



## SHIFT in Orality preparatory materials – Intellectual Output 5

SHIFT in Orality Summer School of Remote Interpreting – Forlì, June 11<sup>th</sup>-16<sup>th</sup>, 2018

NON-SCRIPTED ROLE-PLAY

### Role play: new store opening (3-point call/video)

#### Scenario description

This is a conversation between a new store manager and the CEO of the company. A new flagship store is about to open in a big city. The store is ready and the inauguration day needs to be organised. The CEO arranges an interpreted telephone/video call with the store manager to discuss details.

**Speaker 1** (Company communications manager) is very excited about this new opening, but also very nervous as it is going to be a big event with an invited celebrity. He/She wants all details to be perfect. **Speaker 2** (store manager) is also very excited but nervous, and a little bit stressed out for the organisation of the big event and all the details involved.

#### Brief for Speaker 1: Company communications manager

Your role	You have been working for this large company for five years now. Your job is to organise and coordinate everything that has to do with communication: advertising campaigns, events, etc. This one event is a very important one in your career, as it will be one of the biggest ever organised for a store opening.
General purpose and content of the meeting	The aim of this meeting is to discuss details of the event with the store manager. You want to make sure everything is perfect and you want to put a little pressure on the store manager as you want him/her to understand how important this event is for the company.
Information about your interlocutor	The store manager is new in this role, as the store has not opened yet. He/She has been working as a store manager for smaller stores until now. This event is an important first step in his/her new working position and career in general, and he/she is very aware of this.
Aspects / questions that should be addressed	<ul style="list-style-type: none"> <li>• Stress how important this event is for the company</li> <li>• Reveal name of invited celebrity and discuss organisation/security issues for his/her participation <ul style="list-style-type: none"> <li>➢ These might include, for example: arranging luxury car with driver, organising security, red carpet, pictures, providing contacts with celebrity staff and personal assistant, arranging for celebrity speech/performance during inauguration. You may include some specific requests made by the celebrity, some of which may be very peculiar (wanting his/her pet with him/her all the time, etc.).</li> </ul> </li> <li>• Ask what the store manager can do about these organisational issues and what you can do to support him/her</li> </ul>



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	<ul style="list-style-type: none"> <li>• Discuss event promotion (social media, video teasers, ads, etc.)</li> <li>• Discuss store capacity for guests and number of expected participants</li> </ul>
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### Brief for Speaker 2: Store manager

Your role	You are new in this role, as the store has not opened yet. You have been working as a store manager for smaller stores until now. This event is an important first step in your new working position and career in general, and you are very aware of this. This makes you excited but also a little nervous.
General purpose and content of the meeting/encounter	The company communications manager has asked to talk to you about the opening event of the new store, and only mentioned that there might be a special guest involved. So, you have arranged an interpreted telephone/video call to discuss details regarding the event.
Information about your interlocutor	Your interlocutor is the company communications manager. His/her job is to organise and coordinate everything that has to do with communication: advertising campaigns, events, etc. You suppose that he/she has great expectations for this event, as the store is a huge one.
Aspects / questions that should be addressed	<ul style="list-style-type: none"> <li>• Find out who is the special guest and what you are supposed to organise regarding his/her presence</li> <li>• Discuss any doubts that may arise with communications manager</li> <li>• Discuss logistics of event (catering, scenario, security)</li> <li>• Discuss event promotion (social media, video teasers, ads, etc.).</li> </ul>



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### Brief for the interpreter

General information	Yesterday you received a telephone call from the remote interpreting service provider asking you to interpret a telephone/video call between a store manager and a representative of an important brand. You have not been given any further details about the encounter.
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