thing to put.

Summer: You know, it's like – as if that's the best thing – the ultimate – the highest achievement a woman can achieve, to be like a man. Really! Who did the poster? Who are the promoters?

Sonic Attack Reporter: I think they're called Events Horizon.

Summer: Yeah which century do they think they're living in?

THIS IS THE LAST PAGE OF THE PART B2 DATA FILE

Sources of materials used in this paper will be acknowledged in the *HKDSE Question Papers* booklet published by the Hong Kong Examinations and Assessment Authority at a later stage.